Valuing Natural and Cultural Resources for Eco-Cultural Tourism Development: Libya's Green Mountain

By

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In the name of Allah, the Most Gracious, the Most Merciful

And

Praise be to Allah, Lord of the Worlds,

And

There is no God but Allah and Mohamed is his prophet

'Peace be upon him'

بسم الله الرحمن الرحيم

﴿ وقل رب زدني علما ﴾

صدق الله العظيم, طه : 114

Translation: Allah said in the Holy Qur'an

In the name of Allah, the Most Gracious, the Most Merciful

" Say: My Lord! Increase me in knowledge".

God Almighty has spoken the truth,   Ta-Ha: 114

Declaration

I declare that this work, submitted in partial fulfilment of the requirements for the degree of Doctorate of Philosophy and entitled "Valuing Natural and Cultural Resources for Eco-Cultural Tourism Development: Libya's Green Mountain", has not previously been accepted in substance for any degree and is not being concurrently submitted for any other degree. I further declare that this thesis is the result of my own independent work.

Dedication

I dedicate this work to the spirit of my father and to my mother, my wife Masauda, my children Bushra, Basma, Abdalhafiz and Sageda, my brothers, my sisters and to all my family members who provided me with unbounded support and encouragement. I also dedicate it to my devoted instructors, tutors, supervisors and other colleagues and associates.

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I also would like to express my deepest appreciation for my father Abdulhafiz Essally, who was my best adviser; my life would have changed if he had been alive. I truly miss him. May Allah bless him with his Compassion, Grace and Mercy and open heaven's doors for him. My thanks also go to my mother Rebeh who always prays to Allah, implores and beseeches his Mercy for me. May Allah give her good health; she did so much for me and I did not do a lot for her: 'Oh may God bless them both as they brought me up when I was a child'. My gratitude is also extended to my brothers and sisters for their encouragement and constant support. Special thanks and gratitude are due to those dearest to me; my wife and my children for their support and patience during my studies.

Abstract

This study focuses on achieving eco-cultural tourism development via identification and evaluation of natural, cultural and then eco-cultural resources (in terms of capital and criticality) for identifying the potential of eco-cultural tourism development and also determining the drivers of and barriers to tourism development. This is achieved through the views and perceptions of different cohorts of stakeholders. The case study is Libya's Green Mountain region (hereafter known as LGM). This study has developed a new framework for the identification and evaluation of 'Eco-Cultural Tourism Capital' (ECTC) and 'Critical Eco-Cultural Tourism Capital' (CECTC), to indicate eco-cultural tourism development potential, and also to determine the drivers of and barriers to tourism development. The framework ultimately aims to achieve eco-cultural tourism development. For the purposes of this study, eco-cultural resources are a combination of natural and cultural resources. 'Potential' means resources that can be exploited for tourism development (in this case eco-cultural resources). 'Capital' refers to resources that are perceived to have touristic value and commoditisation value. 'Critical Capital' refers to the extent to which this capital is perceived to be important, unique and non-substitutable. The study found that many of the eco-cultural resources in LGM can be considered as ECTC because they have touristic value which refers to recreational, cultural, historical, health and other value. Such ECTC are considered CECTC because they are important, unique and non-substitutable. CECTC indicates the potential for eco-cultural tourism development and needs to be more carefully focused as well as managed and developed sustainably. There are many factors that encourage tourism development which are considered drivers of tourism development in LGM. On the other hand, there are barriers facing tourism development regarding the local community and lack of infrastructure, facilities and services. Determining drivers and barriers helps to identify the key elements that should be considered and involved in achieving eco-cultural tourism development. Therefore, for developing eco-cultural tourism in LGM, it is necessary to identify potential, local community involvement, investment, and take advantage of the drivers. The results of the study can be applied in other destinations where eco-cultural tourism is under-developed. This study contributes to the literature in regard to eco-cultural tourism development and its potential. It explains the ideas of ECTC and CECTC and how they can be used for developing eco-cultural tourism. It then develops a framework for developing eco-cultural tourism. The study also contributes to the body of knowledge about tourism industry in Libya and LGM and eco-cultural tourism in particular.

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Glossary and Abbreviation Used

Abbreviation	Full Name
AD	Anno Domini
ATM	Automated Teller (cash) Machine
BC	Before Christ
CC	Cultural Capital
CIA	Central Intelligence Agency
CCC	Critical Cultural Capital
CECTC	Critical Eco-Cultural Tourism Capital
CNC	Critical Natural Capital
DGC-LGM	The Director General of the corporation of Parks, Gardens and Tourist Affairs in Libya's Green Mountain
ECTC	Eco-Cultural Tourism Capital
(Ex. T1, T2, T3)	local experts dealing with touristic issues
(Ex. Ec1, Ec2, Ec3)	local experts dealing with economic issues
(Ex. S1, S2, S3)	local experts dealing with social, issues
(Ex.En1, En2, En3)	local experts dealing with environmental issues
FDI	Foreign direct investment
GBTTI	General Board for Tourism and Traditional Industry
GBTTI-LGM	General Board for Tourism and Traditional Industry in LGM
GDP	Gross Domestic Product
G-LGM	The Governor of Libya's Green Mountain
GMT-L	The General Manager of the Libyan General Board of Tourism and Traditional Industry
HMC	Human-made Capital
GPC	General People's Committee
GPC-LGM	General People's Committee of Libya's Green Mountain
ICT	Information Communication Technology
LGM	Libya's Green Mountain
LGPC	Libyan General People's Committee
LNPC	Libyan National Planning Council
MENA	Middle East and North Africa countries
NC	Natural Capital
NVivo	Computer software for analysing qualitative data
OPEC	Organization of Petroleum Exporting Countries
RMT-LGM	Regional Manager of the Libyan General Board of Tourism and Traditional Industry in Libya's Green Mountain
SPSS	Statistical Package for Social Science / Computer software for analysing quantitative data
UN	The United Nations
UNDP	United Nations Development Programmer
UNEP	United Nations Environment Programme
UNESCO	United Nations Educational, Scientific and Cultural Organisation
W.C	Water Closet
WCED	World Commission on Environment and Development
WTO	World Tourism Organisation
WTP	Willing to pay
WTTC	World Travel and Tourism Council

Chapter 1: General Introduction

1.1 Introduction

This chapter defines the focus of the study and the working definitions and presents the research aims and objectives, highlighting related questions. It also reviews the background to the case study area, and finally, presents an outline of brief review of the main chapters of the study and a general overview of the topics discussed.

1.2 Focus of the Study and Working Definitions

This study focuses on achieving eco-cultural tourism development via identification and evaluation of eco-cultural resources (in terms of 'capital' and 'criticality' by the views of stakeholders) to identify eco-cultural tourism development potential and its characteristic. Also, to determine the drivers of and barriers to tourism development for identifying the key elements that should be involved in achieving eco-cultural tourism development. The case study area here is Libya's Green Mountain region (hereafter known as LGM).

According to Rotherham (2013: 86), 'the Green Mountain region of eastern Libya (the geographical context for this study) has spectacular natural features with deep canyons and rolling hills. Its major touristic attractions are heritage features, historical associations and archaeology. This is an eco-cultural landscape with eco-cultural features and capital'. This research proposes the terminology 'Eco-Cultural Tourism' to identify tourism that specifically brings together natural and cultural aspects of a landscape to create sites for tourists (Wallace and Russell, 2004: 235). Therefore, for the purposes of this study, an eco-cultural resource is a combination of spectacular natural and cultural features.

One of the objectives of this study is to develop a framework for identifying and evaluating 'Eco-Cultural Tourism Capital' (ECTC) and 'Critical Eco-Cultural Tourism Capital' (CECTC). The latter indicates potential for eco-cultural tourism development. They also help for determining the drivers of and barriers to tourism development. The framework ultimately aims to achieve eco-cultural tourism development.

In this study 'Potential' means natural or cultural assets or resources that can be exploited for tourism (in this case eco-cultural resources). The concept of 'Capital' has a number of different meanings, including financial, natural, produced, human, and social. All are stocks that have the capacity to produce flows of economically desirable outputs and are essential for economic development (Cleveland, 2006). For the purposes of this study, 'Tourism Capital' refers to resources that are perceived to have touristic value (in the sense that resources attract people to see or use them because of their recreational, historical, cultural, healthy, religious and other value and significance). Also have commoditisation value (economic benefits can be obtained from exploiting such sites for tourism). According to De Groot *et al.* (2003: 609), 'Critical Tourism Capital' refers to the importance and degree of threat by which this capital is perceived to be important, unique/distinctive to the destination area; non-substitutable/non-renewable; and there is a need for enhanced protection/ management vis-à-vis other resources and capital. Thus, ECTC is eco-cultural resources that have touristic value in terms of attracting tourists to see or use them as well as commoditisation value (economic benefits can be obtained from exploiting such sites for tourism). CECTC is ECTC when it is important, unique and non-substitutable. These concepts will be revisited in Chapter 2 Literature Review.

Weaver and Lawton (2006: 97) termed the factors that encourage the development of tourism as 'pull factors' such as geographical proximity to markets, availability of attractions and availability of services. In this study, the researcher utilised Weaver and Lawton's idea (here called drivers of tourism development). On the other hand, many authors mentioned that there are barriers that hinder tourism development. Therefore, the study uses the terms 'barriers' and 'obstacles' to refer to the problems that hinder tourism development. Drivers of and barriers to tourism development will be revisited in Chapter 2.

Therefore, the study will identify and evaluate natural, cultural and, hence, eco-cultural resources in LGM in terms of capital and criticality to identify ECTC and CECTC which indicates eco-cultural tourism development potential and its characteristic. Also identify and evaluate resources in terms of capital and criticality will determin the drivers of and barriers to tourism development. These two factors (drivers and barriers) will identify the key elements that should be involved in achieving eco-cultural tourism development. This is by different cohorts of stakeholders.

Before presenting the research, the researcher would like to draw attention to the fact that this research study, including the setting of the original research question and data collection, pre-date the 2011 Libyan conflict[1].

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[1] On 17th February 2011 a revolution started in Libya against the regime of Colonel Ghaddafi, which led to armed conflict between the people and Gaddafi's army.

1.3 Aims, Objectives and Research Questions

1.3.1 Overall Aim

The research aim is to consider the concept of 'Eco-Cultural Tourism Capital' (ECTC), with particular focus on 'Critical Eco-Cultural Tourism Capital' (CECTC), within a framework for eco-cultural tourism development. This study will develop a new, integrative framework for the identification and evaluation of ECTC and CECTC, which indicate potential for eco-cultural tourism development, and will also determine the drivers of and barriers to tourism development for achieving eco-cultural tourism development. These concepts will be tested in, and the framework applied to, the case study area of Libya's Green Mountain (LGM) by considering the views, perceptions and opinions of different cohorts of stakeholders.

1.3.2 Specific Objectives and Research Questions

1- To review and assess the literature on sustainable tourism development, natural tourism, cultural tourism and ecotourism to explain the concept of eco-cultural tourism and eco-cultural tourism resources. Next, to discuss the value and significance of natural and cultural resources and the capital value and criticality of such resources. Moreover, to review the drivers of and the barriers to tourism development and how they affect tourism development.

2- To develop a framework to identify and evaluate ECTC and CECTC. The latter indicates eco-cultural tourism development potential. They also hlp to determine the drivers of and barriers to tourism development. The framework ultimately aims to achieve eco-cultural tourism development. The framework is intended for other researchers interested in eco-cultural tourism development and to help practitioners of tourism in destinations where eco-cultural tourism is under-developed (as in LGM).

3- To test the concepts of ECTC and CECTC and apply the framework in the context of LGM which has a combination of natural and cultural resources and where tourism development (including eco-cultural tourism) is at a very early stage of development. Applying the framework in LGM will help the research to achieve the overall aim via the next two objectives.

4- To evaluate stakeholders values and perceptions of 'natural capital' (NC), 'cultural capital' (CC) and, in turn, the notion of 'eco-cultural tourism capital' (ECTC), with a view to identifying 'critical natural tourism capital' (CNC), 'critical cultural tourism capital' (CCC), and, in turn, 'critical eco-cultural tourism capital' (CECTC) and the implications of this for the eco-cultural tourism development potential of LGM.

5- To subsequently determine the drivers of and barriers to tourism development to identify the main elements that should be considered and involved in achieving eco-cultural tourism development in LGM and also in other areas where tourism is under-developed.

Considering the general issues above, the research attempts to provide answers to the more specific following questions which explain the research problem. The core research question is:

- How can eco-cultural tourism development in LGM be achieved?

The researcher assumes that to answer this question, three sub-questions need to be addressed:

A- What is the potential for the development of eco-cultural tourism in LGM?

B- What are the drivers of the development of tourism in LGM and how do they affect eco-cultural tourism development in the region?

C- What are the barriers to the development of tourism in LGM and how do they affect eco-cultural tourism development in the region?

1.4 Background to the Case Study Area

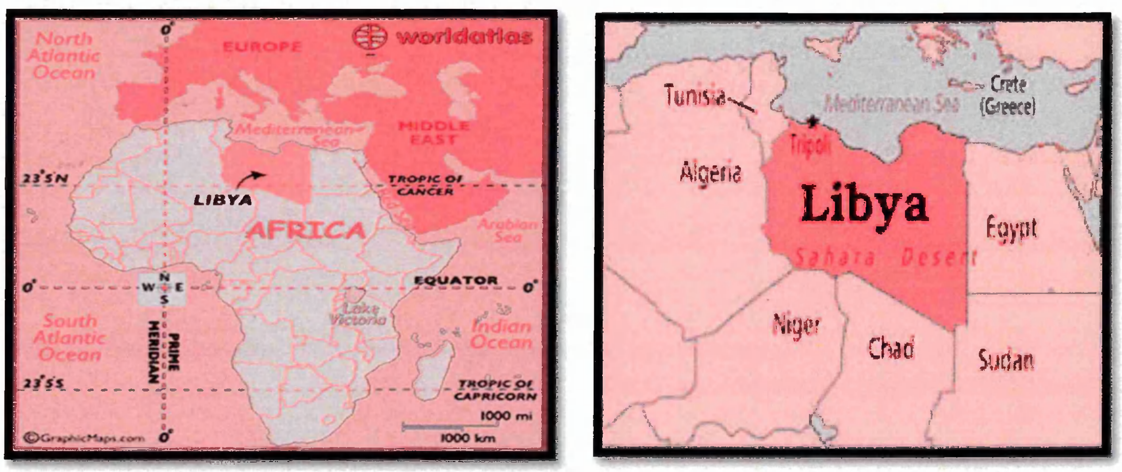
This section starts with an outline of the geographical background to Libya, where the case study of LGM takes place. It also presents general views of religion, culture, social system, local community, political system and reviews tourism development in Libya. In addition, the section outlines the background to the case study of LGM. In this section, the study outlines these issues to give the reader an image of them before arriving at the results and discussion chapters.

1.4.1 Background to Libya

According to the Food and Agriculture Organization (FAO), the World Food Programme (WFP) (2011) and the Libyan General Authority for Information (2007), Libya is an African, Middle Eastern and Mediterranean country. It is bordered by Egypt to the East, to the West by Tunisia and Algeria, to the South by Chad and Niger, and to the North by the Mediterranean Sea (see Map 1.1). Libya is one of the largest among the African, Middle Eastern and Mediterranean countries, with area of 1,790,540 km^2 (about 685,500 square miles). The country's vast area and its numerous provinces, including deserts, coasts, mountains and plains with various climate and diverse temperatures, account for simple differences between the inhabitants of each province.

Libya has a small population in a large land area; in 2006 the total Libyan population amounted to 5,323,991 (Libyan General Authority for Information Elementary Censuses, 2006). Despite the small population of Libya, the inhabitants have a unique culture, including traditional clothes, food and hand-crafts with unique folklore and festivals (there are some differences in cultural tradition among various provinces).

Map 1.1: Location of Libya



Source: World atlas website (see websites references No. 1).

1.4.2 History, Religion, Culture, Social-, Political- and Economic System

For most of Libya's history, the people of Libya have been subjected to varying degrees of foreign control, mostly from Mediterranean empires: the Phoenicians, Carthaginians, Greeks, Romans, Spaniards, Vandals, Byzantines, Islamic Caliphate in 647 A.D, the Ottoman Empire (1551–1911) and the Italian rule from 1911 to 1944 (Hahn *et al.,* 1981). These historical periods of foreign intervention in Libya culminated in Islam and Arabic becoming the main components of the Libyan culture; however, the past civilizations have left their impact on many traditions in Libya such as costumes, songs, dance and cooking. The historical context of Libya has built a very various and rich culture and, over the passage of time, this has shaped and structured the current Libyan society.

According to Vandewalle (2006) and Twati and Gammack (2006) the dominant religion in Libya is Islam. Obeidi (2001) claimed that Libyan society is almost a tribal society. Tribalism continues to play an important role in the organization of Libyan social life, with most Libyans claiming tribal allegiance despite living in cities such as Tripoli, the capital city. Obeidi (2001) and Metz (1987) point out that the structure of Libyan society and culture is governed by Arabic traditions and Islam. Family and social life are conservative with respect to the mixing of the sexes and dress; accordingly, as Islam forbids women from showing their bodies in public, wearing revealing clothing is unacceptable. Furthermore, Islamic laws forbid alcoholic drinks, pork, prostitution and gambling. Accordingly, Libya does not have any nightclubs, casinos or brothels. Any tourist heading to Libya should be aware of these prohibitions.

As for the political system in Libya, from 1969 to 2011 Libya was governed by Colonel Mu'ammar al-Qaddafi. According to Metz (1987) and Vandewalle (2006), Al Qaddafi's Green Book, which incorporated his ideologies, became the basis of the government legislation. Based on the Green Book, the Libyan citizens governed the country via a set of people congresses, communities and committees, as indicated in both the 1969 Constitutional Declaration and the 1977 Proclamation on the Establishment of the People's Authority. Practically, Al-Qaddafi and his inner circle dominated the political command. These authorities normally preserved efficient control over the security forces.

Berween (2003) argued that in the last four decades, most of the decision-making power remained under the centralized leadership of Qaddafi. In Libya, socialism was not invisible. Anderson (1986) argued that since the mid-1970s Libya has applied some of the most radical measures of socialist approaches (Jamahiriya rule). Qaddafi's policies isolated Libyan society from the global world, especially the western world, as, according to his view, western countries are colonial regimes and he was dealing with them as enemies. This view led him to support many so-called liberation movements, and many terrorist acts such as the event of Lockerbie in 1988[2]. The event of Lockerbie led to the imposition of UN sanctions on Libya 'between 1992 and 2003', which afflicted the Libyan economy and made the country more closed (Vriezen 2004 and Judson 2005).

The government's priorities under the planned economy period of Jamahiriya rule (1973-2011) involved large expenditures exceeding tens of billions spent on development plans, especially on the production sectors such as industry and agriculture. The huge oil revenues have allowed the government to keep spending on the economy regardless of its efficiency. This supports the view that the government did not seriously work to realize the announced targets of self-sufficiency, economic diversification and economic development. Porter and Yergin (2006: 29) contended that "the overall picture emerging on the Libyan economy was one of low levels of productivity, with much of the workforce idle or engaged in low-value activities and negative productivity growth in sectors other than oil and gas". Throughout this period of change, the consistent issue was that Libya still faced the formidable challenge of overcoming the long period of centralized economic management, excessive reliance on the public sector, and heavy dependence on oil. Otman and Karlberg (2007), Alakdar (2005), Alfitouri (2004), Bruce (2008) and Vandewalle (2006) amongst many others pointed to many factors underlying the delay of development in Libya, the more significant of which were the strict procedures imposed on the private sector, the centralization of the role of government, the increased corruption, the mismanagement of economy, as well as the invisible involvement of the Libyan leadership under the so-called "directives of the Leader Brother of the Revolution".

1.4.3 Tourism and Development in Libya

Tourism development in developing countries faces major challenges which are similar. These challenges include poor infrastructure (Harrison, 2001), lack of skilled employees (Dieke, 2001), inadequate policies and regulatory frameworks to control tourism development (Otman and Karlberg, 2007), dominance of the public sector and weakness of the private sector (Lew, 2001; Singh, 2001), dominance of fast profit sectors such as oil and gas industries (Otman and Karlberg, 2007), lack of investment and sufficient budgets, local people's resistance and lack of participation, low quality services etc. However, mass tourism plays the major role in tourism development in developing countries compared to

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[2] In April 1992, sanctions were imposed on Libya by United Nation resolution, in the wake of the crash of Pan Am Flight number 103 in Lockerbie, Scotland. In 2003 the UN lifted the sanctions imposed against Libya (Vriezen 2004).

alternative tourism which plays only a minor role (Sioltsidis and Iwersen, 1996; Harrison, 2001).

Libya is considered as a developing country according to the United Nations (UN, 2004). Prior to the 2011 revolution, Libya actively planned to develop its international tourism capacity as part of a strategy to achieve more sustainable development. One key motivator with respect to this has been to reduce the country's heavy dependence on oil (Abuharris, 2005). It relies heavily on oil returns, which accounted in 2008 for about 88.6% of government revenue, 97.7% of total exports and 74% of Gross Domestic Product (GDP) (World Bank 2010).

One of Libya's under-developed economic sectors is tourism (Libyan Consulting, undated). According to Porter and Yergin (2006), despite Libya's attractive location and high quality tourism assets, overall factor conditions for the tourism cluster are currently weak. Tourism in Libya remains under-developed, with Libya's 250,000-300,000 foreign visitors per annum accounting for only 0.5% of the tourists visiting Middle East and North Africa countries (MENA). These visitors are mostly either business travellers, who stay in the two principal cities and visit oil-fields, or high-end 'history-seekers', who visit the many historical and cultural sites in Libya, and explore the Sahara desert.

Khalifa (2010) reports how tourism's contribution to the economy in Libya has been comparatively low in comparison to that in neighbouring countries. He notes that in 2004 the travel and tourism industry in Libya made a contribution of 1.6% to national GDP whereas the equivalent figures for Tunisia, Egypt and Morocco were 10.2%, 7.9% and 8.8% respectively. It is estimated that international tourists to Libya numbered about 173,000[3] in 2004 whereas the equivalent figures for Tunisia, Egypt and Morocco were about 6,378,000, 8,244,000 and 5,843,000 respectively. This is due to the complex visa processing[4] and the poor tourism infrastructure (World Tourism Organization - WTO,

[3] According to GBTTI 2008, the figures and data are not accurate as most visitors from the Arab countries state that their visit is for the purpose of tourism when they are in fact looking for work.

4 Libya first opened up to tourism in around 2000 following decades of international isolation. By the end of that year, Libya had banned independent travel, requiring all foreign travellers to obtain visas through recognized Libyan tour companies or their - international affiliates – and spend their entire time in Libya under the care and supervision of these operators (Lonely Planet, 2011).

2007). Yet, despite this low base, it has been reported that the WTO and the Libyan government were involved in developing the Tourism Master Plan 1999-2018. However, this plan was not implemented as it did not address the needs of the current situation of a country that was becoming more open to the western world and had been freed from the imposed economic sanctions (GBTTI, 2009). In 2007, the Libyan National Planning Council (LNPC) requested the Research and Consultation Center in Garyounis University to set long-term plans (2009-2025) aimed at 'fully exploiting' Libya's tourism potential and receiving eight million tourists by 2025 (LNPC, 2008). The objective is to direct the attention of the government toward developing the tourism sector, though there is little information on strategy implementation (Euro-monitor International, 2009).

Before the conflict, the international tourism industry in Libya was relatively new and in the early stage of development (Euro-monitor International, 2009). In particular, international tourism growth was hampered by factors such as lack of high quality internationally-branded hotel accommodation, absence of a clear strategy regarding market access and distribution channels, along with infrastructure and capacity constraints that frustrated any attempt to develop mass tourism. Indeed, Euro-monitor International (2009: 1) identified these constraints as the main obstacles to tourism development in Libya despite the fact that there are numerous environmental, heritage and cultural assets to attract high-income tourists who seek an authentic and unique experience. This viewpoint has been supported by Otman and Karlberg (2007) in their discussion of the economic diversification and international positioning of Libya.

Since the early 2000s, after the UN had lifted the sanctions imposed against Libya, the country has witnessed an increase in growth in the service sector as far as the number and size of companies are concerned. It has been argued that on the basis of its potential touristic resources Libya is capable of being a tourist centre (LNPC, 2008; Porter and Yergin, 2006). These resources include 1,770 km of the cleanest coast on the Mediterranean Sea (Benali, 2010), with a fragile coastal ecosystem that is arguably rare in the Mediterranean (Rosenthal, 2007), natural areas in LGM (the geographical context for this study) and Libya's Western Mountain, great expanses of desert with a number of oases, and many different types of natural area, including forests, valleys, parks and protected areas with wildlife and various vegetation (Jones, 2010; Khalif, 2010).

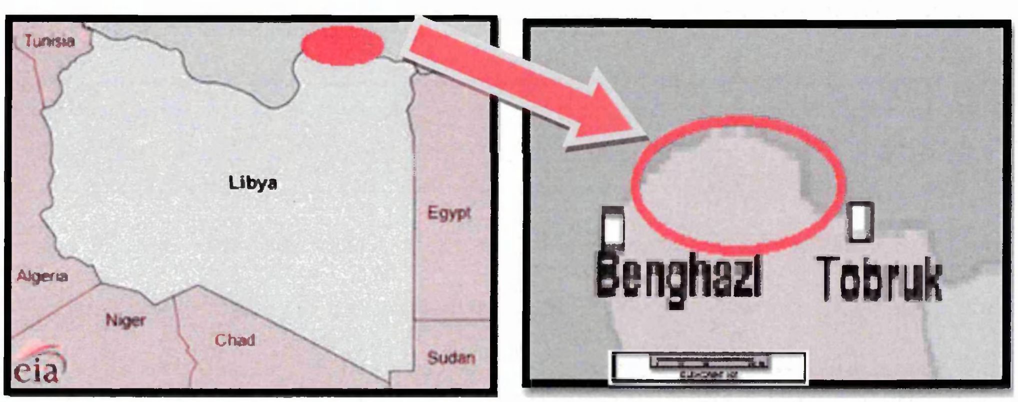
In addition, Libya has many ancient sites dating from the Greek and Roman eras, passing through the Hellenic era and ending with the Islamic era. In Libya, there are cultural features which are considered of paramount importance; these being handicrafts, food and cooking, art and music, festivals and special events, and popular singing and dancing (Danis, 2006 and Jones, 2010). There are five World Heritage Sites in Libya; they comprise the Roman cities of Sabratha and Leptis Magna in the West, the Rock-Art Sites of Tadrart Acacus and the Old Town of Ghadamès in the South, together with the Greek ruins of Cyrene in LGM (UNESCO, 2011). The presence of these resources is perhaps enhanced by the proximity of Libya to the main international tourist generating countries in Europe and by the accessibility of the country from neighbouring countries; for this, Libya is renowned as the 'gateway to Africa' (Edmondson, 2010).

Porter and Yergin (2006: 84) stated that these 'natural' factor conditions alone are not enough, and the development of tourism in Libya is being seriously hindered by poor infrastructure, a shortage of capital for local tourism companies, and a lack of clear leadership from the public sector'. Abuharris (2005: 8) added that Libya as a tourist destination is considered to be in an early stage of development as compared with other North African and Middle East countries such as Tunisia, Egypt, Jordan and Morocco.

1.4.4 Background to the Case Study Area of Libya's Green Mountain (LGM)

LGM is Libya's richest region in terms of natural and cultural tourism resources (General Board for Tourism and Traditional Industry - GBTTI, 2005). It is located in north-east Libya, in the province of Cyrenaica, by the Mediterranean Sea, and constitutes approximately 1% of the country's surface area, occupying an area of approximately 20,000 square km. Located amidst the country's eastern urban areas of Benghazi and Tobruk, it is easily accessible to domestic tourists (Tiab, 2001) (see Map 1.2).

Map 1.2: Location of Libya's Green Mountain and its Boundary



Source: Adapted from Earth Snapshot website (see websites references No. 2)

The location of the region means it enjoys a Mediterranean Sea climate which is suitable for touristic activities, especially during summer and spring when, owing to the region's topography, the temperature is mild (Awad, 2009).

LGM is divided into four administrative districts or 'provinces': Darna, Al-Quba, Al-Jabal Al-Akdar and Al-Marj; these have a total population of approximately 552,355 inhabitants, most of whom live on the fertile land along the Mediterranean coast (Libyan General Authority for Information, 2007 - elementary censuses, 2006).

As LGM is part of Libya its inhabitants have a very similar culture and social system to other regions of Libya, though they have an easily-recognizable accent that differs from that of the west or south of the country. They also differ in some of their customs, traditions, folklore, dance, songs, food and traditional crafts. The local people of LGM look like other Libyans in that they are part of a tribal society. There are about nine major tribes. LGM society is culturally and linguistically homogeneous, sharing a culture, religion, traditional customs, food, folklore, and speaking the same dialect (Ibrahim, 2001; GBTTI, 2005b; Abduljalil, 2008).

According to Ibrahim (2001), in 1995, the urban population of LGM accounted for about 77.8% of its total population, predominantly living in the six cities of Al-Beida, Darna, Al-Marj, Al-Abyar, Al-Quba and Shahhat. Bedouins comprise the remaining, rural 22.2% of the population. City residents largely work as traders, managerial employees, and government employees, such as civil servants, doctors, police officers and teachers, whilst the Bedouins work as peasant farmers, herding cattle and cultivating the land. In 1995, there were more than thirty-three individual villages in the region. Most of the inhabitants of these villages work in rain-fed agriculture and animal breeding.

LGM is characterized by having virgin natural places and landscapes that include mountains, plains, valleys, caves, forests, deserts, a coastline of diversified topography, natural vegetative and animal wildlife, indigenous flora and fauna, and other natural potential. LGM is also marked by having heritage features, historical associations and historic archaeology; the UNESCO World Heritage Site of Cyrene is located within its boundaries. Natural and cultural resources in the region occur in combination, which makes LGM an eco-cultural area. The availability of such resources could encourage development of natural, cultural and eco-cultural tourism in the region. The region has natural and cultural resources, but the exploitation of such resources for tourism is still under-developed (this will be clarified in Chapter 4 -scoping study to the case study area).

1.5 Brief Review of the Main Chapters of the Study

A brief account of each chapter of the study is presented in this section in order to outline the major components of the study sequentially. This research is structured into eight chapters in order to achieve its objectives and address its questions.

Chapter One is a general introduction to the study. It starts with an explanation of the focus of the study and then provides illustrations of the research aims, objectives and related questions. The chapter also reviews the background to the case study area. At the same time it serves as a brief review of the content of the main chapters of the study.

Chapter Two is the literature review. It provides an extensive and critical review of the previous studies related to the research subject. It reviews sustainable tourism development, natural tourism, cultural tourism and ecotourism to arrive at the idea and notion of eco-cultural tourism. The chapter discusses eco-cultural resources as a combination of natural and cultural resources and the value and significance of such resources. It also discusses the capital value and criticality of such resources with particular focus on the evaluation of such resources. The chapter also reviews and discusses the drivers that motivate tourism development and the barriers that hinder tourism development. At the end of the chapter, the study explains how the framework has been developed. Through the framework the study explains the achievement of eco-cultural tourism development. Objectives 1 and 2 of the study are addressed in this chapter.

Chapter Three is research methodology. It explains the methodology and methods used in the study. It discusses the theoretical research approach (philosophy of research) and the practical research approach which includes the research methodology, data sources, as well as the data analysis methods. To obtain detailed information, this study employed primary and secondary data sources. The primary data were collected through three methods: interview, semi-structured questionnaire and visual material. The questionnaire and the interviews were conducted with internal and external stakeholders. Internal stakeholders include local residents, local tourism industry providers, local experts and government officials and external stakeholders include international tourists and domestic tourists. The chapter also extensively discusses how the data were collected and how they were analysed.

Chapter Four is a scoping study to the case study area of LGM in terms of identify and describe the available natural, cultural and eco-cultural assets and assessment of such assets. It starts by identifying and describing the natural, cultural and eco-cultural assets in LGM and also assesses such resources in terms of tourism capita and criticality. This chapter serves as part of the triangulation of data along with the results of primary data in the discussion chapter. Objectives 1 and 3 of the study are addressed in this chapter.

Chapter Five presents the results of primary data analysis. It deals with the findings relating to the potential of eco-cultural tourism development in LGM. It highlights results related to the identification of natural, cultural and eco-cultural resources in LGM. Next, the evaluation of natural, cultural and then eco-cultural resources in terms of capital and criticality for identifying ECTC and CECTC, which indicates potential for eco-cultural tourism development. These issues are explored through the views of different cohorts of internal and external stakeholders, with support from bloggers, with the aim of developing eco-cultural tourism in LGM. This chapter addresses objectives 3 and 4 of the research study.

Chapter Six also deals with the results of data analysis that were generated from the analysis of the primary data. It deals with the findings relating to determine the drivers of and obstacles to tourism development in LGM to highlight the key elements that should be considered and involved in achieving eco-cultural tourism development in the region. These issues are also explored through the views of different cohorts of internal and external stakeholders, with support from the researcher's photographs and bloggers' contribution, with the aim of developing eco-cultural tourism in LGM. This chapter addresses objectives 3 and 5 of the research study.

Chapter Seven is the discussion chapter. The objective of this chapter is to discuss the key findings of the research. It discusses the touristic value and the criticality of such resources, in order to identify the potential of eco-cultural tourism. It also discusses the drivers of and obstacles to tourism development, with the aim of developing eco-cultural tourism in the region. In this chapter, the key findings are discussed in light of the literature review, the scoping study and the researcher's opinion. As with the previous chapters, research objectives 3, 4 and 5 are addressed here.

Finally, Chapter Eight comprises the conclusion and recommendations. It presents the conclusions of the study, a summary of the research and a review of the research methodology. In addition, it reviews the research's key findings, as well as the research objectives, describing how they were achieved. It also makes recommendations relating to the development of eco-cultural tourism in LGM and areas where eco-cultural tourism is under-developed. The research's significance, contributions, limitations as well as the opportunities for future research are then presented. Hence, all 5 research objectives are addressed in this final chapter.

Chapter 2: Literature Review

2.1 Introduction

The aim of this chapter is to provide an integrative review of previous studies relating to the research topic. As aforementioned, this research focuses on achieving eco-cultural tourism development, firstly, by identifying and evaluating eco-cultural resources in terms of capital and criticality to identify the potential for eco-cultural tourism development. Secondly, determining the drivers of and barriers to tourism development to identify the key elements that should be considered in achieving eco-cultural tourism development.

It starts with a discussion of the concept of eco-cultural tourism. To understand this concept, the researcher reviews the concepts of sustainable tourism development, natural tourism, ecotourism and cultural tourism. Next, the researcher reviews natural, cultural and, in turn, eco-cultural resources, and discusses the values and significances of such resources. Furthermore, the chapter discusses the concepts of 'capital' and 'critical capital' of natural and cultural resources and the link between sustainability and critical capital concept. The chapter also discusses evaluation of natural and cultural resource value as well as the drivers of and barriers to tourism development, and introduces arguments on issues surrounding them.

The literature review ends with developing a framework which is developed from the discussion of the literature review. The framework ultimately aims to achieve eco-cultural tourism development.

2.2 Sustainable Development and Sustainable Tourism Development

The concept of 'Sustainable Development' has gained real meaning since the publication of the report *Our Common Future*, by the World Commission on Environment and Development (WCED) in 1987, also known as the Bruntland Commission (Aronsson, 2000). The Bruntland Report provides these components of sustainability:

- People themselves have the capacity to achieve sustainable development;
- A long term perspective is necessary and there must be sufficient resources and a good environment for future generations as well;
- There must be balance between rich and poor countries and everybody's basic needs must be provided for;

- We must all, in the rich world in particular, change our attitudes and lifestyles to favour sustainable ecologically adapted development;
- Development is a process that can be steered toward sustainability (Aronsson 2000).

According to Aronsson's comment on approaching sustainable development, some ideologies are concerned about human beings and the implications of livelihoods, fairness, and participation in policy decision-making with respect to achieving sustainability.

The concept of sustainable development suffers the same definitional problems as it does in its tourism-specific guise. More than 70 definitions have been proposed (Steer and Wade-Gery 1993). According to WCED (1987: 42), sustainable development is: 'Development that meets the needs of the present without compromising the ability of future generations to meet their own needs'. Another definition is that 'Sustainable development is a development strategy that manages all assets, natural resources, and human resources, as well as financial and physical assets, for increasing long-term wealth and well-being' (Tosun, 2000: 290).

'Sustainable Tourism Development' is sustainable development that relates specifically to the tourism industry. It is one form of sustainable development (particularly favoured by developing countries). Tourism relies on the development and utilisation of natural, historical, cultural, and human resources in the local environment as tourist attractions.

The most comprehensive definition of sustainable tourism development, adopted in this study, is that of the World Tourism Organization (WTO) (2002): [tourist activities]...leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems.

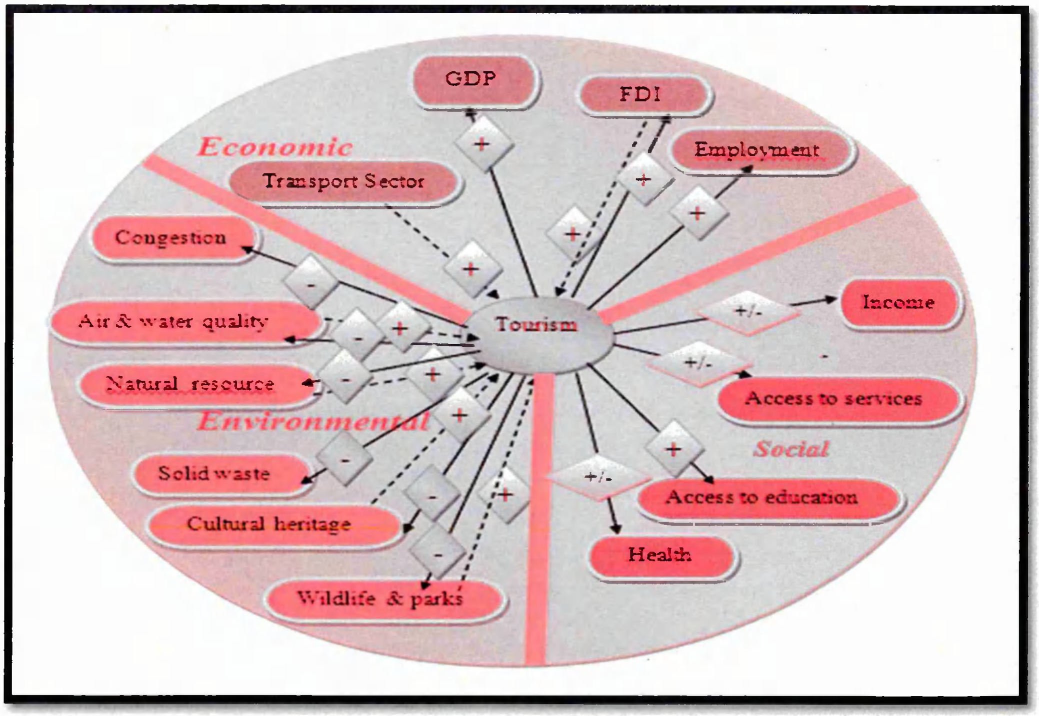
According to Hunter (1995), recent years have witnessed the emergence of a dominant paradigm of STD, one which appears to chart a responsible course, balancing the requirements of tourism development with the protection of the environment. However, he argued that in order to re-engage sustainable tourism development with its parental concerns (those of sustainable development generally), an alternative, extra-parochial paradigm is needed, whereby the remit of sustainable tourism development is re-conceptualised primarily in terms of tourism's contribution to sustainable development.

Sharpley (2000) has reviewed development theory and the notion of sustainability, and proposed a model of sustainable development against which the principles of sustainable tourism are compared. He argued that tourism development remains embedded in early modernisation theory whilst the principles of sustainable tourism overlook the characteristics of the production and consumption of tourism. As a result, significant differences between the concepts of sustainable tourism and sustainable development are revealed, suggesting that the principles and objectives of sustainable development cannot be transposed into the specific context of tourism.

Gossling (2000) has argued that tourism has become of prime economic importance for many developing countries, but major parts of the tourist industry have remained harmful to the environment such as some aspects of energy use. Tosun (2000) has discussed some of the wider challenges of sustainable tourism development in the developing world: in the case of Turkey, he identified some factors that have emerged as challenges to sustainable tourism development related to priorities of national economic policy, structure of public administration, emergence of environmental issues, over commercialisation, and the structure of the international tourism system. He concluded that although the principles of sustainable tourism development are beneficial, their implementation is an enormously difficult task to achieve owing to the prevailing socio-economic and political conditions in the developing world. Hence, any operation of principles of sustainable tourism development necessitates hard political and economic choices, and decisions based upon complex socio-economic and environmental trade-offs. Moreover, he stated that implementation of these hard decisions may not be possible unless international organizations encourage and collaborate with governments of developing countries to implement the principles of sustainable tourism.

Markandya *et al.* (2005) stated that World Bank strategies are starting to include sustainable tourism development as an objective. They argued that there are three major linkages between tourism and sustainable development: economic, social and environmental. A typology of the impacts of World Bank tourism projects and the projects' impacts on sustainable development is given in Figure 2.1 below.

Figure 2.1: Linkages between Tourism and Sustainable Development



\+ indicates positive influence (i.e. important)

\- Indicates a negative influence (i.e. detect oration, exacerbation)

Source: Markandya *et al.* (2005).

Sustainable development can be established in several ways, one of these is 'Eco-Cultural Tourism'. Wallace and Russell (2004) stated that eco-cultural tourism can be envisioned as a means for sustainable development of culturally marginal and environmentally sensitive regions. Many researchers have tried to give a formal definition of eco-cultural tourism; the next section discusses the concept of eco-cultural tourism.

2.3 Eco-Cultural Tourism

This section of the literature provides a basic review of natural tourism, ecotourism and cultural tourism to arrive at an understanding of the concept of eco-cultural tourism.

Dowling (1977), as cited in Newsome *et al.* (2002), identifies 'Natural Area Tourism' or 'Natural Tourism' as any tourism based in a natural setting and experienced in, about or for the environment. Moore and Dowling (2002) included 'Nature-Based Tourism' and 'Wildlife Tourism' under the heading of natural tourism, whilst Goodwin (1992) defined it as all forms of tourism that use natural resources, including landscape, habitats, water features and species for the purpose of enjoying natural areas or wildlife.

Components and features of natural- and nature-base tourism have been described by Weaver *et al.* (1998) and Wailer and Hall (1992). Destinations for natural- and nature-based tourism vary considerably; however, natural areas such as national parks, coastline, desert and conservation reserves constitute the main attractions (Eagles, 1999; Hoogwerf, 1995; Hall, 1991 as cited in Priskin, 2001).

WTO (1999) emphasised the fact that natural tourism has contributed significantly to the economies of numerous developing and developed countries, such as Spain, the USA, Lebanon, Tunisia, etc. This reflects the economic driver that encourages the development of this type of tourism. The report also emphasised that natural tourism is a form of tourism that relies directly on the availability of natural resources in touristic destinations such as woods, valleys, seas, deserts, desirable climate, etc. Therefore, without natural resources this type of tourism cannot be established in a destination, and this means that such resources are the backbone of the tourism industry.

On the other hand, Wilson *et al.* (2006) argued that 'Cultural Tourism' in its broadest sense incorporates a raft of tourism types such as heritage, historical, ethnic, indigenous and educational tourism. While these terms are generally self-explanatory they are often used interchangeably with little regard to proper clarification. Sinha (2006) argued that cultural tourism is based on an assortment of places, traditions, art forms, and people's experiences. However, WTO defined cultural tourism: 'It includes movements of persons for essentially cultural motivations such as study tours, performing arts and cultural tours, travel to festivals, visits to sites and monuments, travel to study nature, folklore or art, and pilgrimage' (WTO cited by Isaac, 2008: 19).

Stebbins (1996) (quoting Reisinger, 1994) defined cultural tourism as 'a genre of special interest tourism based on the search for and participation in new and deep cultural experiences, whether aesthetic, intellectual, emotional or psychological'.

Rotherham (2007) argued that cultural tourism goes beyond museums, galleries, festivals, architecture, historic ruins, artistic performances and heritage sites, all of which regularly draw tourists and other recreational visitors, whilst Bachleitner (1999) suggests that cultural tourism can be applicable not only to cities but to rural areas too.

El-Bakury (2013) stated that ecotourism stands firstly on the natural elements, but stands secondly on the social elements of local residents of the area targeted by tourism'. The concept of 'Ecotourism' has been much discussed within the sustainable tourism literature. Fennell's (2001) review of academic definitions of ecotourism found that five key variables were identifiable, relating to: natural areas; conservation; culture; benefits to locals; and education. Ecotourism is a specialised type of natural-based tourism where visitors prefer experiences away from the crowds, want to learn about the environment and feel they are benefiting the well-being of the community and contributing to conservation outcomes.

Many authors (see for instance Cater, 1997; Blamey, 2001; Orams, 2001; Wood, 2002) mentioned that the concept of ecotourism is related to nature-based, environmentally-educated, and sustainable tourism. Likewise, Fennell defined ecotourism as a sustainable form of nature resource-based tourism that focuses primarily on experiencing and learning about nature, and which is ethically managed to be low-impact, non-consumptive, and locally oriented (control, benefits and profits and scale). It typically occurs in natural areas, and should contribute to conservation or preservation of such areas' (Fennell, 2003: 25).

Members of the South Australian Tourism Plan (2002) pointed out that, the terms 'sustainable tourism', 'nature-based tourism' and 'ecotourism' are often used interchangeably. According to Koeman (1997), sustainable tourism is often equated with natural or ecotourism; but sustainable tourism development means more than protecting the natural environment; it means proper consideration of host peoples, communities, cultures, customs, lifestyles, and social and economic systems. It is tourism that truly benefits those who are on the receiving end, and that does not exploit and degrade the environment in which they live and from which they must earn a living after the last tourist has flown back home. It is tourism that enhances the material life of local communities, without causing a loss of traditional employment systems, acculturation or social disruption. Balasubramanian (2005) stated that both terms, sustainable tourism development and eco-tourism, share a number of common objectives, but sustainable tourism development looks at the big picture while ecotourism is more specific in its intent. While the 'nature-based' component is a must for ecotourism this need not be the case for sustainable tourism development, if the destination under question is a cultural site for example. While sustainable tourism development is a development philosophy which can be applied to all forms of tourism, ecotourism is a particular type of tourism targeted at a specific market segment, which incorporates the principles of the former.

On the other hand, Rotherham (2013: 77) said 'ecotourism is an interesting concept and an academically fascinating paradigm. However, much so-called ecotourism is in fact mass tourism to watch wildlife or experience nature'. He also added that ecotourism as such, misused and misunderstood as it frequently is, can be a problematic concept. Furthermore, ecotourism in its correct and purest sense can have little impact on people or environment in terms of regional economic or community development.

The arguments above provide a useful base to develop the idea of eco-cultural tourism for a broad coverage of tourism activities as appropriate. Wallace (2002) argued that by making a connection between cultural tourism and ecotourism, such forms of tourism; called 'eco-cultural tourism' here, differ from mass tourism in profit levels, distribution of gain and control of the enterprise (as cited in Wallace and Russell, 2004).

Diamantis (1999), in his environmental audit, summarised three central ideas of eco-cultural tourism: ecological sustainability; cultural sustainability; and sustainability to local communities. He placed an emphasis on eco-cultural tourism as a sub-set of sustainable tourism, and concerned primarily with the identification of ecological resources and cultural resources for tourist consumption. The local benefits and educational potential of these resources are of secondary interest. That is not to say that the study does not recognize the importance of the local view of resources.

The concept of 'Eco-Cultural Tourism' has been acknowledged by tourism academics but there is still a dearth of research relating to this form of tourism. Wilson *et al.* (2006) pointed out that eco-cultural tourism is a form of tourism that focuses on indigenous cultural products and indigenous cultural involvement also involves tourism experiences with some nature content.

Similarly, Pociovalisteanu and Niculescu (2010: 149) argued that eco-cultural tourism has made a recognized contribution to sustainable development. Sustainable development can be achieved through eco-cultural tourism. They stated that 'eco-cultural tourism reflects present-day practice, but also acts as a model for how cultural and eco-tourism could be employed by local people to build an empowered, sustainable future in similar settings elsewhere'. Rotherham (2013: 86) stated that eco-cultural tourism is based on stakeholders with broadly based interests and resources that combine ecological, heritage and cultural assets.

For many researchers the term 'eco-cultural tourism' is attractive because it helps to reduce some of the ambiguities associated with the term 'ecotourism'. Furthermore, Tuan (1974) suggested that in the human promotion and consumption of place it is difficult to truly separate ecology from culture.

Wallace and Russell (2004: 235) defined eco-cultural tourism as 'a concept in which ecological and cultural aspects of a landscape are combined to create a site for tourists'. It is proposed as a way for communities with otherwise marginal cultural or ecological resources to develop. They highlighted too that the key element for success of eco-cultural tourism is local control of planning, development and maintenance of these sites. They also studied the development of sustainable forms of eco-cultural tourism, developing a model for eco-cultural tourism in rural areas in Europe. This model was aimed at communities whose natural or cultural resources on their own would not be enough to develop sustainable tourism. Eco-cultural tourism is based on the principle of cooperation between local people, managers and 'specialists' such as archaeologists, anthropologists and ecologists; eco-cultural tourism contributes to conservation and encourages environmentally friendly behaviour. Likewise it maintains natural and cultural resources for future generations. Instead of 'leaking' to outsiders, profits from eco-cultural tourism endeavours should remain within local communities, supporting local economies and creating employment. They indicated that this model for eco-cultural tourism is effectively being applied today in Europe, but the question remains whether it might be possible to extend its application to new areas; the answer is yes, but with some limitations. Funding is the most practical constraint.

According to Sinha (1998), eco-cultural tourism aims to establish links and promote cooperation between local communities, national and international non-government organizations and tour agencies in order to involve local populations fully in the employment opportunities and income-generating activities that tourism can bring. This form of tourism can make a practical and positive contribution to alleviating poverty by helping local communities to draw the maximum benefit from their region's tourism potential, while protecting the environmental and cultural heritage of the region concerned. He also added that eco-cultural tourism's objectives are conducting eco-cultural studies, conducting eco-cultural education, awareness and training programmes, establishing and maintaining an interpretation centre, and promoting environment friendly local industries to assist village communities.

In line with the arguments presented by Carter and Bramley (2002), eco-cultural tourism is to be resource-focused and resource-dependent - both natural resources and cultural resources are central to the tourism activities relating to this form of tourism. In addition, eco-cultural tourism is a means for sustainable development.

From the above discussion it can be concluded that the concept of eco-cultural tourism is wider than natural and cultural tourism, it includes both of these elements because it includes not only the land and people but also the culture and human-made such as the culture of landscape and the built heritage.

The next section provides a comprehensive review of resources that frame eco-cultural tourism. The researcher discusses natural and cultural resources separately and then puts them together with the aim of presenting eco-cultural resources based on the definitions provided earlier.

2.4 Natural, Cultural and, in turn, Eco-Cultural Tourism Resources

Tourism is dependent upon the attractive power of the destination's primary resources such as: natural resources (landscape, geological formations, ecosystems, climate etc.); cultural resources (heritage, arts, traditions, folk crafts, sub-cultural formations etc.); social resources (potential tourism developers with socio-demographic characteristics, abilities, financial capital, knowledge, health - environment - property security system, local community interests etc.). Moreover tourist destinations provide secondary resources such as accommodation sector (hotel, motel, camping, guest house etc.); catering sector (café, restaurants, bistro etc.); travel organization sector (agencies, tour operators etc.), transportation sector (air, boat, train, bus, etc.), entertainment sector (cinema, disco, etc.), information sector (tourism information network), supplementary services, facilities and service infrastructure (Ashly *et al.,* 2007).

In the USA, Fairfax County Comprehensive Plan (2011: 2) mentioned three stages in terms of achieving tourism development, namely, identifying the resource base, protecting and preserving significant resources and promoting community awareness and involvement. Many scholars have argued that no form of tourism can be successful or even established if the tourism resources do not exist, because resources are the bedrock of tourism industry. In reviewing the literature the importance of first identifying the resources must be stressed. The resources that exist need to be identified as they are potentially essential for realizing tourism development. However, each form of tourism is dependent on different types of resources.

According to Liu (2003), from a broader perspective, tourism resources encompass more than nature's endowment. Tourism requires three levels of resources: the attractions for tourists, including natural, cultural and purpose-built; the infrastructure and superstructure, to support tourist activities; and the physical and social settings, including the hospitality of the community. However, the term 'tourism attraction' has been defined by Middleton as 'a designated permanent resource which is controlled and managed for the enjoyment, amusement, entertainment, and education of the visiting public' (as cited in Swarbrooke, 1995:1).

Abu-Shady (2006) argued that tourism resources, including natural and cultural assets, are the very foundation upon which all tourism rests and are usually the most successful elements in attracting tourists. This perhaps partly explains why the tourism industry has overwhelmingly focused on developing the exploitation of these resources. Several authors (see for instance Gunce, 2003; Farrell and Runyan, 1991; Priskin, 1999; Priskin, 2001; Abdugalil, 2008; Awad, 2008; WTO, 1999) emphasised the fact that natural, nature-based and ecotourism are forms of tourism that rely directly on the available natural aspects in a destination. They stated that natural resources such as forests, valleys, seas, deserts, etc., attract tourists to enjoy them and do many activities and sports. Some of them mentioned that location of the tourist destination is considered as a natural resource; it plays an important role in making the touristic destination accessible. Also, the climate is considered another natural resource because of its importance to the touristic destination.

Cultural tourist resources are cultural resources that attract the tourists' attention, thus they could be exploited for touristic purposes (UNESCO, 2004). Smith (2003) provided a list of typical cultural and heritage tourism resources and activities and areas such as heritage sites, performing arts venues, visual arts – galleries, sculpture parks, etc. Festivals and special events (music festivals, sporting events, carnivals etc.), religious sites, rural environments, indigenous communities and traditions, arts and crafts, language, gastronomy, industry and commerce (visits to mines, dockyards, breweries etc.), modern popular culture (pop music, shopping, fashion etc.) and special interest activities (painting courses etc.) also come into this category. In addition, heritage sites are classed as cultural resources. Nuryanti (1996) Palmer (1999) and Swarbrooke (1993) identified heritage tourist sites as including heritage/historic towns or cities, ancient towns or cities, ancient buildings, fortresses and castles, and also museums. A variety of authors (see for example UNESCO, 2002; WTO, 1999; Ibrahim, 2001; Al-McKercher *et al.,* 2005; Picard and

Robinson, 2006; Twati, 2006; Al-Qadh, 2006; Ashhab, 2009) have stated that cultural tradition resources such as food, costumes, festivities and celebrations, folklore songs and dances, traditional handcraft products and others can be considered tourism resources since they attract tourists who seek to experience other cultures.

According to Moli (2011), from a tourism perspective cultural heritage assets fall into nine main categories: 1) Performing arts. 2) Culinary arts. 3) Visual arts and crafts. 4) Traditional medicine. 5) Traditional games. 6) Religious/ethnic festivals. 7) Ethnic food/drinks. 8) Museums and cultural centres. 9) Historic/heritage sites and interpretive centres.

Gunn (1994), meanwhile, has divided physical tourist resources into two categories:

- Natural resources, which include water, sea, flora and fauna of land, geological formations, climate, and atmosphere …etc.

- Cultural resources, which include historic sites, other heritage, craftsmanship, traditions, organizations, and settlements …etc. Cultural resources include both physical (material) assets such as archaeology, architecture, paintings, sculptures, crafts and festivals and also intangible (non-material) cultural assets such as folklore and arts.

Many activities and sports relating to nature and culture are classed as adventure tourism. Mountain climbing, for example, combines physical and spiritual tourism activities and also entails discovering nature and culture as well as enjoying beautiful scenery (Pomfret, 2011).

With regard to eco-cultural resources, many authors (see for example Wallace and Russell, 2004; Sinha, 2006; Rotherham, 2013) have clarified that this term refers to a combination of cultural resources with natural resources in a landscape.

Wilson *et al.* (2006) stated that eco-cultural tourism focuses on indigenous cultural products and indigenous cultural involvement and also involves tourism experiences with some nature content, whilst Wallace and Russell (2004) presented eco-cultural tourism as a concept in which ecological and cultural aspects of a landscape are combined to create a site for tourists. Rotherham (2013: 81) commented that 'eco-cultural tourism frequently takes place in a beautiful landscape where nature is a vital component and contact with local wildlife is an important part of the visit. Gardens and grand houses in dramatic landscape settings offer touristic experiences that combine architecture, culture, heritage, history, food and drink and nature, both wild and domestic'.

From the discussion above, the study can present eco-cultural resources as a combination between spectacular natural and cultural features. In the following section, the researcher reviews the value and significance of natural, cultural and, in turn, eco-cultural resources.

2.4.1 The Value and Significance of Natural, Cultural and, in turn, Eco-Cultural Resources

Consideration of the value and significance of tourism resources is an important issue in the process of developing tourism. Carter and Bramley (2002) argued that tourism resources are presented and used by the community for the appreciation of value. Ultimately, the appropriate level and type of use at destination must be determined along with the degree and type of management necessary. Value is a quality that is regarded by a person, group or community as important and desirable. Value as attributed to a resource can be intrinsic or extrinsic.

As mentioned earlier (Section 2.4), several authors have emphasised that natural, cultural and eco-cultural tourism are forms of tourism that rely directly on the availability of cultural and natural resources in touristic destinations such a woods, valleys, seas, deserts, etc., that attract tourists to enjoy them and participate in various activities and sports. In addition, authors such as Smith (2003) have listed typical cultural and heritage tourism resources and activities and areas that form the fundamental base of tourism, whilst Nuryanti (1996) and Swarbrooke (1993) defined heritage tourism sites as including heritage/historic towns or cities, ancient towns or cities, ancient buildings, fortresses and castles, and also museums. Therefore, such resources have touristic value due to the fact that they attract tourists to visit or see them.

All these resources (cultural and natural) can be seen as attractions because of the appreciated value that people (tourists) assign to such resources. Trainor (2006) and UNESCO (2008) categorized the value of natural and cultural resources into several realms including: aesthetic; cultural; historical; moral; recreational; religious; scientific and social values. Others (for example, Pomfret, 2011 and WTO, 2013) have argued that these resources are also considered as a source of economic benefit.

Indeed, natural and cultural heritage is increasingly perceived as human-centred, socially-constructed, more of a public than a private good, and a common legacy belonging to all mankind. Loulanski (2006) and Lowenthal (1998) claimed that heritage embraces magnificent natural, indigenous and historic landscapes, wildlife, historical elements, cultural elements and human values. All these elements are shaping regional, national and global identity. Thus, natural and cultural resources have social value.

Historical places, objects and manifestations of cultural, scientific, symbolic, spiritual and religious values are important expressions of the culture, identity and religious beliefs of societies. Hence, their importance, particularly in the light of the need for cultural identity and continuity in a rapidly changing world, needs to be identified and they should be protected and promoted (Global Heritage Fund, 2010).

Al-Murtadhi (1991) and Hamid (2007) argued that the religious value pertaining to some built-heritage resources is driven by the perceptions and the beliefs of people who wish to visit these sites. In many countries it is common for local people and domestic tourists to visit local religious sites such as shrines, graveyards, mosques, and churches for reasons deriving from their religious beliefs. UNESCO (2008) and Weaver and Lawton (2006) refer to religious tourism as a major kind of international and domestic tourism, and there are many examples of holy sites and built heritage around the world that are targeted by tourists for their religious and spiritual value, such as Mecca in Saudi Arabia (for Muslims) and the Vatican in Italy (for Christians).

Aesthetic value is considered as the most comprehensive and balanced typology of natural and cultural resources (Torre and Mason, 2002) and provides the basis for many tourism activities. For example, Shi and Tang (2013) argued that water-based tourism mainly relies on the aesthetic value of the relevant tourism resources.

There is now increasing recognition of the cultural value of resources as an important aspect of resource management development and conservation. Culture which is valued and recognized by the local community as having developmental potential can be termed 'cultural value with developmental potential'. The identification and effective management of the value of local culture support the development of non-massive rural cultural tourism destinations that generate new income and jobs in tourism (South East Europe Programme and the European Union 2013).

Thondhlana and Shackleton (2012) used stakeholder surveys, in-depth qualitative interviews, observations and secondary data to explore the cultural significance of natural resources for the San people in communities bordering Kgalagadi Transfrontier Park in South Africa. Their findings illustrate that though cultural value is inextricably linked to resource use; such value is not recognized by all community members. Further, cultural value arises from a diverse and sometimes conflicting array of values that punctuate individuals' lifestyles. A better understanding of the linkages between the cultural and material dimensions of resource use can lead to the effective use of natural resources.

Buckley (2002) acknowledged that World Heritage and other international listings tell tourists that a site exists and is worth visiting. The precise criteria by which World Heritage status is awarded appears to involve a number of subjective judgments surrounding the extent to which heritage is unique and is deemed to have 'cultural and/or natural significance which is so exceptional as to transcend national boundaries and to be of common importance for present and future generations of all humanity' (UNESCO, 2008:24).

Relations between humans and nature are shaped by society, and cultural value (in relation to the environment) should not be overlooked: as has tended to happen with traditional development approaches, particularly when applied by Western theorists. In contrast, where indigenous environmental ethics have been studied, it has been observed that in Eastern philosophy, culture and nature are inseparable and this fits well with the idea of joining natural and cultural resources to construct 'eco-cultural tourism'. In a Middle-Eastern context it is observable that traditional peasant and nomadic life styles accord considerable value to nature and culture in Arab societies and 'culture and values' have been argued to be the 'soul' and 'wellspring' of development (UNDP, 2002 and UNEP, 2007).

Bier *et al.* (2010) argued that rethinking the economic value of resources could provide a pathway for community members and leaders to understand what resources they have, and what those resources can do, and how they can capture these functions and employ them to address development.

Also in terms of economic value, tourism can generate much wealth for local communities, and governments such as providing jobs to local residents and diversity to the local economy. The economic value comes from exploiting the resources (such as natural and cultural resources) for touristic purposes (Wergin, 2012; WTO, 2013).

On the other hand, environmental theorists have focused on the essence of resource value and have made a distinction between 'intrinsic' (non-instrumental, non-derivative) and 'extrinsic' or 'instrumental' value (Council for Research in Values and Philosophy, 2011). However, it is important to be aware that these types of value have been argued not to be mutually exclusive (Brennan, 1992 as cited in Council for Research in Values and Philosophy, 2011). More intangible cultural resources are often overlooked and neglected within the existing academic debates. That is not to say that issues relating to cultural resource value have not been considered alongside natural resources within the substantial literature on natural resource value in the fields of ecology and environmental ethics.

Nam and Son (2002) stated that natural resources have recreational and entertainment value. Whilst these resources can be used for recreational activities, it is important to understand the necessity to balance such use with conservation. Their value can be lost, or at least reduced, if they are damaged by human activities.

In conclusion, recognizing the value and significance of natural and cultural resources is crucial in terms of developing tourism and requires recognizing the value they have as potential attractions for people. Stakeholders attach value to resources they view as important and desirable and such value can be intrinsic or extrinsic. Clarifying the value of natural and cultural resources can help the process of developing potential, through recognizing the importance of such resources for tourists and for local communities and how they view them in terms of the value that these resources hold.

2.5 Natural Capital, Cultural Capital and Criticality

2.5.1 The Concepts of Natural Capital (NC) and Cultural Capital (CC)

The concept of 'capital' has a number of different meanings. It is useful to differentiate between five kinds of capital: financial, natural, produced, human, and social. All are stock that has the capacity to produce flows of economically desirable outputs. The maintenance of all five kinds of capital is essential for economic development (Cleveland, 2006).

Perk *et al.* (2000) discussed the term 'Capital' in relation to certain types of capital. They traced the term capital back to the field of economy (neo-classical economy) and defined it as the 'stock of real goods, with power of producing further goods (or utilities) in the future'. In other words, capital enables us to produce goods and services which in turn provide us with wealth and well-being (Hintenberger *et al.,* 1997). This refers in turn to a concept of welfare mainly based on materialistic and quantitative parameters.

Many authors have identified risk in using the economic notion of capital in the field of ecology or natural environment in terms of considering nature merely as stock and equipment capable of delivering flows of money and physical services through time. Also, the term 'capital' can be seen as somewhat ambiguous or even inappropriate when talking about nature or culture. There is a danger of applying a materialistic, tradable meaning and a fairly static character, unable to capture the idea of something that is constantly changing.

In this section some key terms to facilitate understanding of the weak-strong sustainability debate will be introduced; concepts such as NC, CC and manufactured capital will be briefly analysed.

Natural ecosystems perform many functions other than merely providing humans with food or raw materials. Apart from their source and sink functions they also have indirect functions and value, less tangible but no less relevant for human welfare (de Groot, 1992). Culture, meanwhile, has a less tangible and physical character than natural or manufactured capital, yet it provides human societies with knowledge, values and priorities to operate and act, thus generating a flow of 'goods and services' in the same way as other forms of capital (Bourdieu, 1986).

Thus, capital refers to the capacity of a given system to provide flows of goods or services to humans, these flows being defined as meaningful or not merely from an economic point of view.

In business, capital stock includes long-term assets such as buildings and machinery that serve as the means of production. In literature there seems some confusion about the definition and interpretation of connected forms of capital: environmental capital, ecological capital and NC (Perk *et al.*, 2000). However, NC may be defined as any stock of natural resources or environmental assets that yields a flow of useful goods and services into the future (Daly, 1994). In usage, the term NC often includes the assimilative capacity, life support functions and amenity aspects of environmental resources (MacDonald *et al.,* 1999). NC is the soil and atmospheric structure, plant and animal biomass, etc., that taken together, forms the basis of all ecosystems. It is the natural environment from which emanate the goods and services that sustain life (Envisioning a Sustainable and Desirable America Network, 2001). Voora and Venema (2008) identified NC as 'the land, air, water, living organisms and all formations of the Earth's biosphere that provide us with ecosystem goods and services imperative for survival and well-being. Furthermore, it is the basis for all human economic activity'. NC is continually providing us with something of value, whether it is the air that we breathe, the water that we drink, or the raw materials that we use in our products.

Rotherham (2013) argued that four basic categories of NC are generally recognized: air, water, land and habitats. These multiple natural assets can be utilized to develop a successful eco-cultural tourism destination; this idea emerged in the 1990s, in order to try to resolve apparent conflicts between economic resource evaluations and natural resource conservation. He added that NC is taken as a way to identify and define the assets of the natural world that perform or provide various useable services. Berks and Folk (1994) and Tacconi (2000) argued that NC refers to biophysical and geophysical processes and the results of these processes: fish in the sea, timber in the forests, oil in the ground – and the relationship of these to human needs over the long term.

According to Elkington (1998), NC can be divided into two types: critical natural capital (CNC) and renewable natural capital. CNC refers to all wealth that is essential to the maintenance of life and ecosystem integrity, such as water and soil. Renewable natural capital refers to resources that can be renewed through breeding or repairing the ecosystem or substituting or replacing certain types of resources with others, such as using solar energy instead of fossil fuel.

Collins (1999) considered the concept of NC in relation to tourism development and focused on flora, fauna and habitat preservation issues rather than non-natural capital. Likewise, Butcher (2006) supported the concept of NC (a term originating in the field of ecological economics) in the advocacy of ecotourism as sustainable tourism in the rural developing world; Butcher's argument suggested that the use of the term 'capital' in relation to NC includes more than economic value or monetary exchange value and the traditional commoditisation of resources (in line with traditional capital theory).

Cleveland (2006) argued that any resource at any given moment in a particular ecological system may be termed a capital stock if it plays a role in some economically productive process, although this could also depend upon its playing a role in some ecologically productive process. There can be some convergence of the economic and the ecological points of view when looking beyond the most narrow and short-term view of the economy, noting that the ability of a pool, for example, to support various kinds of animal and plant life is a component of a productive ecological system, and that the economic system is, ultimately, a subset of the ecological system.

Natural capital first began to be used by economists as a label for stocks of clean water, air, forests, fisheries, and the ever evolving systems that support them. While the term was originally used only for those aspects of nature that humans were actually using, especially the parts that they were depleting, growing awareness of the intricacy and delicate balance of the relationship between the natural environment and human economies is encouraging many to think of our total natural environment as precious NC.

The concept of 'social or cultural capital' (CC) has various interpretations and definitions. Bourdieu (1986: 47) defines CC as 'the general cultural background, knowledge, disposition, skills education, and advantages that a person has that are passed from one generation to the next'. He added that CC has three subtypes: embodied, objectified and institutionalised. He explains it as the resources that can be drawn on by people, including both cultural activities and artefacts. CC also includes symbols, material artefacts, ideas and ideology. Also, Throsby (1999) defined it as an asset embodying cultural value. On the other hand Johan *et al.* (2000) Perk *et al.* (2000) argued that CC also means human-made capital which includes historical buildings, heritage and monuments.

Macbeth *et al.* (2004) identified the concept of CC for a number of reasons. First, due to the nature of tourism and its almost constant use of the culture as part of its many products, it needs to be separately flagged. Second, cultural engagement 'capital' may itself contribute to social capital formation. Thus CC involves a range of aspects including ideologies, performing and architectural and historic heritage, forms of artistic enterprise, and cultural products such as CDs, books and art works. Also included in this definition are forms of sport and religion. They added that, importantly, culture is a resource that represents the accumulated capital of generations of skilled, creative, and innovative people and is made up of the historical record of our societies; it can hence be a source of inspiration for creativity and innovation.

According to Putnam (2000), rich CC leads to skill development that can be used in employment, and can provide a strong basis for tourism in a community. It can attract visitors by providing a focus for tourism. For example, heritage tourism and indigenous tourism are directly made possible by a region's CC. While cultural capital can form the basis for tourism, tourism in turn can enhance and enrich the cultural capital of the community, which is, of course, one of the objectives of tourism development in many situations. He also states that there are a large number of ways that tourism can enhance CC. These include: encouraging interaction between people from different cultures and intercultural exchange; encouraging pride in one's own culture; encouraging the preservation of culture and cultural artefacts, encouraging traditional skill development and forms of expression; and improving a community's sense of identity.

In the field of cultural economics Throsby (1999) has argued that cultural capital is the stock of cultural value embodied in an asset. He considered the relationship between cultural and economic value, upon which the economic concept of CC relies, and explored the possible economic implications of cultural capital, including issues of growth, sustainability and investment. The idea of CC relating to human needs is much under-explored, certainly in relationship to tourism and development, where studies have instead focused on 'social capital', referring to the value of social networks, social relations, interactions and connections within a given population or society (Bankstone and Zhou, 2002 and Ecclestone and Field, 2003).

Graham (2002) questions whether heritage should be considered to be 'capital' in the economic sense of the concept. A question remains as to whether culture, like nature, can be valued in relation to its relationship to human needs and may also be considered to be substitutable or non-substitutable in terms of sustainable development processes. NC and CC are hybrid concepts, on the one hand borrowed from economics, and on the other relating to environmental quality, resilience and integrity, lying at the core of human well-being and long-term sustainable economic activity (Rotherham 2013). Although the term 'capital' has created much disagreement amongst academics, across disciplines it has been implied to varying degrees that capital resources can be examined in terms of value.

2.5.2 The Concepts of Critical Natural Capital (CNC) and Critical Cultural Capital (CCC)

CNC is defined as the natural environment that performs important and irreplaceable functions (Chiesura and De Groot, 2003; Gillespie and Shepherd, 1995). Chiesura and Groot (2003) defined CNC as a part of the natural environment which performs important and irreplaceable functions. They stated that whilst CNC has been determined by the natural sciences, and the critical functions of nature associated with its life-support and ecological services, little attention has been paid to the socio-cultural functions of natural capital and their value in terms of the health and wellbeing of human societies. They recognize that the concept of CNC might be a tool for more balanced environmental planning and decision making; however, its application to tourism is lacking (Throsby 1999).

As mentioned before, Elkington (1998) regards NC as divisible into two types; first: CNC and second: renewable natural capital. CNC refers to all wealth that is essential to the maintenance of life and ecosystem integrity, such as water, soil and fish, and these resources are also limited.

De Groot *et al.* (2003) present two main criteria for determining the criticality of NC: importance and degree of threat (in relation to 'survival') based on quantity and quality of resources in a given region. They identify six domains under which NC may be determined as CNC:

1- Socio-cultural: natural capital becomes important, crucial or vital for a particular social group, as it provides the socio-cultural context for human society in terms of non-materialistic needs, e.g. health, recreation, scientific and educational information, cultural identity, source of spiritual experience or aesthetic enjoyment.

2- Ecological: natural capital is ecologically valued for its importance in terms of naturalness, biodiversity, irreversibility or uniqueness.

3- Sustainability: this domain refers to the debate of weak vs. strong sustainability. Natural capital is viewed as critical as regards to human well-being if it is non-substitutable with other types of capital. Good examples are life-securing ecosystem services, such as the provision of food, raw materials or drinking water.

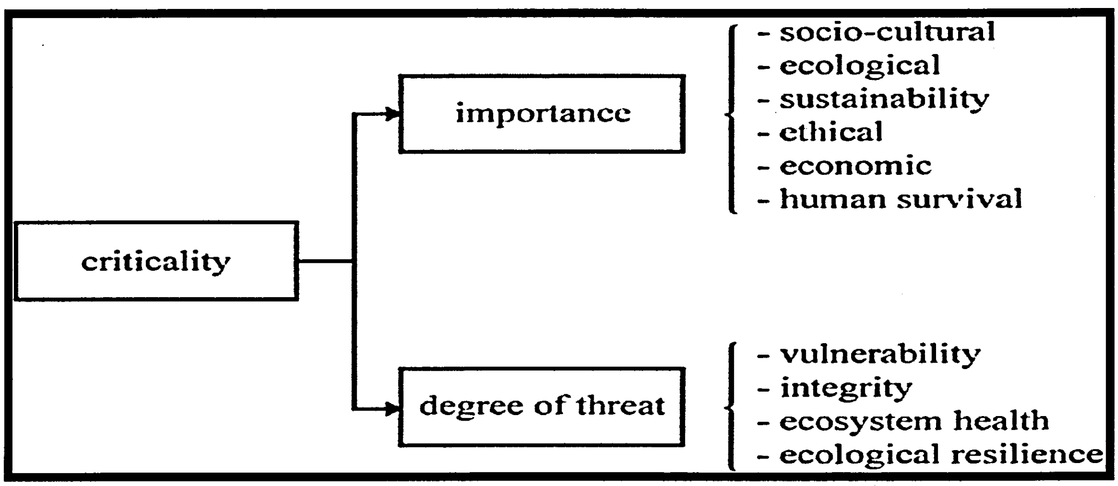
4- Ethical: a loss of natural capital can be morally disadvantageous in that moral values are being violated. For example, the preservation of higher developed animals, e.g. bears, beavers, would be prima facie regarded as critical.

5- Economic: the loss of natural capital can also bring about very high economic costs. These costs can be validated by the full spectrum of monetary valuation.

6- Human survival: natural capital becomes obviously critical when without it human life would not be possible. Examples are climate regulation, flood regulation or fertile soils.

They presented a diagram for summarising the concept of CNC (see Figure 2.2). 'Criticality' results from the two determining criteria: 'importance' and 'degree of threat'.

Figure 2.2: Conception of Critical Natural Capital.



Source: De Groot *et al.* (2003: 609)

They suggest that if resource management is to achieve sustainability then resources must be audited in terms of criticality, and they propose the development of a CNC index for Europe. This implies an ability to objectively determine resource criticality.

The UK conservation agency, English Nature, suggests the following criteria for criticality; CNC consists of assets, stock levels or quality levels that are:

- Highly valued; and either
- Essential to human health, or
- Essential to the efficient functioning of life support systems, or
- Irreplaceable or un-substitutable for all practical purposes (e.g. because of antiquity, complexity, specialisation, location). (English Nature, 1994)

The context-specific nature of criticality highlighted by English Nature (1994) suggests that criticality must be viewed as a relative concept - using English Nature's (1994) example, the value of a single tree within an urban setting might be much higher than its value within a rural setting.

Chiesura and Groot (2002) confirmed that CNC consists of assets, stock levels or quality levels that are highly valued, and either essential to human health or to the efficient functioning of life-support system or irreplaceable or non-substitutable for all practical purposes. In addition, Perk *et al.* (2000) stated that CNC consists of assets that are irreplaceable and cannot be substituted by anything else.

Constanza and Daly (1992) add a cultural element in to the discussion of the criticality of natural resources, arguing that irreplaceable cultural artefacts should be considered alongside ecological life support systems. Similarly Dodds's (1995) definition of CCC accommodates cultural assets, including threatened indigenous knowledge as well as historical artefacts. Furthermore Dobson (1998) prefers the term 'Critical Capital' rather than CCC and has identified 'equity reasons' as one important factor or criterion, again accommodating cultural resources within a resource criticality debate in the wider context of sustainability. Within their discussion of the value of these resources De Groot *et al.* (2003) also include heritage value.

A common perspective appears to be that CCC and CNC should be seen as dynamic concepts, affected by the existence of substitutes or state of knowledge and that criticality can be acquired or lost, from a subjectivist stance.

Chiesura and de Groot (2002) provide a socio-cultural perspective on the determination of the criticality of 'NC'. They discuss how criticality should not solely be considered in terms of life-support and ecological services but also with respect to the health and well-being of human societies. The importance of considering ethical, spiritual and affective realms of human beings as reflecting intangible dimensions of their relation with nature is highlighted. The same observation can be made in relation to cultural resources and their capital value. Ekins *et al.* (2003) look at the concept of CNC as an essential part of environmental sustainability. Their work particularly emphasises a need to consider not just the importance of natural resources but also their functions for both ecosystems and people (including 'services' such as scenery and sites as well as elements of human welfare such as sense of place and historical character). De Groot *et al.* (2003) explore 'importance' as a criterion for CNC - and raise the questions: importance for what, and importance for whom?

Owens (1994) considered an alternative ethical basis to the utilitarian approaches of other researchers. She considered resource capital and criticality in relation to applying sustainable development to land use policy. Owens (1994) offers a typology of capital, based on the ideas of Bateman (1991). Here, CNC is presented as a subset or part of NC, the distinction being that CNC is non-substitutable, whereas NC is tradable/replaceable/substitutable. She draws a distinction between NC and 'Human and Human Made Capital'. The criteria for defining resources as NC or CNC are linked to dimensions of sustainability including: survival; health; resource depletion; knowledge/science; amenity; and intrinsic or non-instrumental values. Thus, she regards natural resources as having both intrinsic and extrinsic value. She argues that sustainable development entails conflict between material and post-material values, which 'reflects concern about the value and meaning of life' (Goodin, 1992).

To sum up, the assessment of NC and CC provides a comprehensive vision to better inform future models of development potential. Clarifying capital value and criticality can help the process of tourism development through recognizing the resources that can be exploited for tourism and also the resources that should be protected.

Here, it is important to mention the link between sustainability and critical capital in relation to natural and cultural resources in order to clarify why critical natural and cultural capital should be developed sustainably.

2.5.3 The Link between Sustainability and Critical Capital

Elkington (1998) divided NC into two types; first: CNC such as water and soil; second: renewable natural capital such as solar energy. Similarly, Dyllick and Hockerts (2002: 133) stated that environmental sustainability can be viewed in terms of natural resources. They divided natural resources into two types according to their environmental sustainability: first, those which are consumed in many economic processes and are renewable, such as wood, fish, and corn. The second type is non-renewable, including such as fossil fuel, biodiversity, and soil quality. They added that environmental sustainability can also be achieved through ecological systems such as climate stabilization, water purification, soil remediation, reproduction of plants and animals. Therefore, we should avoid harming natural resources, especially if they are limited and non-renewable, and should be pro-active in renewing those resources that are renewable.

According to Perk *et al.* (2000), combining the claim for ethics and intergenerational justice of the sustainability paradigm with the more materialistic economic concept of capital can lead to an interpretation of each form of capital not as the exclusive property of this generation, to exploit and consume only for our benefit, but as 'something' we borrowed from our ancestors for our children and the generations to come. Therefore, NC as the basis of present and future welfare must be managed carefully, acknowledging the limits existing both in the biosphere and in our ability to understand them. Respecting those limits will allow natural capital to be preserved from further degradation and to maintain its crucial functions over the future, just as the term sustainability requires.

The call for sustainable development concerns the need to find a new strategy for human (economic) activities to be more in harmony with the natural environment, in order to sustain the quality of the lives of this and the coming generations (human and other organisms).

Most of the approaches taken so far to operationalizing sustainability refer to protection of the natural environment as a necessary precondition. That is because if economic systems are surely crucial to human societies, they must not be considered as isolated, separated systems (this would imply a sort of self-reliance of those systems). Instead, they are ultimately linked to the natural systems that they are embedded in, with ecology and economy in continuous interplay. The importance of understanding the relationship between NC and human made capital (HMC) is therefore deemed crucial to ease the way towards a more sustainable development. In this respect the debate about weak and/or strong sustainability is undoubtedly helpful.

The weak and strong sustainability debate has mainly involved the discipline of economics. In economic terms, sustainability can be described as the 'maintenance of capital' over time, sometimes phrased as 'non-declining capital' (Van Dieren, 1995). The difference between strong and weak sustainability lies in a presumed relationship between NC and HMC. More precisely, the difference between them boils down to whether the two types of capital can substitute for each other.

The following sections will explain the conceptual differences between the weak and strong 'versions' of sustainability in more detail.

There are two ways to maintain capital intact: (1) the sum of HMC and NC can be maintained constant in some aggregate value sense; or (2) each component can be maintained intact separately, again in some aggregate value sense, but this time there is aggregation only within the two categories and not across them. The first way is reasonable if one believes that HMC and NC are substitutes. This view holds that it is totally acceptable to divest NC as one creates by investment an equivalent value in HMC (Daly, 1994). The second way is reasonable if one believes that HMC and NC are complements. The complements must each be maintained intact (separately or jointly in fixed proportion), because the productivity of one depends on the availability of the other. The first case is called Weak Sustainability, and the second case is called Strong Sustainability (Daly, 1994).

Conceptually, the weak sustainability concept is based on the assumption that welfare is not dependent on a specific form of capital and that there is near perfect substitutability between HMC and NC. It assumes that the total capital stock (Van Dieren, 1995) will not decrease, and that the contributions to economic production of the non-human world, so called NC, and human manufactured capital are substitutable.

Given the substitution assumption it is permissible to lump NC and HMC together and be concerned only about maintaining intact over time the total capital stock that is the overall sum of the two forms of capital. If such a substitution is possible, an economy is recognized as sustainable even if it runs down its stock of NC, provided it creates enough HMC to compensate for the loss of NC (Faucheux and O'Connor, 1998).

While the weak sustainability concept is based on maintenance of the total sum of the capital, the strong sustainability concept requires maintaining different kinds of capital intact separately. According to the strong sustainability view, it is not sufficient merely to protect and maintain the overall level of capital; rather, different forms of NC must be individually preserved, because at least some NC is non-substitutable.

According to Perk *et al.* (2000), NC that is not substitutable by any other form of capital qualifies as CNC and its preservation must be given the highest priority.

The strong sustainability concept gives reason to the fact that economic development involves the management of both economic and natural resources, and that human welfare depends on environmental services such as clean air and water, pleasing space and productive ecosystems as well as manufactured goods and infrastructure (Faucheux and O'Connor, 1998).

Perk *et al.* (2000) argued that it is not possible to fully substitute HMC for NC, since the former is itself made out of the latter. HMC and NC are fundamentally complementary and only marginally substitutes. Therefore, strong sustainability is ultimately the relevant concept, although even weak sustainability would be an improvement over current practice (Daly, 1994).

From the Strong Sustainability view, it is not sufficient simply to protect the overall level of capital; rather NC must also be protected, because at least some NC is non-substitutable. The Strong Sustainability rule requires NC to be constant, and the rule should be monitored and measured via physical indicators.

The case for the Strong view is based on a number of factors (Turner *et al.,* 1994):

- Presence of uncertainty about ecosystem functioning and its total service value
- Presence of irreversibility in the context of some environmental resource degradation processes and/or loss
- The loss aversion felt by many individuals when environmental degradation processes are at work
- The criticality (esp. non-substitutability) of some components of NC

The Strong Sustainability argument is that whatever the benefits foregone, some 'critical' NC losses are unacceptable, i.e. there should be constant 'aggregate' NC, not constant NC for each asset (Turner *et al.,* 1994).

NC and HMC are fundamentally complements rather than substitutes. Furthermore, the strong sustainability concept calls for maintenance of the so called CNC, arguing that certain types of NC perform important environmental functions for which no substitutes in terms of manufactured capital, HMC or other NC currently exist (Perk *et al.*, 2000).

2.6 Evaluating Natural and Cultural Resource Values

With respect to a subjectivist approach to valuing resources, Carter and Bramley (2002) state that the relative significance or importance of resources can contribute to more informed planning, management and conflict resolution, thus, aiding the sustainability of development. They argue that the question of who determines significance is an on-going challenge and suggest the need for an 'independent resource assessment body' representing government, community, industry and experts views. In reality, however, establishing and sustaining such a body (and capturing voices outside of an elite population) is riddled with difficulties, both in practical and conceptual terms. Attempting to develop an objective approach to evaluating subjective values is perhaps unrealistic. They emphasise that the conceptualising of resource values should be embedded within wider societal and cultural values and to be contextually shaped (acknowledging that their value exists solely through an evaluator).

As for socio-economists, Cowling (2006) argued that the development and conservation of resources cannot be considered in isolation from the ideologies and values of the different actors and stakeholder interest groups involved. Inevitably, there will be differing views related to the benefits of tourism for development. Some people will adopt a narrow economic perspective and only consider the impacts for themselves or their immediate family or associates, while others may consider the range of economic, environmental, social and cultural benefits or non-benefits and relate those to the wider needs of the whole destination.

According to Byrd *et al.* (2009), stakeholder inclusion, participation and management have become a critical issue in tourism development and resource management. Andereck and Vogt (2000) believe that without stakeholder values and perceptions, the development of tourism is unattainable.

Aas *et al.* (2005) also stated that in order to minimize potential degradation of a heritage site and thus depriving a community of such resources and the benefits of tourism, there is a need for dialogue, cooperation, and collaboration among the various stakeholders involved. If common ground between the different interested parties can be found, then heritage tourism can be developed in a way that preserves the resources of the local community and is beneficial to all.

Bartlett (1993) indicates that sustainable development cannot be achieved by one local authority. It requires integrated effort between communities and regions. This can enhance the overall development of communities and the role they play in regional decision making by educating the wider community to ensure a high level of integrated knowledge. This will influence the public's attitudes and encourage the necessary behavioural changes; enable council departments and other stakeholders to recognize the links between environmental impacts and socio-economic concerns and how such interdependent relations exist; and finally ensure that environmental issues are not viewed in isolation from daily activities but are included in strategic planning for future development (Cited by Kelly and Moles, 2000).

Collaboration among key players is a fundamental ingredient in tourism development efforts (Sautter and Leisen, 1999). The advantages of reaching stakeholder consensus within the tourism development process are many. Such a practice tends to avoid the cost of resolving conflicts in the long term and mutual participation can provide cost effective solutions by pooling resources (Bramwell and Sharman, 1999). A further advantage is that stakeholder collaboration adheres to the concept of democracy and Agenda 21 and, thus, legitimizes activities (WTTC, 1996). Furthermore, it makes use of local knowledge to make sure that decisions are well-informed and appropriate (Yuksel *et al.* 1999). This adds value by building on the store of knowledge, insight and capacities of stakeholders and gives a voice to those who are most affected by tourism (Aas *et al.,* 2005).

Gregory and Wellman (2001) stressed the need for deliberation (stakeholder involvement) and clarifying values among different stakeholder objectives in order to develop more effective, cost efficient, and broadly acceptable environmental policies. Bier *et al.* (2010) also emphasised the importance of engaging stakeholders' perceptions at each step of the development process of evaluation of natural resources to ensure that all involved help define and evaluate resources, the potential, the barriers and the targets to be achieved. Therefore, it is important to take account of the various views of all stakeholders in implementing development.

Rotherham (2013: 85) argued that in the context of eco-cultural tourism it must be recognized that the stakeholders cross boundaries, share resources and compound any influences on the host community. In particular, this idea reflects recent assertions of the cultural nature of many landscapes and environmental systems around the world. It is possible to conceptualize the value of natural and cultural resources through internal and external stakeholders who are driven mainly by environmental concerns and social and economic issues.

The following sections will discuss the drivers of and barriers to tourism development. Through the literature review which will be presented in the next two sections (2.7 and 2.8) the researcher will emphasise the importance of drivers of and barriers to tourism development in the process of achieving eco-cultural tourism development.

2.7 Drivers of Tourism Development

Weaver and Lawton (2006: 97) described the factors which encourage the growth of tourism as 'pull factors'. They presented these factors as the following:

- Geographical proximity to markets
- Accessibility to markets including infrastructural accessibility and political accessibility
- Availability of attractions including pre-existing and created attractions
- Cultural links
- Availability of services
- Affordability
- Peace, stability and safety
- Positive market image
- Pro-tourism policies

Porter and Yergin (2006: V) describe Libya as a country that has a singular and rich culture and traditions. The country benefits from a prodigious supply of diverse natural and cultural assets, huge capital reserves, and is ideally situated with regard to links to Europe, all of which could contribute to the growth of a successful tourism industry in Libya.

In Jamaica, Harriott (2009) identified forty-two tourism factors that can contribute to generating improvements in tourism. The most effective factors are natural resources, cultural resources, safety in the country, high quality hospitality facilities, and a high quality domestic transport network. They also include good quality infrastructure such as roads, ports and international air transport network, effective marketing and branding, transparency of government policymaking, prevalence of foreign ownership and positive attitude of the population toward foreign visitors.

For the purposes of this study, the following drivers of tourism development are explained in further detail:

2.7.1 The Significance of Location and Accessibility

Location of the destination in relation to the tourist-producer countries is considered a key factor contributing to tourism growth and development. Weaver and Lawton (2006: 97) stated that the number of visitors from origin region to destination region will decrease as the distance increases between origin region and destination region. In Egypt, for example, where tourism is becoming the most important source of foreign currency, its location close to Europe makes it one of the most visited countries around the world (Tohamy and Swinscoe, 2000). Porter and Yergin (2006: 84) claim that Libya's advantage regarding its convenient location as a destination for European tourists, combined with its diverse cultural resources, offers promise in terms of building a thriving tourism sector.

Prideaux (2000, cited in Khadaroo and Seetanah, 2007: 1021) argues that tourism destinations that have easy flights to and from their tourist-generating regions have a greater chance to improve their tourism industries and increase their growth. Destination accessibility is a critical supporting factor in destination competitiveness. It incorporates the extent to which tourists can easily enter the country or the region. It is related to the borders and barriers and necessary permissions required in order to be allowed into the destination country, including getting visas and various supporting documentation (such as translation of pages in passports and medical certification if required).

2.7.2 Natural and Cultural Resources as Drivers

Every destination has regional resources in the form of landscape, ecological settings, heritage and historical monuments and other places of interest. The WTO (2010) throws light upon the various assets of the different ecosystems that are the key factors of tourism, including the following: coastal areas such as beaches, marine areas and wetlands. Mountains and wilderness areas such as high mountains, forests, deserts, lakes and rivers are mostly visited by tourists interested in nature or special activities such as climbing, trekking and cross-country skiing. Inland rural areas such as agricultural lands, forests, lake shores and riverbanks can provide appropriate locations for country-side retreats and special interest tourism such as farm and village stays. Urban areas such as culture, monuments, special events (sponsored festivals) and special facilities for conventions and exhibitions can attract a great number of tourists. Small islands, including natural resources such as coral reefs, mangroves, sea grass beds and forests, in addition to the coastal and wilderness aspects of a small area, can form especially attractive destination areas.

Natural and cultural resources are considered the key drivers of the tourism industry in most of the tourism destinations around the world. WTO (2010) and UNESCO (2008) argued that natural resources such as nature reserves are among the elements that attract basic tourist activity and are linked to the category of tourists who understand the biosphere, have respect for environmental values and care about the heritage of natural forms. As evidenced by the growing demand for tourism since the end of the last century, many countries around the world have developed such sites and employ them in economic activities based on tourism, including South Africa, Egypt and Kenya among others.

Additionally, weather and climate are among the main tourism resources. Becken (2010) stated that weather and climate are extremely important for tourism, and that often the perception of climate may be more important than the reality. Tourists make decisions based on what they believe the climatic conditions of a destination are. Climate has been identified as a key driver for tourism and an important destination attribute (Hu and Ritchie, 1992) particularly, for example, in the case of beach destinations (Kozak *et al.,* 2008).

Brooks (2011) highlighted that the world's cultural heritage and cultural landscapes are enormous sources of pride, identity and interest to the wider population, thus they have been drivers for improving tourism where cultural heritage and cultural landscapes exist. He argued that the relationship between heritage and tourism is grounded in three concepts, all of which combine as major drivers of tourism interest and development activity: physical heritage, cultural diversity and intangible heritage.

2.7.3 The Role of Government Policies in Tourism

Government tourism policies and planning for tourism development are also key drivers in developing the tourism industry. Gunn (1988) pointed to positive government policies toward tourism and the presence of clear and effective planning as most likely to lead to an increase in efficiency of the tourism industry.

Government policies to encourage tourism can contribute to improvement in the tourism industry. However, whether the tourism industry is managed by the public or private sector, its efficiency is highly dependent on the role of local bodies within the government structure, on the type of government and on the role of the tourism industry in the national economy (Jenkins, 2006: 42). He added that state or government involvement in the tourism industry relies upon the nature and type of state and its government, with an encouraging government attitude to the tourism industry being a key driver.

2.7.4 The Significance of Infrastructure and Supporting Resources

The availability of supporting resources and facilities is one of the key drivers of improvement and development of the tourism industry. Supporting resources are accommodation, transportation services, infrastructure and facilitating resources. According to Ritchie and Crouch (2003), destinations that have tourism resources are less likely to develop their tourism industry without supporting resources and facilities. Supporting factors and resources are described as the foundation or the base of the tourism industry and if the base of the building is weak or insufficient, the whole building is at risk and might tilt or fall down. On the other hand, if the base is overdesigned it may also minimize the value and profitability of the tourism industry.

In the same context, service quality can affect the reputation of tourism and the tourist destination. Service quality includes all aspects of service that tourists receive during their visit, including accommodation, transportation, communications, information, food, drink, amenities and tour services. Murphy *et al.* (2000) found that the level of appropriate tourist service provision has a significant impact on tourism development, and provided services, such as airlines, accommodation and distribution channels are important predictors of destination service quality and perceived trip value as well. Hence, high quality services play an important role in supporting tourism development.

Ritchie and Crouch (2003) defined general infrastructure as including the destination's transportation system (roads, highways, airports, rail systems, bus terminals, ferries and shipping, taxis), public safety (police, fire and other emergency services), water resources and supply systems, electrical generation and transmission systems, sanitation and drainage systems. In addition, it includes natural gas services, telecommunication systems, mail and freight services, medical systems, financial systems, administrative systems and the education system in terms of schools, universities, vocational colleges, and libraries. Other basic infrastructure services include a wide range of retail and shopping facilities, food stores, garages and vehicle maintenance facilities, petrol stations, drug stores, bookstores and news kiosks, hairdressers and launderettes. Certainly, general basic infrastructure can be the key driver in encouraging tourism development through provision of superior services and facilities for tourists.

The quality of general and basic infrastructure and tourism facilities affects tourism development and growth in many ways. Firstly, high quality infrastructure may attract tourists and can affect a tourist's decision making process. Secondly, it can help the tourism system function more efficiently and effectively. However, accommodation, as a part of the basic infrastructure services, is the largest and most important driver in the tourism industry because most tourists spend a considerable time in the accommodation and a high proportion of the cost of the trip is related to the cost of accommodation (Sharpley, 2006).

2.7.5 The Impact of Security, Prices, High National Income and Cultural Motives

Many researchers have identified peace, stability and safety as the most important factors affecting the tourism industry in any destination. According to Teye (1986), as cited in Weaver and Lawton (2006), in Zambia, the development of tourism in the 1970s and 1980s was severely curtailed by the liberation wars prevailing in adjacent states during that period. Weaver and Lawton (2006) added that the 2003 decline in cumulative international stay-over arrivals was due in large part to the uncertainty associated with both the prelude to and aftermath of the invasion of Iraq by the United States.

Safety and security are the first requirement for tourists when choosing their holiday destination. This can be linked to various factors, such as political stability, harassment by local people, crimes against tourists, road accidents, and lack of hygiene measures, disease and lack of health services (Jones, 2010; Pizam *et al.,* 1997). For a nation be successful in tourism, particularly international tourism, it needs to be peaceful and safe. Tourism cannot gain a foothold in societies that are prone to conflict and instability (Adeleke, 2008).

According to Forsyth and Dwyer (2009), there is widely accepted evidence that prices are one of the most important factors in decisions about whether and where to undertake trips, including ticket taxes and airport charges, national purchasing power parity prices, fuel price levels and the hotel price. Thus, two types of prices have to be considered in estimating the price competitiveness of a destination. The first is relative price between the receiving and the origin country; the second is relative price between different competing destinations, which generates the substitution price effect.

High national income of a destination is also considered a driver of tourism development. According to Henderson (2006), Dubai authorities have invested heavily in expensive facilities, as well as undertaking extensive marketing, and the outcome has been strong growth in tourism. There are great expectations of the future, reflected in the setting of very high arrival targets. In fact, Dubai has exploited its high income from oil for developing tourism to earn sustainable national income.

An additional factor that can be considered as a driver in many destinations is cultural and religious links. According to Weaver and Lawton (2006), a desire to seek out exotic and unfamiliar venues has been an important motivating force for tourism throughout history. However, similarities in culture, language and religion are also a powerful 'pull' factor in some types of tourism. This is partly because of the increased likelihood that people will migrate to culturally familiar countries. Religious links have generated significant spiritually motivated tourist flows of, for instance, American Jews to Israel, Muslim pilgrims to Saudi Arabia and Roman Catholics to Italy and the Vatican.

2.7.6 The Role of Local Communities in Tourism

Hall and Richards (2003) argue that local communities can be part of the problem but can also provide potential solutions for tourism development. Dwyer (2001) asserts that friendliness of the local population and positive attitudes towards tourists are important. Heat (2003) adds that the willingness of residents to provide assistance and information to visitors plays a positive role in any destination.

In developing countries, tourism is perceived to be a means of earning foreign exchange and providing the financial resources required for transforming these countries from agricultural to industrial economies (WTO, 2002). Such countries hope that tourism will boost their economic growth in by encouraging employment, investment and commercial activities (such as through national income increases improving people's standards of life, and creating extra jobs) (Dieke, 2003). As stated by Archer and Fletcher, The overwhelming reason why countries proffer themselves as tourist destinations is for economic benefits' (1990 as cited in Vaugeois undated: 1).

The benefits that can be gained from tourism activities can encourage the local community to participate in tourism development and to be friendly and hospitable towards tourists and also encourage the government to be pro-active in tourism development. Elliott (1997) identified tourism as one of the fastest growing industries in the world. It has been observed that for many countries, tourism represents significant potential for future development, while for others it offers diversification of their national economy. Moreover, the World Tourism Travel Council - WTTC (2005), expects that the scale of the world tourism industry, which made up roughly 10.4% of the world's GDP in 2004, will increase to 10.9% in 2014. In addition, people at all levels and occupations in society are affected in one way or another by this fast growing and important industry. 'The importance of tourism in a region's development is due in particular to its job creating capacity, to its contribution to the diversification of economic regional activities and to various indirect effects of expenditure by tourists' (The European Union,1998: 74).

2.7.7 Examples of Case Studies

There are many examples in the literature of how drivers have contributed to tourism development in different destinations. For instance, Jago (2013) cited the fact that Australia has been a wealthy country since 1900 (in GDP per capita), with strong local industry, solid infrastructure and a strong network of motels, and this has provided a base for international tourism.

Meanwhile, India's geographical diversity, represented by mountain ranges, valleys, desert regions, tropical rain forests, fertile plains, dry plateaus and coastal areas, has played an important role in tourism growth and development. Each of these zones is unique, with a rich cultural heritage, attracting millions of tourists every year. Hence, India has the potential to offer almost all kinds of tourism, such as wildlife tourism, adventure tourism, beach tourism, mountaineering, cultural exploration and pilgrimage tourism (Karanth and DeFries, 2010). In Malaysia, natural resources for nature-based tourism are the key comparative advantage that provides the basis of tourism development. Recent statistics reveal that nature-based activities are the fastest growing tourism product in Malaysia, and it is estimated that 10% of Malaysia's tourism revenue in 2010 originated from ecotourism (Marzukil *et al.*, 2011).

Furthermore, Mc Elroy *et al.* (1993) stated that for many decades the Caribbean has been romanticised in glossy tourist brochures. Seeking to lure affluent northerners, tour operators and promoters have conjured up images of sun, sea and sand to create illusions of paradise. These are considered strong drivers that encourage tourism. Linton (1987) has argued that tourism in the developing world has been set up by agreements between foreign image-makers and local elites, to the exclusion of host peoples. It is these enduring images that, over the years, have helped to perpetuate the Caribbean region's reputation as the playground of the rich and famous. Although this cliché still applies to some extent, the growth of charter airlines has made the islands more accessible to a wider cross section of travellers, largely eroding the exclusivity for which they were once known. To Caribbean people, tourism is seen as an essential part of their lives, as it offers them a means to earn a living. Caribbean tourism accounts for one in every four jobs and employs an estimated 613,000 persons in the region (CTO, 1998).

In conclusion, the literature review has identified many factors that motivate tourism development and increase tourism supply. These factors can be considered drivers for tourism development although tourism drivers differ from one destination to another and from one culture to another. Examples of these drivers include availability of tourism resources, infrastructure, tourism facilities and services, location and encouraging government policies. Several drivers are linked back to government policies in running the economy and facilitating tourism activities, and related to the marketing and financing system. Additionally, the positive impacts of tourism on the economy and society can be considered drivers as they would encourage the government and the local community to support tourism development. These drivers encourage tourism development in general and are not specific to a particular kind of tourism.

2.8 Barriers to Tourism Development

It is also important to address the obstacles to tourism development in order to provide a complete picture of the development process and how such development can be achieved.

Many authors (see for example Porter and Yergin, 2006; Naama *et al.,* 2008; Dickinson and Robins, 2008; Tosun and Jenkins, 1998; Long, 2010; Telfer and Sharpley, 2008) have identified factors that can act as barriers to the development of tourism in general, including eco-cultural tourism. The study uses the term 'barriers' or 'obstacles' to refer to problems that hinder tourism development and which are usually related to the destination's economy, assets, local communities, visitors and others, and do not include uncontrolled factors.

In this section, literature on barriers to tourism development is reviewed. These barriers are not specific to eco-cultural tourism development but apply to tourism development in general. They can differ from one destination to another based on the economic system, national wealth, local community attitude toward tourism and others. Also, there is overlap between drivers of tourism development (that have been reviewed in the previous section) and barriers to tourism development. Many studies mentioned that drivers of tourism development can be barriers to tourism development if they do not exist in the destination (in terms of their availability).

Porter and Yergin (2006: 84) argue that favourable geographical conditions and diverse cultural resources are not sufficient in building a successful tourism industry in Libya. These natural advantages might have provided the foundation for Libya's poorly developed tourism industry, but growth is being held back by various obstacles.

Naama *et al.* (2008) identified various obstacles to tourism development in many destinations and in developing countries in particular. These barriers include:

- Lack of clear tourism objectives
- Policy and planning, inadequate marketing
- Lack of recreational activities and entertainment facilities
- Inadequate tourism media
- Lack of cooperation between the tourism sector and other sectors
- Neglect of recreation areas and tourist services
- Inadequate transportation facilities
- Insufficient economic and technical studies in planning and implementation of tourism projects
- Lack of qualified and experienced tourism employees to manage new and old tourism sites

A detailed account now follows of some of the most recognized barriers.

2.8.1 Barriers Related to the Government

Jenkins (1982) identified the following major obstacles that undermine tourism specifically in developing countries: governments are sometimes the only authorities able to mobilize domestic capital and to raise loans overseas and are hence involved in tourism at a statutory level. In addition, developing countries may lack the basic infrastructure needed to permit tourism development and lack of finance and investment.

Abuharris (2005) highlighted the following problems related to government administration, which hinder tourism development in developing countries: over-centralization of decision-making, difficulty of implementation; and lack of comprehensive planning and flexibility.

According to Porter (1985), governments usually provide the physical infrastructure necessary for tourism, such as roads, airports and communications. Adequate transportation infrastructure and access to generating markets are among the most important prerequisites for development of any destination (Mathieson and Wall, 1982). In many tourism destinations especially in developing countries, local governments do not improve infrastructure such as roads, airports and communications because of economic and financial obstacles. A variety of authors (see for example Thompson *et al.*, 1995; Mathewson, 2006; UN, 2009) have mentioned that one of the major obstacles to tourism development in developing countries is lack of economic and financial support for the tourism sector.

Another serious government-related problem is that some governments have a negative view of tourism because of security or belief reasons. The Taliban government in Afghanistan and the government of North Korea are examples about the negative view of governments to tourism (see Section 2.8.7 - Examples of Case studies). In addition, entry regulations can change, or bans may be imposed from time to time for political reasons, affecting the movement of tourists. Also, burdensome practices such as inspection of luggage and body searches may have to be imposed for passengers' safety and security (Thompson et al., 1995).

2.8.2 Barriers Related to Infrastructure, Tourism Facilities, Supporting Resources and Investment

Khalifa (2010) stated that the quality of general and basic infrastructure (i.e. roads, airports, and shopping centres) and tourism facilities affects competitiveness in many ways. Whilst high quality infrastructure may attract tourists and help the tourism system function more efficiently and effectively, a lack of basic infrastructure and tourism facilities can act as a major barrier to tourism development. This includes inadequacy of transportation, intercity roads, shopping centres, residential facilities, power, water and telecommunications, sanitation and hygiene networks in tourism areas (News Staff of Tourism Week, 1998).

Abu-Shadi (2006) highlighted that the majority of the regions located to the south of the Mediterranean Sea are characterized by having various natural and cultural features.

However, he also makes the point argues that there is a dependency factor at play - attractive natural potential are of no value without supportive tourism facilities and supporting resources such as hotels, resorts, airports, roads, efficient transportation system, seaports, reliable communications technology, and medical and security services.

Naama*et al.* (2008) confirmed that lack of hospitality and hotels is one of the major constraints to tourism development in many destinations. They pointed out that whilst some developing countries have immense potential as tourist destinations, with the possibility of offering several different tourist products, thereby being of interest to various market segments, they are currently unable to pursue these opportunities because of shortcomings in the tourism infrastructure, in particular, the lack of suitable accommodation, tourist information and overall service quality. Tourism requires sophisticated infrastructure and often the building of roads in order to increase the number of hotels, which in turn can significantly alter the physical environment.

Murphy *et al.* (2000) and Ritchie and Crouch (2003) argued that the quality of service provision has a significant impact on tourist experiences, and services such as airlines, accommodation and distribution channels are important predictors of destination quality and perceived trip value. In addition, tourists require a variety of entertainment facilities, including cinemas, theatres and night clubs.

Khalifa (2010) pointed out that most of the tourism sites (natural and cultural) in many developing countries lack basic amenities such as public toilets, public telephones, and Automated Teller Machines (A.T.M.s). However, perhaps the most crucial obstacle relating to infrastructure is lack of facilities for transportation to and from the tourism destination and for travelling around destination areas. The issue of mobility brings many problems, particularly in areas where the infrastructure is often ill-suited to a large scale influx of seasonal visitors (Dickinson and Robins, 2008). Countries such as Libya, which entered the international tourist market only recently, should invest heavily in improving infrastructure and other tourism facilities in order to prepare to meet these particular market requirements. Tourism investment legislation should be treated as a special case in order to be more attractive to both local and foreign companies (Abuharris, 2005).

2.8.3 Marketing, Financial and Administrative Aspects as Barriers

Bizan (2009) stated that difficulties exist in marketing tourism products in many destinations, especially in developing countries, due to lack of expertise and lack of funds allocated for the purpose of marketing as well as inadequate distribution systems. This inability to target the most important and relevant tourism market sectors could only be changed by devising suitable means of evaluation of areas for investment and tourism attraction and determining the priorities for implementation of an effective marketing strategy.

Many authors, such as Namma *et al.* (2008) and Hosni (2000), have documented the lack of financial support and administrative and technological expertise in tourist destinations, especially in developing countries. In addition, in some countries, such as Libya, there is a lack of effective tourism development planning or strategy due to misdirection of available physical and human resources (Danis, 2006). This could be because employees or officials working in the various tourism sectors are unaware of the importance of using appropriate tourism tools in order to effectively influence the tourism market and gain a competitive edge in the region as a new tourism destination (Abood, 2004).

For travellers and consequently for tour businesses other disincentives to international tourism are the difficulties in certain countries of obtaining visa and passport approval, restrictive duty free allowances for returning visitors, and travel delays and inconvenience caused by discriminatory treatment by airline ground-handlers and inadequacy of computer systems (Edgell, 1995).

As Dieke (1993) observed, the present framework of policies for the tourism industry relies on the cooperation of a number of organizations, which is not always forthcoming. Each sector tends to work to different objectives, creating real difficulties of coordination. The implementation of policies is therefore weakened, leading to problems with the administration of tourism. Bizan (2009) stated that some of the administration obstacles in Libya are related to governmental procedures which undermine the appropriate and convenient flow of tourists to and from Libya, whilst the chronic underfunding of tourism represents a severe constraint to the tourism industry.

2.8.4 Cultural, Religious and Social Aspects as Barriers

Cultural, religious and social obstacles are among the main barriers facing tourism development worldwide, especially in Eastern and religious societies. Social and cultural barriers including cultural differences between tourist areas and low awareness in the host country of the needs and demands of tourists and, on the other hand, unawareness among tourists of the host's culture, cause many problems and are a major obstacle to the development of tourism (WTO, 2000). Emragea (2011) referred to cultural, religious and social issues as the main obstacles hindering the development of tourism in communities which are conservative in terms of culture and religion.

Often, the inhabitants of a place or a community may form unpleasant and negative perceptions of the tourism industry due to ignorance or because they see tourists behaving in ways that are unfamiliar to them because of cultural and religious differences between hosts and tourists. Waltz (1986) pointed out that sights that are common in the West, such as scantily clad visitors on the beaches or around the hotel pool and couples showing affection towards each other, offend many Muslims around the tourism destinations. Additionally, tourists who knowingly or unknowingly violate rules of 'Islamic Shariah' in and around mosques and Islamic religious activities provide fuel for Islamic fundamentalists who oppose the westernization of Muslim society.

Ritchie and Crouch (2000) stressed that religion and culture have a strong influence on some types of entertainment and food and drink; for example, in some Muslim destinations, such as Saudi Arabia and Iran, night clubs and gambling halls and eating pork or drinking alcohol are forbidden because they are banned by the Quran.

2.8.5 Barriers Related to Human Resources

Deficiencies in human resource capital such as low skills and qualifications and the lack of tourism expertise have been considered as major obstacles preventing the host population from participating effectively in tourism employment (Liu and Hall, 2006). On the other hand, Zhong *et al.* (2008) pointed out that youth retention is one of the major social obstacles in a tourism destination owing to the low paid jobs offered to local residents; hence, young adults tend to migrate to other places, mainly large cities, to find better paying jobs.

Echtner (1995) pointed out that chronic shortages of trained local individuals have led to an unfavourable situation in tourist destinations; managerial and senior positions are filled by expatriates and the unskilled and correspondingly lower paying positions are left to the locals. This lack of experience, skills and professionalism among local personnel in terms of managing tourism facilities has hampered the development of tourism (Esichaikul and Baum, 1995).

2.8.6 The Negative Impact of Tourism as a Barrier

A number of scholars have referred to hidden costs to tourism, which can have unfavourable economic, social and environmental effects on tourism destinations and their host communities.

In spite of its economic benefits, tourism has negative impacts; for example, increasing demand for basic services and goods from tourists will often cause price hikes that negatively affect local residents, whose income does not increase proportionately (Wall and Mathieson, 2006). A San Francisco State University study of Belize (non-dated) found that, as a consequence of tourism development, prices for locals increased by 8%. Tourism development and the related rise in real estate demand may dramatically increase building costs and land values. Not only does this make it more difficult for local people, especially in developing countries, to meet their basic daily needs, it can also result in dominance by outsiders in land markets and in-migration that erodes economic opportunities for the locals, eventually disempowering residents. In Costa Rica, close to 65% of the hotels belong to foreigners.

Tourism development can also have serious social and cultural impacts. According to Tosun and Jenkins (1998), tourism development may create social conflicts in the destination or region community. It can be seen that tourism can affect the traditional and family life of the host community as a whole, and it can have negative effects on the society. Although tourist-host interaction is usually short, temporary and superficial, it can stimulate racial, religious and political conflicts in extreme cases. It can also cause irritation to residents, depending on tourist numbers and the threat they represent to the locals' way of life.

According to Butler (1974), tourism's impacts on host communities or destination areas may be classified into two categories. The first concerns the characteristics of the destination area, and includes the perceived social impacts of the resident-visitor encounter. For example, cultural gap effects, crime, prostitution and the demonstration effect (changes in values, attitudes, or behaviour of the host population, which can result from observing tourists) (de Kadt, 1979) come under this category. The other category concerns perceived social impacts of infrastructure development on local resources, for example, pressure on local resources (e.g. water supply) and facilities (e.g. recreation), local versus imported labour, local language and cultural effects and life style changes.

Socio-cultural negative impacts of tourism can involve: cultural deterioration (damage to cultural heritage may arise from vandalism and littering); resource use conflicts, such as competition between tourism and local populations for the use of prime resources like water and energy because of scarce supply; conflicts with traditional land-uses may also arise in coastal areas, when the construction of shoreline hotels and tourist facilities cuts off access for the locals to traditional fishing grounds and even recreational use of the areas. Also, the spread of drug abuse increases prostitution and the spread of sexual transmitted diseases as well as other social dangers (Dieke, 1993).

Ritchie and Crouch (2000) stressed that religion and culture have a strong influence on some types of entertainment, food and drink, for example; some Muslim destinations, such as Saudi Arabia and Iran, are not allowed to open night clubs or gambling halls, or allow the eating of pork or drinking of alcohol because it is banned by the Quran.

Long (2010) argued that in some extreme cases tourism has contributed to a wide range of problems, many of which seem insignificant but detract from the quality of life of local residents. Intrusion on daily life, loss of privacy, and a sense of crowding can contribute to negative feelings towards tourism development. There is some concern that tourism development may lead to destinations losing their cultural identity by catering for the perceived needs of tourists, particularly from international markets.

According to Davis and Softest (1995), as cited in Khalifa (2010), it can be argued that tourism projects that do not involve local communities in the preparation process are more likely to fail or will not have enough support, but if they are involved and the framework protects their rights and respects their culture and interests, then the projects have a better chance of succeeding. Notably, tourists may become unfriendly towards locals, and locals may become aggressive towards tourists; hence, the attitude of the local population towards tourists is important.

One problem that often surfaces in tourism in terms of planning implementation is that local residents are not aware of the economic benefits of tourism development to their community. They may feel that the proposals were imposed on them, rather than resulting from consultation. Therefore, a good plan should include some method or methods to communicate the benefits of tourism to the community. The end result of planning is a tourist product that should be economically, socially, environmentally, and culturally viable (Coltman, 1989).

Furthermore, the relation between tourism and the environment is frequently one of environmental degradation, which is the driving force behind the search for sustainable tourism (Gunce, 2003). According to Taib (2001), Wall and Mathieson (2006), and UNEP (2013), tourism can and does exist in conflict with environment: the pollution of air and beaches, trampling of vegetation, and irresponsible behaviour of tourists (for example destroying wildlife). Moreover, tourism may cause infrastructure changes and deform landscapes. For instance, architectural pollution results from ignoring architectural design principles to build hotel complexes for the tourists.

2.8.7 Examples of Case Studies

According to UNESCO (2001) and Najimi (2011), Afghanistan suffers from many obstacles to tourism development, among which are the absence of the most two important factors for attracting investment: security and the infrastructure. There is also a lack of tourism facilities and basic services for tourists, such as hotels, restaurants, travel agencies, etc. However, the major hindrance to tourism is the belief of the local community and the domestic government that tourism has a negative effect on the culture and religion of the country. This is conspicuous in the absence of a special ministry or body for tourism. The local government also believes that certain monuments are against Islamic teachings and beliefs. This became evident when the whole world witnessed the destruction of the huge Buddha statues carried out by the fanatical Taliban government in 2001.

Another example of negative attitudes to tourism is provided by North Korea; tourism in North Korea is highly controlled by the government, which is one of the reasons it is not a frequently visited destination; between 3,000 to 4,000 Western tourists visit North Korea each year, along with thousands of Asian tourists. Tourists can only visit North Korea on guided tours and must have their tour guides with them at all times, whilst photography and interaction with local people has historically been tightly controlled. The North Korean Government adopts this attitude to tourism for security reasons (BBC News Online, 2003).

According to Adeleke (2008), the story of Nigeria's tourism industry is one of unfulfilled potential. Theoretically, the country is tailor-made for tourism: Its 370 ethnic groups give it a rich cultural heritage and it is blessed with natural wonders, unique wildlife, and a very favourable climate; very little effort has been made at national level to develop tourism. Nigeria did not establish an official tourist board until 1976 and only in the 1990s did it formulate a national tourism policy. Furthermore, it suffers from instability and there is conflict between its local societies. One of the particular barriers that complicate efforts to build a strong tourism sector in the country is poor infrastructure. Nigeria is a large country with a small and badly maintained road network; hence, tourist travel between different regions is very difficult. Parts of the country, such as the Niger Delta, are almost completely cut off (and dangerous). Poverty hinders domestic tourism, but even those who have the means have not developed a culture of travel. Another important barrier to tourism is the absence of organization and institutional capacity at a national level. For most of its history, Nigeria has not had a national tourism strategy, and government departments overlap at the national and regional levels regarding responsibility for the sector, making it difficult to devise a coordinated plan. The government does not even possess reliable figures on the numbers of international arrivals to and departures from the country. Corruption is another serious deterrent, as it undermines government efficiency, deters potential investors in the tourism industry, and scares off visitors.

Yesiltas (2009), in a study based on Kyrgyzstan (one of the former republics of the Soviet Union); found that while there is great potential for the development of tourism, it is hampered by the limited market, shortages of qualified human resources and lack of modern accommodation establishments. With regard to the latter, during Soviet times, Issyk-Kul received about 800 thousand tourists annually from other republics of the former Soviet Union and has been left with around one hundred health spas, or sanatoriums, around Lake Issyk-Kul. These establishments once belonged to trade institutions and other institutions and most of them were privatized, although some were not. They need investment to bring them up to western standards, and whilst there are a number of new accommodation establishments in Bishkek and the Issyk-Kul region and new construction is taking place, in other cities of the country there are no modern accommodation establishments.

In conclusion, many factors have been suggested as barriers that hinder the development of tourism. These barriers, which differ from one destination to another, must be considered in the planning process for tourism development.

2.9 Conclusion of the Literature Review

From the literature, it is apparent that most studies indicate the importance of the development of the tourism in a sustainable manner. Although there have been more than 70 definitions of sustainable development, in general, they all agree about the importance of the development with protecting the resources. Sustainable tourism development is sustainable development that relates specifically to the tourism industry. Some researchers have mentioned the role that eco-culture tourism has played in terms of sustainability. Many researchers have tried to give a formal definition for eco-cultural tourism. It is apparent that eco-cultural tourism is 'a concept in which ecological and cultural aspects of a landscape are combined to create a site for tourists' and it is apparent that eco-cultural tourism can be envisioned as a means for sustainability of tourism.

While not many published academic research studies have actually used the term 'eco-cultural tourism'; this type of tourism has recently emerged in the framework of tourism sustainability. Here the research simply splits the term to refer to 'eco' as natural resources, 'cultural' as resources relating to cultural groups/populations, cultural traditions and heritage sites. This study investigates eco-cultural tourism as involving the combined promotion of natural and cultural resources for tourist consumption.

Natural and cultural resources have many types of value, such as recreational, historical, cultural, health and religious value. The concept of 'capital' has a number of different meanings. All are stocks that have the capacity to produce flows of economically desirable outputs. NC and CC are stocks of natural and cultural value embodied in natural and cultural assets and can produce economic benefits to exploit such assets. Natural and cultural assets can be exploited for tourism. Eco-cultural resources are a combination of natural and cultural resources.

In terms of moving forwards towards developing eco-cultural tourism, then the evaluation of natural and cultural resources in terms of 'capital' and 'critical capital' becomes important. There are several ways for measuring or conceptualizing 'value'. One of them is via a subjectivist approach (acknowledging that there exists value solely through an evaluator); internal and external stakeholders can be the best evaluators.

For developing tourism (including eco-cultural tourism) many authors have mentioned key factors that can potentially encourage or discourage tourism development to any particular destination. The literature review showed that there are many factors that can encourage tourism development. Such factors can be drivers of tourism development. On the other hand, there are many factors that hinder tourism development. Such factors are barriers to tourism development. These drivers and barriers do not relate specifically to eco-cultural tourism development but to tourism development in general. Therefore, there is a need to consider the drivers of and barriers to tourism development to determine the key factors that should be considered and involved in the process of tourism development.

2.10 The Framework of the Study and its Specific Elements

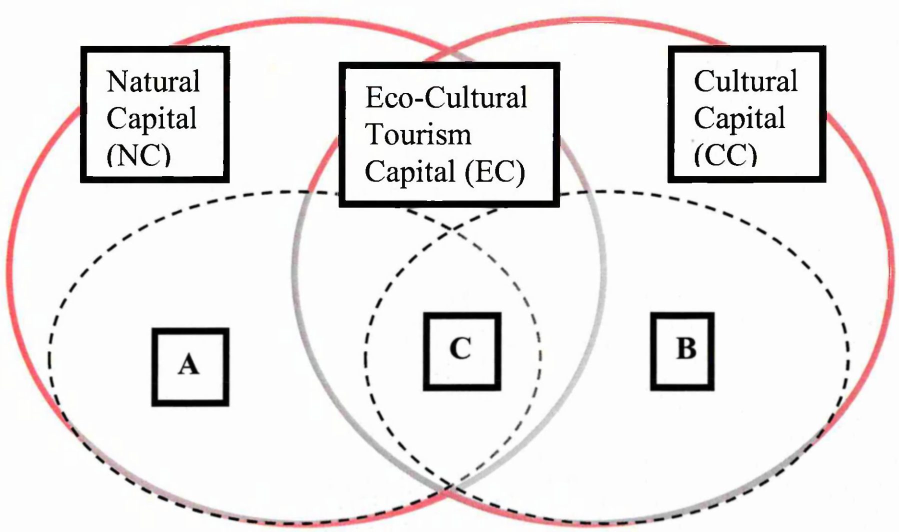
Through the literature review the following two questions emerge: 'what did the study find and what does it mean?' To answer these two questions, the study has proposed a framework which ultimately aims to achieve eco-cultural tourism development. This is via identified and evaluates ECTC and CECTC to identify the potential of eco-cultural tourism development. Also, determine the drivers of and barriers to tourism development to identify the key elements that should be considered and involved in achieving eco-cultural tourism development.

Here the researcher discusses the conceptual framework, its elements and the stages of establishing it. The proposed framework is based, as has been mentioned, on the literature review concerning the 'capital' value and criticality of natural, cultural and, in turn, eco-cultural resources with a view to gaining better understanding of the development of tourism.

This study adopts a subjective approach to resource evaluation. It suggests that the best evaluators are the stakeholders. For the purposes of this study, 'Tourism Capital' refers to resources that are perceived to have two types of value. First, resources have touristic value (in the sense that resources attract people to see or use them); tourism value refers to recreational, historical, cultural, religious and other value. Second, resources have potential commoditisation value (in the sense that economic benefits can be obtained from exploiting such sites for tourism.). 'Critical Capital' refers to the extent to which this capital is perceived to be: important, unique/distinctive to the destination area; non-substitutable/non-renewable; and there is a need for enhanced protection/management vis-à-vis other resources and capital.

It is possible from the literature review discussion to recognize interrelationships between the concepts of NC, CC and ECTC. The notion of giving natural and cultural resources a capital value in the process of commoditisation and the parallel idea of conceptualizing eco-cultural tourism as combining natural and cultural resources gives rise to the idea that there might exist 'Eco-Cultural Capital' that can be developed and managed for tourism (where NC and CC assets coincide). Furthermore, the idea of CNC and CCC occurring where capital is perceived to be important, unique and non-substitutable for a variety of reasons (including, 'acceptable' alternatives being available, renewal/depletion levels etc.) suggests that within the identification of ECTC it will be possible to identify CECTC (see Figure 2.3). The latter considers the potential for eco-cultural tourism development. This might help practitioners of tourism in destinations where tourism development is at an embryonic or early stage.

Figure 2.3: Relationships between the Concepts of Natural Capital, Cultural Capital, and Eco-Cultural Tourism Capital



Source: Created by the author

A = 'Critical Natural Capital' CNC,
B = 'Critical Cultural Capital' CCC,
C = 'Critical Eco-Cultural Tourism Capital' CECTC.

As mentioned before, one of the objectives of this research is to develop a framework which could ultimately achieve eco-cultural tourism development, and that is more integrative and comprehensive than those developed by other researchers. The framework will be interesting for other researchers who are interested in eco-cultural tourism elsewhere in the world. Also, it will help practitioners of tourism to achieve eco-cultural tourism development, particularly in areas where eco-cultural tourism is under-developed and natural and cultural resource exploitation for tourism is currently low. This framework can be applied to destinations where eco-cultural tourism development is at a very early stage of development.

One of the central ideas of the proposed framework is that the identification of 'capital' is open to debate according to associated perceptions and notions of value, in this case, of natural and cultural assets. Thus, 'capital' is not a given but open to negotiation. Therefore, the framework is designed to be applied holistically and to allow for recognition of internal and external stakeholders opinions, views and perceptions. This informs the methodology of this research which will be reviewed in the next chapter.

Figure 2.4 below acknowledges the existence of political-economic, environmental, and social environments that will impact on and influence values and perceptions of NC, CC and, in turn, the notion of ECTC. These political-economic, social, and environmental factors will help to provide better understanding of the processes of 'capital' valuation so that the transferability of the framework to other areas might be considered.

Of course the need to reach all the various views of stakeholders, in order for development to be implemented, is important. The advantages of reaching stakeholder consensus within the tourism development process are many. Such a strategy can avoid the potentially high cost of resolving conflicts in the long term and mutual participation can provide cost effective solutions through pooling of resources (Bramwell and Sharman, 1999). A further advantage is that stakeholder collaboration adheres to the concept of democracy and Agenda 21 and thus legitimizes activities (WTTC, 1996). Furthermore, it makes use of local knowledge to make sure that decisions are well-informed and appropriate (Yuksel *et al.,* 1999). This adds value by building on the store of knowledge, insight and capacities of stakeholders and gives a voice to those who are most affected by tourism (Aas *et al.,* 2005).

There are many outcomes from identifying the values and perceptions of capital. An example of these outcomes is that eco-cultural tourism development potential or development focus might be established in a much more informed manner. The process should assist decision-making in relation to what assets should be developed and what assets should be protected or conserved if eco-cultural tourism development is to be achieved. Also, identifying the values and perceptions of capital helps to determine the drivers of and barriers to tourism development.

From the literature review discussion, there are many factors that encourage tourism development. These factors can support and contribute in the development and the growth of tourism. However, these factors relating to competitiveness are often quite similar but the study will focus on identifying key factors that encourage tourism development to take advantage of them for achieving tourism development rather than competitiveness. These factors differ from one destination to another depending on the features of tourism destinations and the availability of such factors as drivers.

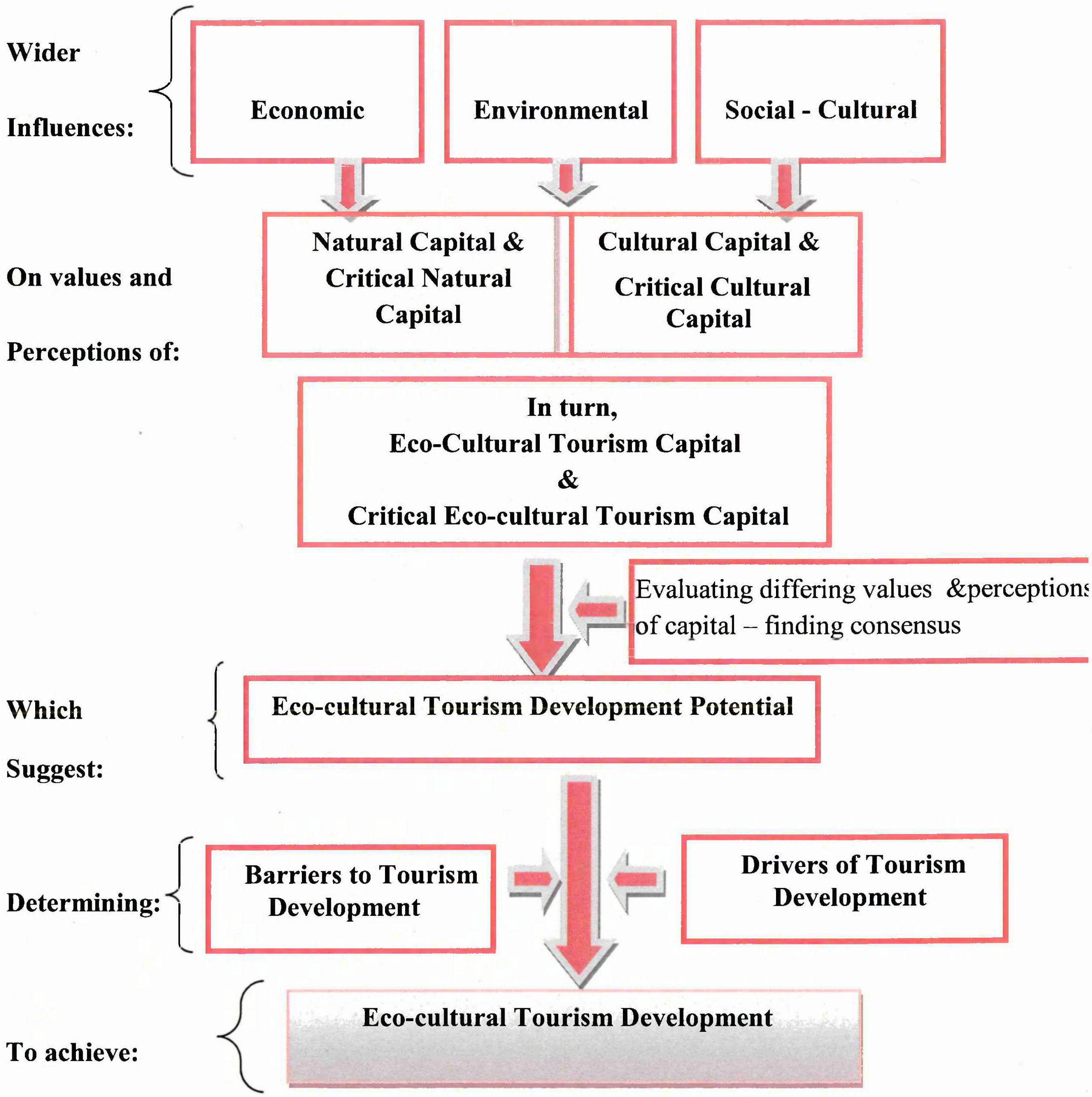
On the other hand, the arguments of the literature highlighted that there are many factors that hinder tourism development. Such factors are barriers to tourism development. It is also important to also address the obstacles to tourism development in order to provide a complete picture of the development process.

Identifying natural and cultural resources (potential) are not sufficient in building a successful tourism industry (Porter and Yergin, 2006: 84). Therefore, it is important also to link potential with drivers and barriers in relation to developing tourism as there is an integrated relationship between these three dimensions in regard to developing tourism.

In fact several researches have been conducted in the field of tourism development in terms of barriers and drivers. These drivers and barriers are not specific to eco-cultural tourism development but apply to tourism development in general. The researcher assumes that there is a need to determine the drivers of and barriers to tourism development to highlight the key factors that should be considered and involved in the process of tourism development. This is important to achieve tourism development.

In conclusion, identifying and evaluating natural, cultural and then eco-cultural resources in terms of capital and criticality (for identifying the potential of eco-cultural tourism development) as well as (for determining the drivers of and barriers to tourism development) can possibly provide better understanding of developing eco-cultural tourism. Figure 2.4 below illustrates the elements of the proposed framework.

Figure 2.4: Elements of the Framework



Therefore, identification and evaluation of natural, cultural and then eco-cultural resources in terms of capital and criticality is necessary to identify the potential of eco-cultural tourism development as well as to determine the drivers of and barriers to tourism. This will be achieved through analysis of the views and perceptions of different cohorts of internal stakeholders (local residents, local experts, officials and local tourism industry providers) and external stakeholders (international and domestic tourists), also through secondary data assessment by using qualitative and quantitative methods including semi-structured questionnaire, face-to-face interviews, focus group interviews, photographs and secondary data (documents and bloggers). The data sources and data collection methods will be explained in the next chapter (Methodology Chapter).

Chapter 3: Research Methodology

3.1 Introduction

This chapter discusses the research approaches, research methodology, data sources, data collection methods and the data analysis. Overall, the information gained and the data collected in this study were used to meet the research objectives and answer the research questions.

The chapter opens by defining the personal motivation in conducting the study. It also provides an explanation of the theoretical and practical research approaches, which comprises a comprehensive discussion of the research methodology and the methods of data collection and justification of their use, as well as information about the stakeholders who participated in the study. Next, the chapter reviews the interviews and questionnaires; how they were designed and how questions were developed. Moreover, it explains the research methods of data analysis and how the primary and secondary data were analysed, including analysis of questionnaires, interviews, photographs and documents. The chapter ends with a review of ethical considerations.

3.2 Personal Motivation in Conducting this Research

Burgess (1984: 210) stated that 'while some researchers become interested in an area of study through reading other people's work, this is only one part of the story, for the biography of the individual researcher has a part to play'. By examining the personal history and the responses to the cultural forces of which it is a part in order to discern the reasons behind a research interest, and the means whereby the research has been undertaken, one might highlight something of the researcher's personal positionality and its influence upon the research process.

The researcher is a resident of LGM who was born and raised there, with significant background in this area. He was appointed as an academic researcher and obtained his Master in Business Administration (MBA) in the Higher Studies Academy in Libya. The researcher undertook twenty course modules in the administration, development, law, economics, environment and methods of research. He has been working as a member of staff at Omar Al-Mokhtar University in Libya since 2003. The researcher was also appointed a General Director of the Public Corporation of Parks, Gardens and Tourist Affairs in LGM in 2004-2006. It is a general tourism state-owned Corporation and is the sole corporation in LGM with responsibility for investing in and operating all the parks, gardens and protected areas in the region. The corporation also owns all the public hotels, resorts and tourism facilities in LGM.

The researcher's extensive background, mentioned above, led him to identify that LGM has a combination of natural and cultural resources which encourage the development of eco-cultural tourism in the region. He also noted that tourism development in LGM is underdeveloped despite the availability of such resources. Thus, in order to realize eco-cultural tourism in LGM, exploration of the potential for eco-cultural tourism development (in regards to resources) and the drivers of and barriers to tourism development is needed. The researcher is also convinced that there is a lack of literature about this area of knowledge in Libya and LGM. In addition, he considers this topic very important and hence worthy of exploration and discussion at the level of a PhD research study. Regarding this topic the researcher has published a journal paper and a conference paper (see Appendix C).

3.3 Research Philosophy

The purpose of this section is to discuss a range of theoretical perspectives which are potentially appropriate to the research project undertaking. The theoretical perspective describes the philosophical approach underlying the information obtained from methodology (Crotty, 1998). In other words, it is the way of looking at the phenomena and making sense of it. Research studies are primarily based on some fundamental suppositions about what institutes 'valid' research and on selecting the appropriate research methodology. It is thus significant to know what these propositions are. For the research's purposes, the most pertinent philosophical assumptions are those which relate to the underlying epistemology which guides the research.

3.3.1 Epistemology

The epistemological position in this study mirrors the researcher's convictions and judgements on means of comprehending reality; it thus facilitates the questions raised about understanding reality. Quinlan (2011: 95-96) observes that 'questions about the methodology and methods used in the research project relate to our understanding of knowledge and how it is created, and to the value we ascribe to knowledge.... [and these] are questions of epistemology'. DeRose (2002) argued that epistemology is the theory of knowledge.

There are many divisions of epistemology; Chia (2002) and Orlikowski and Baroudi (1991) observed that epistemology defines the means of knowing and understanding the world through three paradigms: positivism, interpretivism and realism. Downward and Mearman (2004) stated that researches can have mixed approaches and mixed methods, even if these approaches and methods are contradictive.

3.3.1.1 Mixed Approaches

There is a growing indication of increasing adoption of methodological diversity by tourism researchers and that discussion of research philosophies as they apply to tourism research can no longer be neglected (Morgan and Bischoff, 2003). Mixed approaches have been hailed as the foundation of mixed methods and, depending on the nature of research, they can potentially yield better outcomes (Downward and Mearman, 2004). Research studies usually adopt mixed approaches when they use different paradigms (Pansiri, 2005).

In the current research, it is the researcher's conviction that in order to improve understanding, it is necessary to combine the interpretivist and critical realism approaches since their philosophical positions can pragmatically assist in free selection of the research methods, techniques, and procedures that best fulfil the demands and objectives of the study.

Interpretivism addresses how people construct and sustain their social worlds via a detailed observation of people's behaviour in natural settings (Galliers, 1992). As all knowledge is relative to the knower, the interpretivists' aim is to work with others while they make sense of, infer meaning and construct their realities so that one can comprehend their viewpoints and interpret their experiences within the setting of the researcher's academic experience (Hatch and Cunliffe, 2006). Rubin and Babbie (2001: 34) stated that 'interpretive researchers do not focus on isolating and objectively measuring causes or in developing generalizations. Instead, they attempt to gain an empathic understanding of how people feel inside, seeking to interpret individuals' everyday experience, deeper meanings and feelings, and idiosyncratic reasons for their behaviours'.

Based on the research objectives, this research adopted the views and perceptions of different cohorts of stakeholders to identify the potential and determine the drivers and barriers to eco-cultural tourism development in LGM. The perspectives of internal and external stakeholders are shaped by their life experiences, knowledge, social relationships and the sociocultural environment. This study is based on an analysis of these perspectives, behaviours, and attitudes toward the resources and toward tourism development to identify the potential of eco-cultural tourism as well as to determine the drivers of and barriers to tourism development. Therefore, this research is 'interpretive' (subjective approach).

Besides the interpretivism paradigm, the researcher considered the critical realism paradigm (objective approach) as also appropriate for the case of this study. This is because the researcher thinks that interpretivism alone could not fully expose the potential, drivers and barriers related to tourism advancement.

This research also adopts a mixed qualitative and quantitative approach. As cited by Abuharris (2005), Bryman (2001) explores a range of different ways of comparing qualitative and quantitative approaches:

- Either quantitative approach helps facilitate qualitative approach or vice versa.
- At different points in the study qualitative methods might be more appropriate than quantitative methods, or vice versa.
- Quantitative approach can explore large-scale macro structures whereas qualitative approach can focus on small-scale micro aspects of the project. This might also allow a broader range of issues to be addressed by the research.

This research adopted qualitative methods (interviews) to collect qualitative data to bring out stakeholders' views about the study themes and issues relating to these themes (which will be explained in Section 3.6.1). It also used qualitative analysis ('NVivo software') for analysing the interviews (which will be explained in Section 3.10.1.1). On the other hand, this research is also quantitative research as it used questionnaires to obtain stakeholders' views and to explore large-scale macro structures in the research (to be explained in Section 3.6.2). For analysing quantitative data, it used quantitative analysis (SPSS software - which will be explained in Section 3.10.1.2). Therefore, a combined qualitative and quantitative approach was used in the study in order to provide rich information via the views and perceptions of stakeholders.

3.3.2 Research Type

Silverman (2000) states that before conducting research it is clearly important to set out the overall research approach, and the related concepts, theories, methodologies and methods. According to Gill and Johnson (2002), based on the research process (collecting and analyzing data), research is classified into qualitative, quantitative or both. Based on the reasoning of the research, research is classified as deductive or inductive research. Also, based on the purpose of conducting the research, research is classified as exploratory, descriptive or analytical (explanatory).

Silverman (2006) argues that the decision on the type of research depends on what the researcher is trying to find out. The type of research can vary according to the process of the research, the reasoning of the research and the purpose beyond conducting the research.

3.3.2.1 The Process of the Research

As mentioned above, in this research, the two paradigms of qualitative and quantitative are viewed as being beneficial to achieving the research objectives and answering the research questions.

The qualitative methods used included face-to-face and focus group interviews, whilst the quantitative methods included semi-structured questionnaires. Secondary data included photographs and documents/reports to support the questionnaires and interviews and these contained both qualitative and quantitative data.

Although both qualitative and quantitative research approaches were adopted in this research, the main approach is qualitative, dealing with the contextual and narrative data derived from participant responses.

3.3.2.2 The Reasoning of the Research

Generally, in research studies, there are two broad methods of reasoning: deductive and inductive. According to Gill and Johnson (2002: 34), a deductive research method involves the development of a conceptual and theoretical structure prior to its testing through empirical observation. Inductive research is the reverse of a deductive approach, whereby a conceptual and theoretical structure is developed prior to empirical research and theory is the outcome of induction.

According to Trochim (2006), deductive research works from the general to the specific. It develops from theory about the topic to more specific hypotheses that can be examined and then narrowed down into observations to address these hypotheses. On the other hand, inductive (phenomenological) research is based on inductive reasoning which moves from the specific to the general. It is a study in which the observation of empirical reality is used to develop theory. It begins with specific observations and measures and formulation of tentative hypotheses that the researcher can explore, and ends with development of some general conclusions or theories. Thus, Inductive reasoning is more open-ended and exploratory, especially at the beginning. Deductive reasoning is narrower in nature and is concerned with testing or confirming hypotheses.

Saunders *et al.* (2007) suggested that it is possible to use both inductive and deductive approaches in research as this provides many advantages to the research, and this is indeed common practice in social research studies.

This study also adopts both deductive and inductive research approaches. Initially a deductive approach was used, starting with the literature review, moving on to more specific details and then setting out the main themes: potential of eco-cultural tourism development, drivers of tourism development and barriers to tourism development. From this perspective the research reasoning is deductive. On the other hand, this research also moved from the specific to the general in developing sub-themes (under the main themes) from the respondents' answers. Through these themes the study arrived at a general conclusion; hence the research reasoning was inductive. The decision to use both deductive and inductive approaches was appropriate to the flow of reasoning in the context of the study.

3.3.2.3 The Purpose beyond Conducting the Research

Research can be categorized into exploratory, descriptive and explanatory (Robson, 1993). According to Saunders *et al.* (2007), exploratory research seeks to find out what is happening and assess the phenomenon in a new light and ask questions about it. It aims to look for patterns, ideas or hypotheses rather than testing or confirming a hypothesis. An exploratory study may help to decide whether or not it is worth researching the issue. It is particularly useful when not enough is known about a phenomenon. Saunders *et al.* (2007) suggest that exploratory studies can be conducted by a search of the literature, talking to experts in the field and conducting focus group interviews.These methods are adopted in this study.

This study takes the form of exploratory research because it focuses on achieving eco-cultural tourism development via identifying the potential of eco-cultural tourism development. It considers the drivers of, and barriers to, tourism development to determine the key elements that should be considered and involved in eco-cultural tourism development. On the other hand, part of this research is descriptive as it describes and assesses natural, cultural and eco-cultural resources in the case study area through secondary data. This is made clear in the next chapter (scoping study in the case study area of LGM). Describing and assessing such resources brought out descriptive findings which in fact supported the primary findings of the research and produced a strong discussion about the identification and evaluation of natural cultural and eco-cultural resources in addition to the drivers of and barriers to tourism development, which will be made clear in Chapter 6 - discussion.

To sum up, as a theoretical approach, this research is a mixed approach study. It is a combined qualitative and quantitative study but mainly qualitative. It is deductive and inductive, as well as exploratory and descriptive research but mainly exploratory as a research type.

3.4 Research Methodology

The research methodology decides how the study is conducted; however, as Silverman (2001) observes, methodologies are not true or false; rather, they are only more or less valuable. Therefore, certain methodologies are more suitable than others for specific requirements of a piece of research.

Yin (2009) defines research methodology as a strategy or plan that guides the investigator in the process of collecting, analysing and interpreting observation. According to Yin (1994), there are in general five different types of research strategy: experiment, survey, archival, history and case study. Saunders *et al.* (2007) states that no research strategy is inherently superior or inferior to any other, the appropriate strategy enables the researcher to answer the research questions and meet the research objectives.

In this study, case study was the research methodology adopted since it has the potential to guarantee the collection of sufficient information to allow the study's objectives to be achieved.

3.4.1 Case Study and Justifications for its Use

According to Yin (1994:2), case studies are preferred when the investigator has little control over events, and the focus is on a contemporary phenomenon within a real-life context, especially when the boundaries between phenomenon and context are not really clear.

Yin added that case studies can be based on single or multiple case studies; single cases are used to confirm or challenge a theory (Yin, 1994). Case study is a strategy that involves detailed investigation, often gathering data over time, about one or more organizations or groups within organizations (Finn *et al.,* 2000 and Hartley, 1994). According to Finn *et al.* (2000), the strengths of the case study approach are based on its ability to:

- Explore social process as they unfold in organizations;
- Understand social processes in their organizational context;
- Explore processes or behaviour that is little understood;
- Explore an atypical process;
- Explore behaviour which is informal, secret or even illicit;
- Understand the meaning attached to particular behaviour in cross-national research.

Nevertheless, the strategy is particularly useful when the researcher wants to achieve an in-depth appreciation of both the research context and the process being enacted (Saunders *et al.,* 2003; Morris and Wood, 1991), as it allows him/her to provide answers to the research questions: 'why?', 'what?' and 'how?' In this study the research questions were 'how' and 'what' questions (see Section 1.3.2).

Finn *et al.* (2000) also argue that a rich research context requires more than one data collection method, and the case study approach satisfies that requirement, since it usually combines quantitative and qualitative data. Yin (2009) recommends six sources of data for case studies, including documentation, archival records, interviews (or surveys), direct observation, participant observation and physical artefacts. In this study photographs, documents, interviews and questionnaires have been used as will be explained in detail later in Section 3.6.

The case study approach is usually used to build up a rich picture of an entity, using different kinds of data and gathering different views, perceptions, experiences and/or ideas of diverse individuals relating to the case (Finn et al., 2000 and Hartley, 1994). This study used different kinds of data (primary data and secondary data). The primary data was collected from those different cohorts of stakeholders through questionnaires and interviews.

Yin (2009) argues that there are rationales which make the researchers choose a single case study rather than multiple cases; when the case represents the critical case in testing a theory or a conceptual framework, when it represents an extreme or unique case and when it represents a revelatory case. In this study, LGM is considered a unique case as it has a combination of natural and cultural resources and tourism, and eco-cultural tourism in LGM is under-developed. Therefore, the concepts of ECTC and CECTC can be tested. Moreover, the framework of the study can be applied to identify and evaluate eco-cultural resources for identifying the potential of eco-cultural tourism. Also, to consider the drivers of and barriers to tourism development for determining the key elements that should be considered and involved in achieving eco-cultural tourism development.

Thus, it seems that the results from the case study of LGM can be generalized in other areas that have natural and cultural resources but exploitation of such resources for tourism is currently low (tourism development is less developed). Therefore LGM was selected as a single case study for this research.

The case study approach is perceived by Yin (2009) as involving three main stages; the first stage is the "define and design" phase (which has been covered in the previous discussion), the second stage is the data collection process phase and the third stage the data analysis phase. The following sections focus on presentation of the data collection process (the second stage), which is followed by data analysis (the third stage).

3.5 Triangulation of Data Methods and Sources

According to Mills (2003: 52), 'It is generally accepted in research that researchers should not rely on any single source of data, interview observation, or instrument'. 'In research terms, this desire to use multiple sources of data is referred to as triangulation'. The process of conjoining data gathering techniques is recognized as 'triangulation' (Mackay and Fayard, 1997), or the use of numerous kinds of methods or data. Qualitative and quantitative methods could be combined so as to maximize the strengths and minimize the weaknesses of each method. They are complementary rather than competing approaches (Finn, 2000).

Yin (2009) describes four types of triangulation

- Data source (multiple data sources)
- Investigator (multiple investigators)
- Theories
- Methodological (multiple data collection methods)

This study used multiple data sources and multiple data collection methods in its case study.

Using a single data source and a single method for data collection could reduce the validity of the mehodology and would not be adequate to solve the research problem. 'Triangulation is not a tool or a strategy of validation, but an alternative to validation' (Denzin and Lincoln, 1994: 2 as cited by Jennings, 2001).

Multiple data sources were used in this study, including officials, local experts and academics, local residents, local tourism industry providers, international and domestic tourists.Secondary data included documents and visual materials (photographs) which were used as evidence to corroborate the stakeholders' words.

Multiple data collection methods were used, including face-to-face single interview, focus group interview and semi-structured questionnaire. 'Different methods have different (even if overlapping) strengths and weaknesses. If you use a range of methods you can put together a more complete picture' (Gillham, 2007: 99).

In this study, triangulation provides different views of the problem from different groups of stakeholders. It also allows for comparisons between different groups of stakeholders. Furthermore, it gives enhanced confidence in findings by giving the research more reliability and validity. Triangulation between different cohorts of stakeholders with evidence from the scoping study and the literature review helped provide a strong discussion base about the study's themes.

Reliability and validity were core concerns of this study. Guion *et al.* (2011: 1) contend that 'data triangulation involves using different sources of information in order to increase the validity of a study'. Hence, in order to achieve triangulation, this study employed four research methods and gained data from internal and external stakeholders from six sources as previously showed.

3.6 Data Collection Methods and Justification for their Use

A research method is about how the researcher conducts the study and obtains the required data. As Veal (1997) puts it, there are two forms of data, primary data and secondary data. Primary data is data that are collected particularly for the research study, and they may be gathered by numerous methods, while the secondary data (documents) are data which already exist and were collected for other purposes.

Creswell (2003) divided data collection methods into qualitative, quantitative and mixed methods. Qualitative methods can include use of such as interviews, audio visual material and documents while quantitative research includes methods such as questionnaire surveys. Gillham (2007) argue that all of the above methods can of course be used in combination, in which case you should use them in order because each one facilitates the next.

According to Nau (1995: 1), the researcher should aim to achieve a situation where blending qualitative and quantitative methods of research can produce a final product, which can highlight the significant contributions of both. Creswell and Clark (2007) recommend mixed methods data collection (using both quantitative and qualitative data collection methods) to strengthen the validity of the conclusions reached. This study was built upon a set of data from mixed methods of data collection (qualitative and qualitative) including interviews, questionnaires and photographs as primary data, with support from secondary data, and use of both quantitative and qualitative tools for analyzing this data.

3.6.1 Interviews

Interview is considered a qualitative research method. Bell (1993: 94) describes interview as method where 'certain questions are asked, but respondents are given freedom to talk about the topic and give their views in their own time'. It is characterized by three prominent central features that differentiate it from other methods: it is flexible, it can be undertaken almost anywhere and it can yield rich data besides other features (Cassell and Symon, 1994).

The main advantages of using interview in this study are its ability to gain sensitive, confidential data from some of the involved respondents, and also expectancy, which might be difficult to obtain from the other resources. In addition, it allows the researcher to pick up on nonverbal signs that might confirm what is being said or indicate that the interviewee is too uncomfortable to be honest. This allows researchers to create a confidential relationship, which may generate a willingness on the part of the interviewee to divulge sensitive information. However, according to Yin (2009), there are many types of interview, such as face-to-face, focus group and telephone interviews. The following types of interview have been used in this study.

1- Face-to-Face Interviews

The flexibility of face-to-face interview allows the interviewer to develop unique ways for dealing with each respondent. Interview is preferable to give the respondent the opportunity to express views freely (Patton, 1990). In this research face-to-face interviews were conducted with four officials (see Table 3.1).

Table 3.1: Number of Face-to-Face Interviews and Stakeholders who were Interviewed

Stakeholders	Number of interviews	Place of the interview
The General Manager of the Libyan General Board of Tourism and Traditional Industry (GMT-L)	One face-to-face interview	Tripoli (Libyan capital)
The Governor of LGM (G-LGM)	One face-to-face interview	LGM
The Regional Manager of the Libyan General Board of Tourism and Traditional Industry in LGM (RMT-LGM)	One face-to-face interview	LGM
The Director General of the Corporation of Parks, Gardens and Tourist Affairs in LGM (DGC-LGM)	One face-to-face interview	LGM

2- Focus Group Interviews

The focus group interview employs qualitative research method to extract a variety of perceptions, feelings, thoughts and different perspectives that people might hold about definite issues (Wholey *et al.* 2004). According to Berg (2007) and Bouma (1996), focus group interview is a useful technique for gathering a wide range of views within a short period of time, and it also allows the emergence of unanticipated issues during the discussion. Indeed, the method of interviewing participants within groups is quite rewarding and it is important to have more than one view about the issue or question. Therefore, this research used focus group interviews with local experts.

Four focus group interviews were utilized in this study. The focus group interviews were conducted with local experts as is made clear in Table 3.2 below. Interviewees were all experts, and members of each group were from the same field of specialty, which helped to encourage the participants to express their ideas.

Table 3.2: Details of the Stakeholder Interviewees and Focus Group Interview Arrangements

Stakeholders	Number of interviews	Place of the interview
Three local experts dealing with touristic issues, (Ex. T1,T2.T3)	One focus group interview	LGM
Three local experts dealing with economic issues, (Ex. Ec1, Ec2, Ec3)	One focus group interview	LGM
Three local experts dealing with social issues, (Ex. S1, S2, S3)	One focus group interview	LGM
Three local experts dealing with environmental (ecological) issues (Ex. En1, En2, En3)	One focus group interview	LGM

According to the study framework, using interviews would help to identify and evaluate natural, cultural and then eco-cultural resources through the views and perceptions of internal stakeholders for identifying the potential of eco-cultural tourism development, as well as to determine the drivers of and barriers to tourism development.

3.6.2 Semi-Structured Questionnaire

The questionnaire is considered by many researchers as an appropriate means for collecting numerical data for statistical tests (Ryan, 1995). According to Thomas *et al.* (2005), the main justification for using the questionnaire is the need to obtain responses from large numbers of people, often drawn from a wide geographical area. They further state that the questionnaire usually strives to secure information about present practices, conditions, and demographic data, and that it can also ask for respondents' knowledge or opinions.

Gillham (2007: 6) stated that questionnaire method is characterized by several features, including low cost in time and money, ease of getting information from a lot of people quickly and respondents can complete the questionnaire when it suits them. Questionnaire questions can be closed or a mixture of open-ended and closed questions (semi-structured). A questionnaire can be based on quantitative and qualitative data collection method and therefore can collect both quantitative and qualitative data (Fink, 2003; Gillham, 2007).

However, whilst this research used a semi-structured questionnaire to collect quantitative and qualitative data, based on both closed and open-ended questions, the main focus was on the open-ended questions. The researcher used the questionnaire to gather data from internal and external stakeholders because of the large number of respondents in the samples, which will be explained in Appendix D (Chosen the Samples). Saving time and money through using a questionnaire was also a consideration in this study.

The researcher employed a semi-structured questionnaire to gather data from local residents, local tourism industry providers, international tourists and domestic tourists since the research required knowledge of the opinions and perspectives of a large number of these stakeholders. Four semi-structured questionnaires were distributed among four groups of stakeholders as is made clear in Table 3.3 below:

Table 3.3: Details of Questionnaire Administration and the Stakeholder Respondents

Stakeholders	Number of questionnaires	Place of the questionnaires
Local residents of LGM	250	LGM
Local tourism industry providers (local tour agencies and businesspersons) in LGM	35	LGM
International tourists from the key markets that LGM is aiming to attract	More than 250	LGM
Domestic tourists from outside of LGM	250	LGM

According to the study framework, using semi-structured questionnaire would help to identify and evaluate natural, cultural and then eco-cultural resources through the views and perceptions of internal and external stakeholders for identifying the potential of eco-cultural tourism development, as well as determining the drivers of and barriers to tourism development.

3.6.3 Visual Material (Photographs)

Bohnsack (2008) argues that methods based on photography and video are accepted as a subjective and reflexive form of qualitative data production and are now entrenched in major fields of inquiry, including sociology, educational research, social and cultural geography, media and cultural studies, discursive and social psychology and others. According to Harper (2004), photographs are a part of the unproblematic 'facts' that constitute the 'truth' of the tales. The researcher came to the realization that without photographs to indicate common understanding, the interviews would not make a great deal of sense. Photographs taken and collected in the research became a bridge between the subjects and the researcher. Pink (2007) argues that images have documentary value, and these images record the visible phenomena.

In this research, photographs taken by the researcher himself were used as primary data to support some of the stakeholders' responses related to identify the natural, cultural and eco-cultural resources in LGM as well as explore some of the barriers to tourism development in LGM. The research also relied on photographs from the secondary data for identifying and describing natural, cultural and eco-cultural assets in LGM.

According to the study framework, using photographs would help to identify natural, cultural and then eco-cultural resources for identifying the potential of eco-cultural tourism development, as well as determining the drivers of and barriers to tourism development.

3.6.4 Secondary Data (Documents)

Yin (2009) asserts that the most important use of secondary data is to corroborate evidence from other sources. Kinner and Taylor (1991) state that a wealth of information exists in already published research projects, annual indexes and other types of publications.

In this research, secondary data (including photographs) were used to describe the case study area, identify and assess the resources as well as the drivers of, and barriers to, tourism development in the case study. In addition, secondary data were used as complementary methods and evidence to corroborate the stakeholders' responses and supplement and support the primary data.

Sources of secondary data included: published and unpublished governmental documents, websites and photographs, electronic and hard copies of newspapers, books and publications relating to the study themes and TV channels and pictures collected from secondary sources, leaflets and brochures, and reports from the UNWTO, WTO and GBTTI. Additionally, other secondary data sources used in the research were bloggers' and reviewers' websites. Snee (2010) and Chenail (2011) support the use of web-blogs and reviews in qualitative research as a source of data. Bloggers and reviewers can provide researchers with important information through their thoughts and opinions. Most of the materials were in Arabic Language. Examples of these documents are presented in Table 3.4 below.

Table 3.4: Sample List of Documents

No	Name of report	Date	issued by	No of pages	Language	type of report
1	The Green Mountain Project for a Sustainable Future, Implementing the Cyrene Declaration - Phase One Report	2009	RAMBOLL	186	English	hard copy
2	The Touristic Survey Report of Libya's Green Mountain, (final report),	2005	General People's Committee of Libya's Green Mountain GPC-LGM	255	Arabic	hard copy
3	The General Plan for Developing Tourism in Libya (1999-2018),	1999	General Board for Tourism and Traditional industry GBITT,	208	Arabic	hard copy
4	Libya 2025 - futuristic vision (final draft),	2008	Libyan National Planning Council	121	Arabic	hard copy
5	Websites of General Board for Tourism and Traditional industry GBTTI	2009 2011	GBTTI		Arabic	website
6	Realizing Tourism Opportunities - LGM http://townsendgroups.berkeley.edu/sites/default/files/realizing_tourism_opportunities_amir_gohar.pdf	2010	Amir H. Gohar Urban and Tourism Planner		English	e-paper
7	Bloggers' and reviewers' websites such as http://www.tripadvisor.co.uk/ http://www.igougo.com/ http://www.travelblog.org/ http://www.travbuddy.com/ http://www.virtualtourist.com/	2009 - 2013	web-blogs and reviews		English	website

Source: Compiled by the author

According to the study framework, using secondary data would help to identify and evaluate natural, cultural and then eco-cultural resources through governmental documents, blogs and photographs, for identifying the potential of eco-cultural tourism development, as well as determining the drivers of and barriers to tourism development.

Collecting data through multi-methods lends rigour to research (Sekaran, 2000). In this research the data was collected through qualitative and quantitative methods (interviews, questionnaires, photographs and documents), which enhanced confidence about the worth of the data obtained. In other words, the combination of methodologies maximized the strengths and minimized the weaknesses of each method by means of a complementary approach.

According to the study framework, identifying and evaluating natural, cultural and then eco-cultural resources in terms of capital and criticality would identify the potential of eco-cultural tourism development and determine the drivers of and barriers to tourism development. This would be achieved by using several qualitative and quantitative methods including semi-structured questionnaire, face-to-face interviews, focus group interviews, photographs and secondary data (documents and bloggers).

3.7 Data Collection Sources and Justification of Targeting Stakeholders

A stakeholder is defined here as 'any person, group, or organization that is affected by the causes or consequences of an issue' (Bryson and Crosby, 1992: 65). Carroll (1993) as cited in Gibson (2000: 245) identified stakeholders as: 'any individual or group who can affect or is affected by the actions, decisions, policies, practices or goals of the organization'. Traditionally, in the case of tourism, stakeholders include residents, governmental officials, local business owners and visitors (Byrd *et al.* 2009) and without stakeholder participation, the development of tourism is unattainable (Andereck and Vogt, 2000).

In the literature, there are several examples regarding collecting data on tourism through stakeholders. Taib (2001) used international and domestic views for assessing tourism development in Libya. Similarly, a study by Ferrario (1979) used experts' knowledge combined with tourist opinions to evaluate tourism attractions for tourism development in South Africa. Dowling (1993) used tourists' opinions, experts' knowledge and residents' opinions to evaluate tourism resources for tourism development in the Gascoyne Region in Western Australia.

In this study, the data was collected from the key stakeholders mentioned in Sections 3.6.1 and 3.6.2. In the following sub-sections, the study reviews the stakeholders who participated in the study along with justification of their participation (see Appendix D for a full account of the chosen samples).

3.7.1 Local Experts

The study considered that the local experts' perspectives and views about tourism development, its potential, its drivers and its barriers are important to achieving the research objectives and addressing the research questions. These people are mainly Libyans and they have massive experience and considerable knowledge about touristic, economic, social and environmental issues and many aspects relating to the tourism sector, its resources and its development. In fact, this research was dependent on experts' views because of their specialized knowledge in these areas. This also gives the study more credibility in terms of the gathered data.

3.7.2 Officials

Fletcher, in Cooper *et al.* (1999), describes officials as government or officials, often leaders or coordinators, who view tourism as a means of increasing incomes, encouraging regional development and generating employment. Hence, the study considered that officials' views were vital since these people are Libyans with huge experience in their field as formal officials in the government. Furthermore, they have considerable knowledge about state policies and many issues relating to the tourism sector in Libya and LGM. The information that they gave would reflect the official viewpoint regarding government policies, and plans and tendencies towards developing tourism in Libya and LGM. They could also reveal the difficulties facing the tourism sector.

3.7.3 Local Residents

It is assumed that local people can offer distinctive responses and unique insights into an issue (Sarantakos, 1988). The local residents are considered as among the most important stakeholders in this study since they represent the environment where the natural and cultural resources occur; besides they would be the beneficiaries of development. Thus, their views on tourism development, its potential, its drivers and its barriers are important to achieving the objectives of this study. The targeted local residents in this study are residents who are living in LGM and drawn from all the cities and villages of the province.

3.7.4 Local Tourism Industry Providers

Local tourism industry providers are also among the targeted stakeholders and include local businesspersons (investors) from LGM such as hotel, resort and restaurant owners as well as local tour operators. Their values and perceptions are important to achieving the objectives of the current study as they play a major role in tourism development as a commercial activity and have much relevant knowledge.

3.7.5 International Tourists

The views of international tourists are important to tourism development since they are the paying consumers of the tourism resources and can provide external perspectives about the themes of the topic. For the purposes of this study international tourists means foreigners from outside Libya (from overseas) who visit LGM for tourism purposes.

3.7.6 Domestic Tourists

Domestic tourists are also paying consumers of the natural and cultural resources in the region. Domestic tourists are Libyan people from outside the LGM region who visit LGM for tourism purposes and as such the researcher expected that they would provide valuable external perspectives about the themes of the topic.

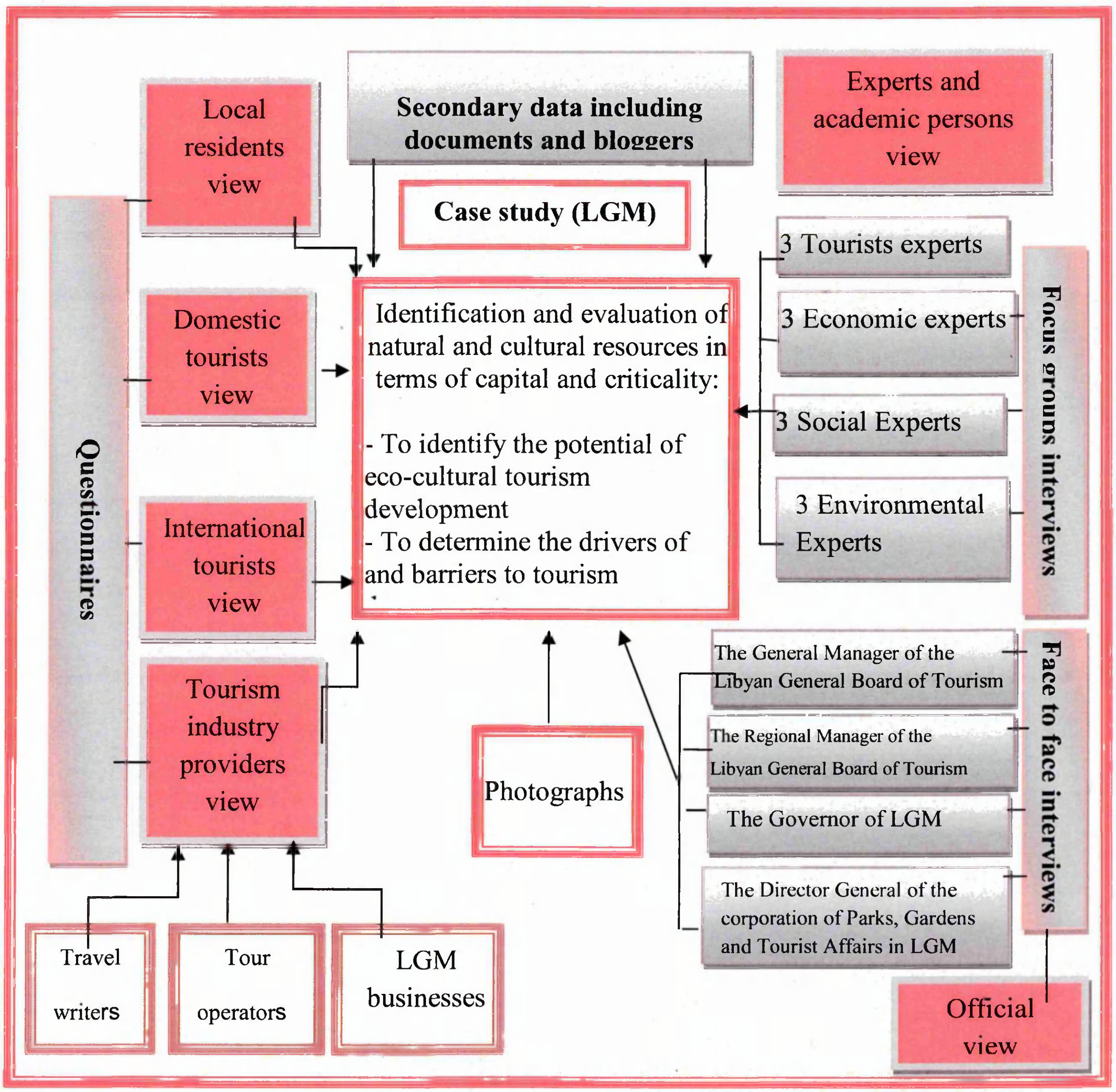
As mentioned in the study framework, identifying and evaluating natural, cultural and then eco-cultural resources in terms of capital and criticality would help to identify the potential of eco-cultural tourism development as well as determine the drivers of and barriers to tourism development. This would be achieved through the views and perceptions of different cohorts of internal stakeholders (local residents, local experts, officials and local tourism industry providers) and external stakeholders (international and domestic tourists).

3.8 The Link between Methodology and the Study Framework

As explained in the study framework, identification and evaluation of natural, cultural and then eco-cultural resources in terms of capital and criticality is carried out to identify the potential of eco-cultural tourism development as well as to determine the drivers of and barriers to tourism. This is achieved through the views and perceptions of different cohorts of internal stakeholders (local residents, local experts, officials and local tourism industry providers) and external stakeholders (international and domestic tourists) by using several qualitative and quantitative methods including questionnaire, face-to-face interviews, focus group interviews, photographs and secondary data (documents and bloggers).

From the above presentation of the methodology and methods, the researcher summarised the link between methodology and the study framework, which is made clear in Figure 3.1 below; it shows data collection methods, data sources and the aims behind their use. It presents four research methods used to gain the required data and six cohorts of internal and external stakeholders who were included in the study for identification and evaluation of natural and cultural resources in terms of capital and criticality to identify the potential of eco-cultural tourism development as well as to determine drivers and barriers to tourism.

Figure 3.1: Data Collection Methods, Data Sources and the Aims behind their Use



Source: Compiled by the author

From the literature review, with guidance from the study framework, research objectives and research questions, the researcher set the following three broad themes for the study:

- Theme 1: The potential of eco-cultural tourism development in LGM and its characteristic.
  - Identification of eco-cultural resources in LGM.
  - The value and significance of natural, cultural and, in turn, eco-cultural resources in terms of capital and criticality.
- Theme 2: Drivers of tourism development in LGM.
- Theme 3: Barriers to tourism development in LGM.

The goal of theme one is to identify the potential of eco-cultural tourism development in LGM. This will be achieved through two steps: first, identification of eco-cultural resources in LGM; second, evaluation of natural, cultural and, in turn, eco-cultural resources in terms of 'tourism capital' and 'criticality' (ECTC and CECTC) in the region. Tourism capital's indicators are: attractiveness of the site and willingness to pay for visiting or using the site. Criticality's indicators are: non-substitutability, the ancient and the unique of the site. CECTC will mention the potential for eco-cultural tourism development in the region.

The goal of theme two is to determine the factors that motivate tourism development in LGM and which should hence be considered in order to achieve eco-cultural tourism development in the region.

The goal of theme three is to determine the problems that hinder tourism development in LGM and which should also be considered in pursuing, and involved in, eco-cultural tourism development in the region.

Each theme is split into sub-themes. The study extracted the sub-themes through analysis of the data (from the respondents' answers).

3.9 Designing the Questionnaires and Interviews

According to Sudman and Bradburn (1991), there are certain steps in preparing a questionnaire; first, it must be decided what information is needed and questions must be drafted, and if necessary revised, and put into sequence. The next stage is to design and revise the first draft and test it, and finally, the final draft is designed. These steps were followed by the researcher in designing the questionnaires and interviews.

Fink (2003: 11) emphasized that 'Before you can prepare a survey, you need to clarify or define all potential imprecise or ambiguous terms that are likely to be used in the survey's specific questions'. Sudman and Bradburn (1991) also advised researchers to 'revise the draft and test the revised questionnaire on you, friends, relatives, or co-workers'. In this study, the researcher designed the first draft of questionnaires and interviews and then carried out a pilot study with experts and academics in LGM (from Omar Al-Mokhtar University, including sociologists, ecologists and economists) to test the revised questionnaires and interviews to ensure that the set objectives of these questions would be achieved. 'Experts can tell you which survey questions appear too complex to be administered easily and too difficult to be answered accurately' (Fink, 1995: 25).

The experts gave the researcher important advice regarding the design of the questionnaires and the interviewees' suggestions included adding new questions, clearing some questions and deleting repeated questions. For example, the concept of "eco-cultural tourism" is new and there is no specific synonym for this concept in Arabic language, thus if the respondents and interviewees had been asked questions without explanation of the concept of 'eco-cultural tourism' they would not have understood those questions. Fink, (1995: 11) stated that it is necessary to 'make sure that respondents have sufficient knowledge to answer the questions'. 'Facing unanswerable questions is extremely frustrating for the respondent'. Therefore, the following explanation was given to respondents in the introduction page of the questionnaires and also to interviewees to explain the meaning of 'eco-cultural tourism':

'Eco-cultural tourism is a kind of tourism where natural and cultural aspects in natural areas are combined, so tourists can enjoy both nature and cultural sites'.

In addition, explanation was given to respondents and interviewees about 'eco-cultural resources' to make sure respondents and interviewees understood the questions. The explanation was also given to international tourists because some of them might not have understood the academic concept 'eco-culture'.

The pilot study also confirmed that Arabic speaking respondents were not familiar with abbreviations such as 'eco', thus when the researcher asked Arabic respondents and interviewees about 'eco-cultural tourism' using Arabic language he used the term 'ecological and cultural tourism'.

The researcher gained considerable knowledge about designing interviews and questionnaires and selecting questions through taking four course modules at Sheffield Hallam University in 2009-2010 before collecting the data. The modules included: Qualitative Research 1, Qualitative Research 2, Survey Method 1 and Survey Method 2 (see Appendix A). However, the questions for the interviews and questionnaires were designed from the literature review and from studies that deal with tourism development, as well as the pilot study conducted with academic staff.

3.9.1 Designing Interview Questions

The questions were divided into the two following types. The first type was questions designed according to the participant's field of specialization. Economists, ecologists and sociologists were asked questions based on their academic experience and knowledge. Furthermore, decision-makers were asked specific and individually designed questions based on their fields of specialization. The second type of question was those put to all interviewees; these questions related to the main focus of the research and were based on the study framework and the literature review.

3.9.2 Design of Questionnaire Questions

The questionnaire questions were designed based on the fact that a questionnaire can collect both quantitative and qualitative data. According to Byrd *et al.* (2009) there are two different types of questions: open-ended questions and closed questions. Closed questions are usually multiple choices, with answers recorded in full, and require responses such as yes/no or agree/not agree; however, open-ended questions do not usually provide any answers for the respondent to choose from. Smith (1995) states that open-ended questions allow the respondent to express his/her answers in whatever way he/s chooses. Usually spaces or rows are left under open-ended questions for the respondents to record their answers fully. Among the advantages identified is freedom on the part of the respondent to provide full and spontaneous answers.

In this study the questionnaires included both open-ended and closed questions. The goal of the open-ended questions was to obtain the main qualitative data, whilst the goal of the closed questions was to obtain quantitative data to support the qualitative data. The questions were divided into two sections. The first section included general questions about nationality and education level; these were closed questions. The second section contained closed and open-ended questions which related to the focus of the study.

3.9.3 Developing the Interview and Questionnaire Questions

The expectation of the interview and questionnaire questions was that they should meet the study objectives. These questions were based on the literature review and were arranged to reflect the research themes. The lists of themes, associated questions, and expected outcomes from the questions are presented in Table 3.5 below.

Table 3.5: Themes, Examples of Questions and the Expected Outcome

Broad Themes	Examples of questionnaires and interviews' questions	The expected outcome:
Theme 1 The potential of eco-cultural tourism development in LGM	- Questions related to the significance and value of such resources as well as the criticality of such resources such as: • What characterizes LGM with respect to its natural and cultural resources as well as the cultural and natural resources in the same sites? • How would you evaluate the natural and cultural resources (in the table below) in LGM in terms of importance for you? Could you explain your answer and give examples please? • Do you agree or do not agree with developing tourism in LGM? Could you clarify your answer and give examples please. • Do you think natural and cultural resources in LGM are non-substitutable and non-renewable?, Could you explain your answer and give examples please? • What resources should be developed and what resources should be protected and why?	Identifying and evaluating the available resources in LGM to identify the potential of eco-cultural tourism development
Theme 2 Drivers of tourism development	- Questions related to drivers of tourism development in LGM, such as: • Could you please rate the following characteristics of LGM: Friendliness of people/hospitality, Nice climate, Good Location, Low Cost, Safety, Other (Please specify)? • Do you think that you will come to LGM again and why? • Do you have any suggestions for developing tourism (natural and cultural tourism) in LGM?	Determining the drivers of tourism development
Theme 3 Barriers to tourism development in LGM	- Questions related to the barriers facing tourism development in LGM, such as: • What are the barriers or obstacles to tourism development (natural and cultural tourism) in LGM? • Do you think that you will come to LGM again and why? • What are the levels of tourist facilities and services below in LGM? • What do you thing about infrastructure and facilities such as roads, airports, etc. in LGM?	Determining the barriers to tourism development

Some of the interview and questionnaire questions related to more than one theme. See Appendix E for details of the interview and questionnaire questions, reasons for using these questions and the interview/questionnaire respondents.

3.9.4 Examples of Questions Used to Explore the Research Themes

To address the first theme of the study (the potential for eco-cultural tourism development in LGM), all internal and external stakeholders were asked an open-ended question to identify the natural, cultural and eco-cultural resources in the region. All stakeholders were also asked an open-ended question to determine the importance of natural and cultural resources for them. In addition, to gain a clear answer about the theme, all internal stakeholders were given closed questions to see whether they agreed or not with developing tourism in LGM. This was followed by an open-ended question to justify their agreement or disagreement. This highlights many issues related to tourism development and tourism resources. International and domestic tourists were asked if they thought they would come to LGM again and why. They were also asked about how much they had paid and their reasons for visiting LGM. Experts and officials were asked to identify which resources they thought should be developed and which resources should be protected and why. Experts were asked whether they thought natural and cultural resources in LGM are non-substitutable and non-renewable and if so why. All internal and external stakeholders were asked if they had any comments to add (see Appendix E).

In addition to the above questions internal and external stakeholders were given a list of drivers of tourism development in order to assess whether these drivers are present in LGM and to see whether respondents could suggest other drivers. Also, internal stakeholders were asked about general infrastructure such as electricity, water, roads, airports….etc. and tourist superstructure such as hotels, restaurants, resorts etc… in LGM. Local residents were also asked if they like to interact with international tourists, meet them, talk with them, and to know more about their culture, and why. International and domestic tourists were asked if they would come to LGM again and if so why. External stakeholders were asked about the levels of tourist facilities and services in LGM. All internal and external stakeholders were asked if there are any barriers or obstacles to tourism development in LGM and also if they had any suggestions for developing tourism in LGM and any other comments to add (see Appendix E). Answers to these and other questions enabled the research to address the second and third themes of the study respectively, drivers of and barriers to tourism development in LGM).

3.9.5 Verifying Interviews and Questionnaires

Questionnaires and interviews were developed by the researcher and scrutinised for content validity by professional people (Polit and Beck, 2004). In this research, the pilot study conducted with the professional experts confirmed the suitability of all interviews and questionnaires and helped to determine how they could best fit the subject of the research. The arbitrators ensured that questions were appropriate to the research question and achieving its objective, especially after deleting repeated questions, improving the sentence structure, and adding further related questions. All the suggested amendments were made before collecting the data (examples of these suggestions were reviewed before in Section 3.9).

3.10 Analysis of the Collected Data

Analysis of the collected data forms the major part of the study. The data collection process is the first step in conducting research and is followed by data analysis, interpretation and presentation (Patton, 1990). Throughout the preceding sections, strategies for collecting data have been discussed. Data needs to be processed to make it useful and meaningful; the data collected needs to be grouped into categories prior to the process of analysis(Saunders *et al.*, 2007). According to Mack *et al.* (2005), data collected through interviews should be transcribed and coded according to the participants and/or the emergent themes. At this stage it is necessary to apply appropriate data analysis techniques in order to gain useful information.

In this research the technique of thematic analysis was used for analysing the data and discussing the results. Data analysis is carried out by identifying patterns and themes to make sense of a mass of data. Boyatiz (1998) argued that the emphasis is on the content of text, 'what' is said more than on 'how' it is said; the ‘told’ rather than the ‘telling’. Thematic analysis is adopted in this study to analyse data drawn from the different sources, whereby many narratives are grouped into thematic categories in each of which the items mean the same thing or refer to the same issues. Therefore, the data collected through primary and secondary data were divided into themes that were derived from the literature review and the study framework (themes were reviewed before in Section 3.8). From analysis of the data (the respondents' answers) the sub-themes were extracted.

In this task the researcher drew on his considerable knowledge about collecting and analysing data, gained from attending relevant modules at Sheffield Hallam University, as mentioned earlier in Section 3.10 (see appendix A). In 2012, he also attended a workshop on using NVivo software for analyzing qualitative data, again at Sheffield Hallam University (see Appendix B).

3.10.1 Analysis of Interviews

According to Miles and Weitzman (1994), qualitative research methodology is now progressively converging, particularly via the use of computer assisted software that permits the analysis of qualitative data. There are many software programmes for analysing qualitative data, including NVivo, which is qualitative data analysis computer software intended to help users organize and analyze non-numerical or unstructured data (Bazeley, 2007).

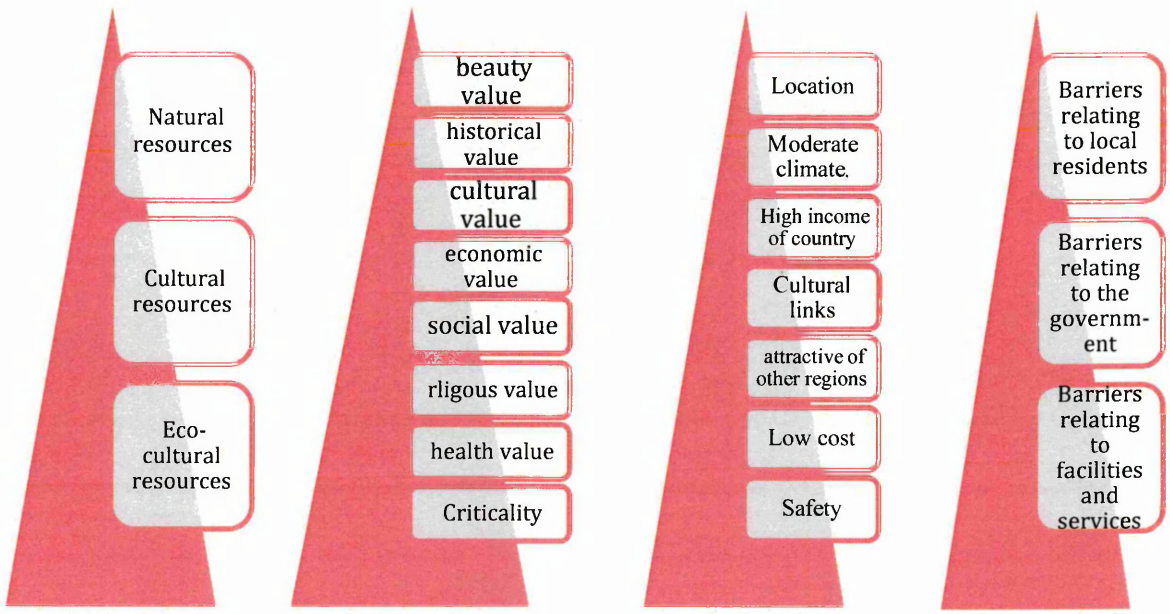
As mentioned before, eight conducted interviews were conducted (four face-to-face single interviews with four officials as well as four focus group interviews with twelve local experts). Due to the substantial number of interviewees, the researcher analysed their data using NVivo software technique. Interview transcripts were checked for accuracy and entered into NVivo, version 10, a code-and-retrieve computer software package for managing qualitative data (Bazeley and Richards 2000). The use of NVivo software enabled the researcher to obtain precise results quickly and via a technique which he had experience of using.

It is important to note that this software programme does not analyse qualitative data but rather helps the researcher by gathering texts from the interviews and categorizing them under themes (nodes and sub-nodes). The first step of analysing the interviews was to enter the transcriptions of all interviews into the software. The researcher has added samples to explain how the interview data were analyzed, as shown in Appendix F.

Next, the researcher started to create nodes in the software and arranged the respondents' answers under the specified nodes. Nodes are the basic organizational 'containers' for meta-data (data about data) in the research project. The nodes and sub-nodes identified in the software to analyse the interviews corresponded to the study themes and sub-themes. Figure 3.2 clarifies the main nodes and sub-nodes identified by NVivo software.

Figure 3.2: The main Nodes and Sub-Nodes Identified by NVivo Software

- Node 1: The potential of eco-cultural tourism development in LGM and its characteristic.
  - Identification of eco-cultural resources in LGM.
  - The value and significance of natural, cultural and, in turn, eco-cultural resources in terms of capital and criticality. .
- Node 2: Drivers of tourism development in LGM.
- Node 3: Barriers to tourism development in LGM.



Sub-nodes of the node 1 Sub-nodes of the node 2 Sub-nodes of the node 3

3.10.2 Analysis of Questionnaires

SPSS (Statistical Package for Social Science) software was used for quantitative data entry and undertaking the analysis of closed questions. Manual method was used for entering the qualitative data and obtaining the results from open-ended questions. The researcher has added samples explain how the questionnaire data were analysed, as discussed in the following sections.

3.10.2.1 Analysis of Closed Questions

The SPSS software was used for entering and analysing quantitative data. SPSS software has 'proved to be very useful in creating the indexes for the variables' (Bizan, 2010: 84). All the information obtained from closed questions was processed using SPSS software. The first step was to input the variables (questions) into the software and then code the respondents' answer and input the answers for each question into the software.

'Questionnaire responses were de-identified, coded and entered into an excel[5] program for analysis. Closed question responses were analyzed as frequencies (N, %)' (Constantinou and Kuys, 2012: 2). The researcher used the SPSS software for analysing closed questions by obtaining the percentage (frequencies) of the respondents' answers that did not find relationships between variables. Like the NVivo software this technique produced precise, easy and quick results, and again the researcher had experience of using it (as mentioned before).

However, analysing the closed quesitions by SPSS software also allowed the researcher to gather and organize the huge amont of data collected and to review the results obtained from the SPSS software along with those obtained from NVivo software, as will be clarified in the following chapters.

4.10.2.2 Analysis of Open-Ended Questions

Regarding the open-ended questions, the researcher chose a manual method for entering the data and obtaining the results, which meant changing the qualitative data to quantitative. Frequency distribution and percentages were reported, because it is difficult to use the NVivo software for such a large number of questionnaires (630), and the answers to these questions were only short. In analyzing an open question 'you have two judgments to make about catgorizing the answers that you get: 1- What categories do they seem to fall into? 2- What categories are going to be useful or nessessry for your research purposes?' (Gillham 2007: 63). Gillham added that 'The first stage is to decide on the categories. And the first step in this is to list the responses you have received', forming the categories into a table and listing the responses on the table to 'check mark for repetitions'. This technique was used in this study for analysing every opened question in questionnaires.

First, the researcher scanned the respondents' answers to derive the categories. Second, he divided the questionnaire respondents into groups. Third, he listed the responses under the categories, and finally, he counted the respondents' answers. Frequency distribution and percentages were reported. He also recorded the answers of every group in general by writing notes and made notes for every special answer.

All these steps were conducted in Arabic language because the respondents' answers were in Arabic, and as Arabic is the the researcher's first language, he found it easier to do these

[5] Excel is software for entering and analyzing quantitative data, similar to SPSS software.

steps in Arabic and then translate the final findings to English language (see Appendix G - example from local residents' questionnaire).

3.10.3 Analysis of Photographs

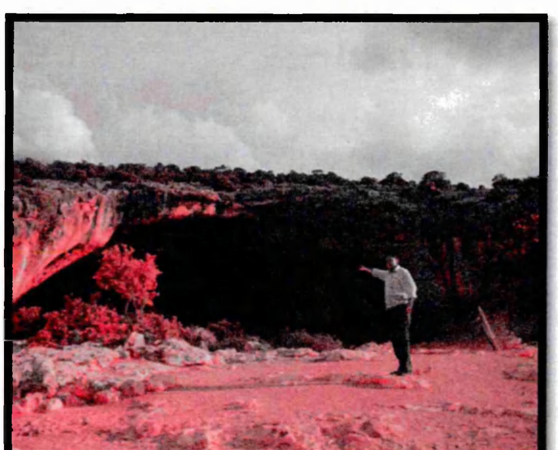
There is instructional literature available to explain how to analyse and interpret visual material (e.g. Rose, 2007). There is broadly agreement that there are three sites at which the meaning of an image is established: the site of the production of an image, the site of the image itself, and the site where it is seen by various audiences. Here the researcher focuses on the site of the image itself.

The researcher used photographs that he took himself as primary data to corroborate the stakeholders' words in the interviews and questionnaires when identifying natural, cultural and eco-cultural resources as well as the barriers to tourism development in LGM.

Figures 3.3 and 3.4 are samples of photographs that the researcher took in LGM. Figure 3.3 illustrates the neglect of tourism sites in LGM (Houa Afteeh Cave, one of the main eco-cultural tourism sites in LGM). The figure reflects the neglect by the government of Houa Afteeh Cave. The government has failed to protect the site such as by installing a fence around it. Figure 3.4 shows an evident heritage site in a natural area photographed in LGM. The photograph confirmed that this site is an eco-cultural site. These photographs relate to themes one, two and three.

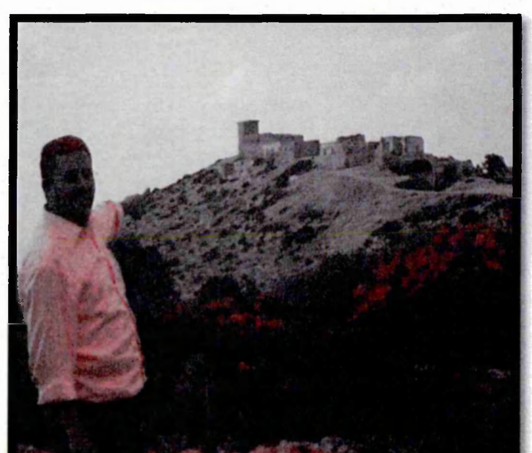
Due to the large number of photographs, the researcher attached samples of them in the results chapters (Chapter 6) and samples of them as appendices (see Appendix H).

Figure 3.3: Neglect - Houa Afteeh Cave



Source: The researcher's photograph

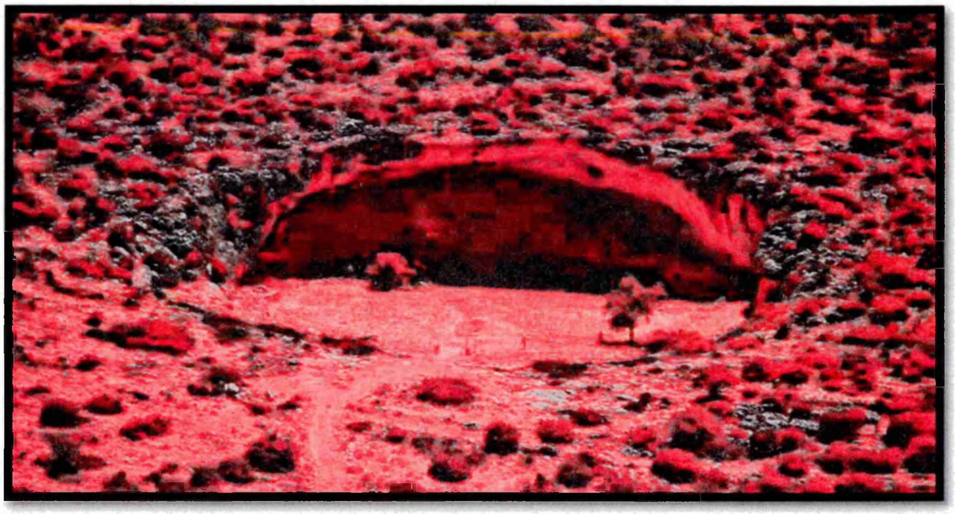
Figure 3.4: Ottoman Castle in Apollonia



Source: The researcher's photograph

The researcher also used photographs that were obtained from Google images and other websites as secondary data to identify and describe the available natural, cultural and eco-cultural resources in LGM. Samples of them will be presented in Chapter 4 (scoping study to the case study area of LGM). Figure 3.5 is a sample of photographs that the researcher collected as secondary data to describe Houa Afteeh Cave (one of eco-cultural tourism sites in LGM). It shows that Houa Afteeh Cave is huge natural cave surrounded by natural vegetation (landscape). Therefore, the site has a combination of ecological and cultural aspects, which makes it an eco-cultural site.

Figure 3.5: Photograph Collected from Secondary Data - Houa Afteeh Cave in LGM



Source: Google images (see websites references No: 7).

3.10.4 Analysis of Documentary Data

In this research, secondary data (data collected from governmental and non-governmental reports, websites, books, photographs and other sources) were used to describe the natural, cultural and eco-cultural tourism resources in the case study area of LGM and to assess such resources in terms of 'tourism capital' and 'criticality' (see Chapter 4 - scoping study to the case study area of LGM) and discuss them in the discussion chapter. They were also used to discuss the drivers of and barriers to tourism development in LGM in the discussion chapter. Other secondary data (data collected from bloggers and reviewers) which was analysed and used as evidence to support the primary data will be clarified later, in Chapters 5 and 6.

The documents were in different languages and formats, (Arabic/ English), (electronic/ paper format) but most of them were in Arabic. The researcher copied the documents and divided them into two groups and pasted them into different files. These two groups are:

- Documents relating to the available natural and cultural resources in LGM as well as documents relating to the value of natural and cultural resources and the criticality of such resources
- Documents relating to the drivers of and barriers to tourism development in Libya in general and in LGM in specific.

3.10.4.1 Description and Assessment of Resources through Documentary Data

McKercher and Ho (2006) described and assessed the tourism potential of cultural and heritage attractions in Hong Kong; they developed indicators as guidelines to assess four dimensions (cultural, physical, product and experiential value). They reviewed relevant background documentation to conduct inspection and assessment based on the indicators already identified for the targeted sites.

Through secondary data the researcher described and assessed natural, cultural and eco-cultural resources (which will be discussed in Chapter 4 - scoping study to the case study area of LGM). In this context, the researcher identified and assessed several sites in LGM. He first described the sites and then assessed them according to two dimensions: 'capital' and 'criticality', which were broken down into a number of indicators. The indicators of 'capital' are attractiveness of the site (which refers to recreational, historical, cultural, healthy, religious and other value) as well as have commoditisation value (economic benefits can be obtained from exploiting such sites for tourism) (see figure 3.6). The indicators of 'criticality' are the importance (in terms of Economic and/or cultural and/or environmental and/or human and/or ethical) also the degree of threat (non-substitutability, the ancient and the unique of the site) (see figure 3.7).

Figure 3.6: Indicators of Tourism Capital

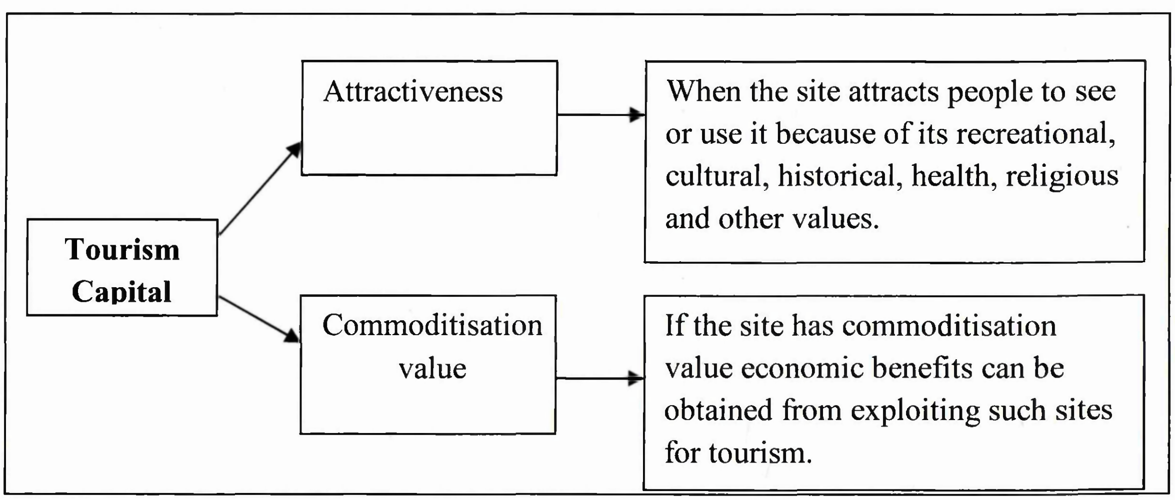
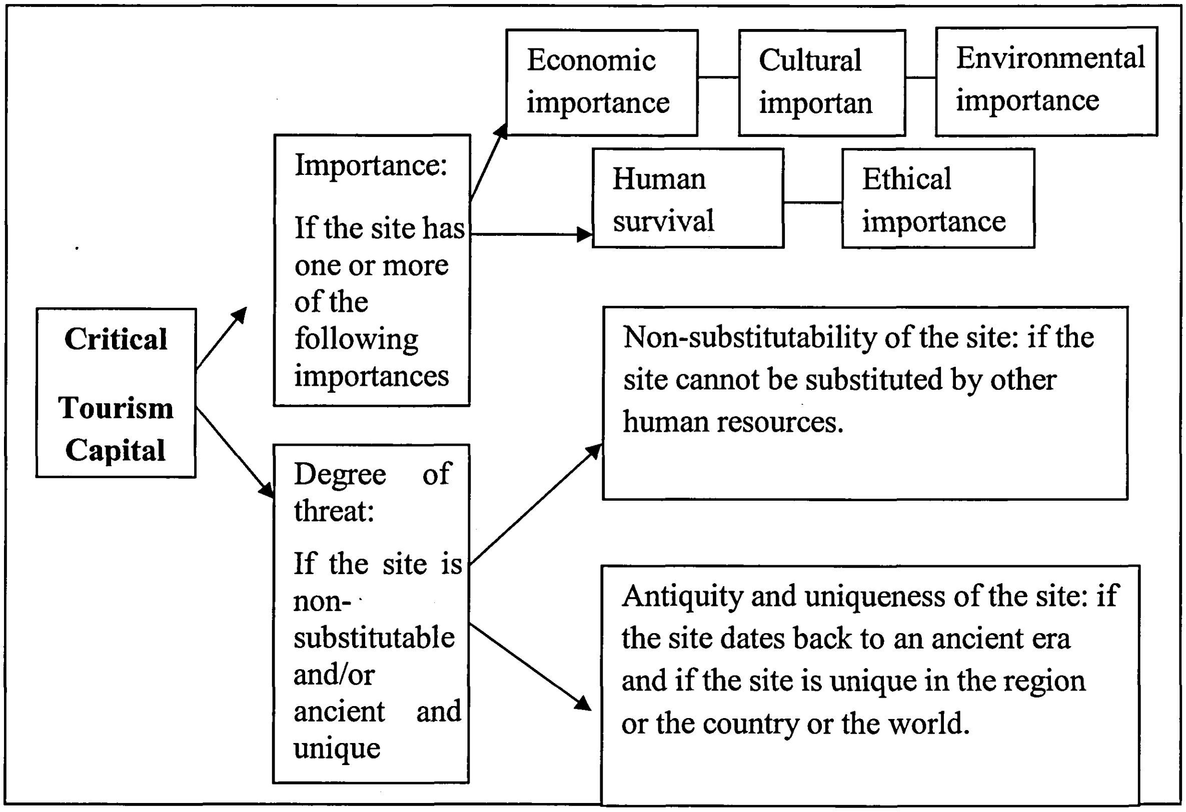


Figure 3.7: Indicators of Critical Tourism Capital



Examples from the secondary data relating to describing and assessing Houa Afteeh Cave (one of the main eco-cultural tourism sites in LGM) in terms of tourism capital (attract people to visit the site) and criticality (unique, ancient and non-substitutable) are as follows:

GPC-LGM (2005: 64) and the Tourist Police in LGM (2008) mentioned that Houa Afteeh Cave has monuments that date back to 60,000 years ago. This site is the biggest cave in North Africa; it is unique and ancient. It attracts many international tourists for historical and cultural reasons.

Hallak (1993: 214) stated that Saint Mourkus is an archaeological site in the lap of nature. He also added that (p. 228) exploring the remains of Saint Mourkus in LGM is important not only for Christians but also for Muslims because Saint Mourkus was one of the Prophet Jesus's friends and because he was Libyan. This site is in Mourkus Valley, which is known as beautiful place for tourism and unique. In addition, he mentioned that there is some neglect and damage in some caves in LGM. These caves are non-replaceable.

Mcbrney (1963) reported that pre historic people lived in LGM. Houa Afteeh Cave has relics of Neanderthal man, with traces found to be between 40-60 thousand years old.

From the above documents and others the researcher described and assessed Houa Afteeh Cave. He classified the description and assessment of this site in Table 3.6 below.

Table 3.6: Description and Assessment of Houa Afteeh Cave in LGM

Site	**Description of the site or asset**	**Type of asset**	**Attraction for tourists (tourism capital)**	**Criticality**	**Classified the asset**
Houa Afteeh Cave	Houa Afteeh is a very old cave; traces of a 40-60 thousand-year-old Neanderthal man were discovered inside the cave. It is the biggest cave in North Africa. It is located between the two tourist villages of Sosa and Ras Al-Helal. The cave is surrounded by landscape represented in diverse vegetation, forests and fertile plateaus. It is also close to the seaside.	It is 'Eco-Cultural Site' because it is an ancient cave in landscape.	Houa Afteeh attracts international tourists to see and enjoy remains of Neanderthal man. Thus, international tourists visit Houa Afteeh for historical and cultural reasons. Therefore, Haua Afteeh is tourism capital.	It has monuments from 40 – 60 thousand years ago. The cave itself is a natural cave. The site then is ancient, non-tradable, non-substitutable and unique. Therefore, Houa Afteeh is critical capital.	Houa Afteeh is an ancient cave in a landscape. It has touristic value referring to historical and cultural value because it attracts tourists (especially international tourists). It is regionally important, unique and non-substitutable. It is then critical eco-cultural tourism capital.

Similarly, all the known natural and cultural sites in LGM have been described and assessed by the same technique, as will be clarified later in Section 4.6.

The results of the scoping study are descriptive results to attain triangulation with the primary results for discussion in the discussion chapter. Thus, such results are intended to support the research primary results.

3.11 Ethical Considerations

The ethical principles set by Sheffield Hallam University (Sheffield Hallam University Research Ethics Policies and Procedures, 2009) were used to guide the research ethics of this study. The Declaration of Helsinki and the ESRC Research Ethics Framework form the basis of these ethical dimensions, which are divided into four main aspects, namely, beneficence, non-malfeasance, informed consent and anonymity/ confidentiality. These are discussed in detail below.

3.11.1 Beneficence

All research participants (including local residents, local experts, officials, local tourism industry providers, international and domestic tourists) were informed of the expected benefits of the study. It was made clear that the researcher's main concern is for the interests of the participants.

The researcher informed the participants that it is hoped that this research will bring returns for the Libyan people as well as for tourists if tourism in LGM can be developed. Tourists will benefit from having appropriate tourism facilities and outstanding services that meet their demands. The researcher also included the following sentence in the questionnaires handed out to local residents and local tourism providers:

'I need to carry out a questionnaire for collecting data on this subject. The use of this information will be for scientific purposes only and will thus benefit tourism development in Libya's Green Mountain'.

The researcher also made the following offer in the questionnaires handed out to local tourism industry providers: 'I will send you a copy of the research's results if you so wish'. Out of 30 local tourism industry providers, 21 requested the researcher to provide them with the findings of the research.

In the interviews conducted with the officials and local experts, the researcher stated that this research aims to develop tourism in Libya and LGM and that it will benefit Libya, LGM and the local residents.

3.11.2 Non-Malfeasance

Non-malfeasance was also taken into consideration in the study. The researcher revealed his identity and purpose of approaching the research participants before conducting any data collection. The researcher elucidated in the questionnaires handed out to participants the following:

'I am a PhD student at Sheffield Hallam University UK. The PhD thesis deals with tourism development in Libya's Green Mountain, and I need to carry out a questionnaire for collecting data on this subject. The use of this information will be for scientific purposes only. These few questions do not include anything of a personal nature and will not take a long time to answer, I appreciate very much your willingness to help me in my research effort'.

As pointed out in Appendix D, the researcher handed out the questionnaires to domestic and international tourists in their accommodation, at times when they were free and ready to fill out the questionnaire; not when they were having lunch, or about to retire for the day and relax. Concerning the local residents and the tourism providers, the researcher gave them one day to fill out the questionnaires so that they could do it at their own convenience.

In the case of the interviewees, the researcher asked them first for an appointment; they specified the time and place of the interview. The researcher then asked them before the interview started if they were satisfied with the time and place and they responded positively. At the beginning of the interview, the researcher clarified that this is part of the requirements for the PhD degree and data provided will only be used for scientific purposes. It was explained that the interview will not take much time and that the information will be highly confidential.

3.11.3 Informed Consent

Prior to any research investigation, Robinson (1993) and Hammersley and Atkinson (1995) determine the need to obtain approval from the research setting and research subjects. All participants in this study had the choice of participating or declining to participate in this research.

3.11.4 Anonymity/Confidentiality

It was important to ensure that the research participants clearly understood their right to anonymity (Vaus, 2001). During the implementation of the project, participants were not required to write their names on the questionnaire sheets. This condition also applied to the officials and the local experts in general, so their names were known to nobody except to the researcher and they were mentioned only by their position. In addition, the local experts and the officials were mentioned by abbreviations such as (Ex. T1) and (G-LGM) (see the glossary and abbreviation in the face pages).

In the writing up of the thesis no respondents' names were revealed and any data that allowed individuals to be identified was not reported unless consent was given by them. On the other hand, names of bloggers and reviewers were revealed because they are already revealed on public internet websites, but there was no mention of any private information.

To sum up, all ethical considerations were respected and taken into account in conducting this research, and all participants had the choice of participating or declining to participate in this research. Moreover, all the information gained from interviewees was treated confidentially.

Concerning the interview with GMT-L the researcher would like to stress one important point, namely that the General Manager of the Libyan General Board of Tourism and Traditional Industry apologized and said that he had to travel outside the country. At his request, in his place, the researcher interviewed the deputy of the Libyan General Board of Tourism and Traditional Industry.

The researcher would also like to emphasize that some respondents mentioned the term "state" when they answered some questions. For instance, they said *'the state does not think these resources have touristic value'* and that *'the state does not care for these resources'*, etc., They did not make it clear what they meant by the term 'state', they may have meant the Higher Leadership (Muammar al-Gaddafi) or maybe the Prime Minister's office, 'the government', but since the regime in Libya was a dictatorship, the respondents could not make it any clearer, although some of them used the term 'Government'. In this study the researcher used the term 'Government' instead of the term 'state'.

3.12 Research Limitations Relating to Research Methodology

- Difficulties in conducting interviews and collecting data from other sources. However, the researcher had sometimes to rely on his personal connections and social relationships to obtain contact with the interviewees. This is because Libya is a developing country and people may not respond if you do not know them.

- In conducting the interviews, all of the face-to-face and focus group interview data were written down because the interviewees did not agree to be tape-recorded (this may be because the interviewees were concerned that recording/taping the interviews could have been taken as a proof against them if they said something against the regime since

Libya was a dictatorship under the authority of Muammar al-Gaddafi and his inner circle. The researcher reassured them and confirmed that anonymity and confidentiality would be ensured. The researcher had to resort to handwriting and sometimes used shorthand method (writing down a summary of what the interviewees actually said but with no change in the meaning) because the respondents were talking very fast and were speaking in the local dialect, using slang which is different from formal Arabic language.

3.13 Conclusion

The main purpose of this chapter was to discuss and describe the methodology of the thesis. This study employs mixed approaches as an epistemology. The practical approach is mixed, including qualitative and quantitative research but mainly qualitative and it involves deductive and inductive research as well as being exploratory. The study techniques incorporated mixed qualitative and quantitative methods to collect the data, including semi-structured questionnaires, interviews, taking photos and documents. Furthermore, the data were gained from different destination stakeholders (local residents, local experts and local tourism industry providers as internal stakeholders) and external stakeholders (international and domestic tourists). Moreover, data were analysed using a mixture of qualitative and quantitative tools including NVivo, SPSS software and manual methods.

The chapter has reported on how the research was actually conducted, how the data was collected and how the data was analysed. The subsequent chapters explain and discuss the results of the data analysis (secondary and primary data).

Chapter 4: Scoping Study to the Case Study Area of Libya's Green Mountain – Description and Assessment of Resources

4.1 Introduction

This chapter presents a desk study for identification, description and assessment of the natural, cultural and eco-cultural assets or resources in LGM through secondary data. Therefore, this chapter consists of two parts; the first part identifies and describes the natural, cultural and eco-cultural assets in LGM. The second part provides an assessment of the known natural, cultural and eco-cultural assets in terms of tourism capital and criticality. This initial scoping study depends on the grey data and information that has already been published by different governmental and non-governmental reports, articles, books, photographs and other secondary data, thus this chapter might be considered part of the literature review. The chapter aims to draw out descriptive results through describing the available assets in LGM and assessing such assets in terms of capital and criticality. The results of the scoping study are descriptive results to attain triangulation with the primary results and discuss them later in the discussion chapter. Thus, its results are to support the research primary results. Photographs obtained from Google images and other websites have been used to support the scoping study.

Part I: Identification and Description of Assets in Libya's Green Mountain

In the following sections, the researcher reviews the cultural traditions, historical and built heritage, natural, and eco-cultural assets in LGM.

4.2. Cultural Traditions Resources in Libya's Green Mountain

4.2.1 Folklore, Songs, Dances and Music

According to Al-Ashhab (2009), traditional Libyan folk music, dance and songs are very popular. Music, dance and songs are often performed together at festivals and local ceremonies such as wedding parties. Line dancing is also popular, with dancers linking arms while swaying, hopping, and gliding across the stage. Singers are often accompanied by musicians who play violins, tambourines, 'al-zumarah' - a windpipe made of cane and 'al-darbuka or al-tablah' - a hand-beaten drum. According to Al-Eraibi (2008), LGM is rich in folklore, expressed in popular verse, popular song and popular dance. These songs and dances reflect the people's culture and highlight their civilization, as well as entertaining local people and visitors.

4.2.2 Traditional Industries and Handicrafts

According to GBTTI (2005), GPC-LGM (2005) and Al-Qadh (2006), traditional indigenous industries are considered to be an important aspect of the Libyan civilization through their expression of Libyan culture and its origin. Hence, together with handicrafts they are considered cultural tourism resources. They also provide souvenirs, purchased to remind of the tourist of places visited. Traditional handicrafts still flourish, supplying goods for Libyans and tourists alike. These handicrafts are unique and differ from one place to another; the most famous being wool and silk products such as rugs, carpets and clothes, also, traditional gold and silver jewelry.

4.2.3 Costumes

Al-Ashhab (2009) mentioned that costumes and clothes represent the culture of the inhabitants and their lifestyles, beliefs, religions and previous civilizations. They may thus be viewed as cultural tradition resources in any society. That said the traditional regional costumes of the LGM people do not greatly differ from those worn in other Libyan regions. The influence of the ancient world on Libyan culture merits consideration, and can be seen in traces left by ancient Romans on Libyan costumes; a Turkish influence can be observed in the practice of hat wearing (Al-Ashhab 2009).

4.2.4 Food and Cooking

Al-Nyhom (1977) stated that food and drink are also seen as being part of the local culture. Libyan cuisine draws from both Arabic and Mediterranean traditions. He also added the famous traditional Libyan dishes in the East are couscous and Libyan soup. Food is an important element in a people's culture since it reflects their history and the impact of other cultures on theirs. The Libyan cuisine is greatly influenced by Italian cuisine (Al-Nyhom 1977), since Libya was occupied by Italy in 1911; on the other hand, in the traditional Arabic manner, Libyans eat food while they sit on the ground.

4.2.5 Anniversaries and Local Celebrations

GBTTI (2005) and GPC-LGM (2005) state that there are local occasions and festivals which need to be viewed as cultural tradition resources as they reflect Libyan culture. Their roots are both Islamic and Arabic, thereby attracting tourists who want to familiarize themselves with Libyan culture. GBTTI (2005) lists the numerous festivals and occasions which are religious celebrations, including 'Eid Al-Adh'a' or the Sacrificial Feast; 'Eid Al-Fitr' or the lesser Bairam/ the Break-Fast Feast; and 'Aid Al-Mulid' or the Prophet's Birthday. As for celebrations, festivals and tourist events in LGM, its international tourist festival is normally held in October, in Shahhat city (Cyrene), but not annually.

4.2.6 Popular Markets

Local markets, which are held all over the region, are regarded as a key element of LGM culture. Local residents keenly shop at these markets, which are characterized by inexpensive products, traditional products, and folklore commodities which are not found in other places, as well as selling sheep, animal fodder, vegetables, fruit, etc. These markets are usually named by the day on which they are held. The most famous of these in the LGM are the Sunday market in Al-Beida City and the Friday Market in Shahhat City (GBTTI-LGM, 2009) and (GPC-LGM, 2005).

4.3 Historical and Built Heritage Assets in Libya's Green Mountain

Over time, LGM has been settled by many different nations, each of whom has left the imprint of their civilization, lifestyle, religion and culture in the form of monuments and archaeological imprints. A number of authors (see for example Abdulaleem, 1966; McBurney, 1967; Al-Bargothy, 1971; Alhusaeni, 1976; Abu-lugma, 1984; Al-Murtadhi, 1991; Taib, 2001; Al-Hasani *et al.*, 2002; Al-Mahdi, 1995; Muhammad, 2009; Abdugalil, 2008; GBTTI, 2008; Emragea, 2011; Gohar, 2010; Walda, 2011) have asserted that the historic stages through which Libya has passed are similar to those of LGM. The region bears the impress of prehistory, ancient Libyan tribes, the ancient Greeks and Romans, Christian and Islamic eras, and, finally, Ottoman and Italian rules. All these stages left monuments, archaeological and historical sites such as ancient cites and fortresses. Accordingly, LGM is rich in built heritage sites and it has a world-wide reputation at both national and international level.

In the following, the study describes monuments and determines the historical and built heritage assets; however, the classification of the assets is based on the historical period to which the archaeological resource dates back. This classification is only to simplify the chapter's presentation, and make this part a lot clearer for the reader. Therefore, this section first reviews the historical and built heritage assets dating back to the pre-historic era. Next, it reviews the historical and built heritage assets dating back to the first Libyan tribe era and the historical and built heritage assets dating back to the Greek and Roman eras. Additionally, it reviews the historical and built heritage assets dating back to the Christianity and Islamic period as well as Ottoman Empire (Turkish) rule (1551-1911) and Italian rule (1911-1943). Such built-heritage attracts tourists who are keen to see and enjoy it. The following are the most popular heritage sites in LGM from all eras.

4.3.1 Houa Afteeh cave - Asset Dating Back to the Pre-Historic Era

Excavations undertaken in LGM show that pre historic people lived in the region. Among the most important studies conducted on prehistoric caves is that carried out by Mcbrney (1963) on the Houa Afteeh Cave, where traces of 40-60 thousand-year-old Neanderthal man were discovered (see Figure 4.1). Haua Afteeh is the biggest cave in North Africa. It is located 9 km east of Sosa, and approximately 11 km west of the village of Ras Al Helal.

Figure 4.1: The Houa Afteeh Cave in LGM – Ancient Cave with Remains of Neanderthal Man in Natural Area

Source: Google images (see websites references No: 3).

Writing on what is termed the era of the "first Libyan tribes", Abdulaleem (1966) and Al-Bargothy (1971) state that remains of the pre-Greek era population have been found in LGM region. It is believed that settlers were attracted to the region by its diverse features, its caves, water availability, soil quality and hunting opportunities.

4.3.2 Aslonta Temple - Asset Dating Back to the First Libyan Tribe Era

Attaeb (1993) dates the Aslonta Temple back to the period before the Greek occupation; therefore the cave of Aslontah can be safely associated with the indigenous Berber culture. The Aslonta Temple, in the village of Aslonta, is located about 24 km south of Al-Beida city. It is also known as the Pig Grotto, probably from the pig carvings found in its interior. The temple is rich in carvings of human faces, unusual human figures and animals, disembodied heads and slender bodies engraved directly into the rock. The most prominent feature is the group of five heads on the top left-side of the entrance, the eternal guardians of the sanctuary. One of the most striking carvings of the site is the giant snake which clearly links the origin of snake worship to Libya (see Figure 4.2).

Figure 4.2: Aslonta Temple in the South of LGM – Historical and Archaeological Idols in Natural Cave

Source: Google images (see websites references No: 4).

According to Mohamed (1996) and Walda (2011) the Greeks and Romans settled in and dominated the eastern and western coasts of Libya. Greek settlement on the eastern coasts of Libya (Cyrenaica) began in the seventh century B.C. when they established the city of Cyrene (in the present day Shahhat) in LGM. After two hundred years the Greek built other cities, namely, Apollonia (in the present day Sosa), Ptolemais (in the present day Tolmeitha or Edrasia) Taucheira (in the present day Al-Aquria or Tukra) and Euesperides (in the present day Benghazi); these five cities were called 'Pentapolis'. In 96 BC, all five cities later came under Roman rule. There are Greek and Roman landmarks and monuments in many places across LGM province, the most famous being the five cities of Pentapolis.

4.3.3 Cyrene (Modern Name: Shahhat) - Asset Dating Back to the Greek and Roman Eras

According to Mohamed (1996), Walda (2011) and UNESCO (2011), Cyrene is one of the World Heritage Sites in Libya. It was listed as a World Heritage Site by UNESCO in 1982, and is known and recognized as one of the most beautiful Greek monuments (see Figure 4.3). The excavations, which cover only a small part of the ancient city, consist of remains from Roman times, including a sanctuary of Apollo with statues of Venus and of Apollo, the city forum, a house from the 2nd century A.D. with exquisite mosaics, and a huge Doric column from a temple of Zeus from the 6th century B.C.

Abood (2004: 72) said that: "We in Libya have the most important heritage centers in the Mediterranean'. In Cyrene (Shahhat) in the east of Libya you can find Greek civilisation preserved with its streets and theatres. Entire cities have been left standing for thousands of years". It is bordered by Al-Bieda city about 10 km to the west and about 18 km to the north by the Mediterranean Sea. It was founded in about 631 B.C. by emigrants from the Greek island of Thera.

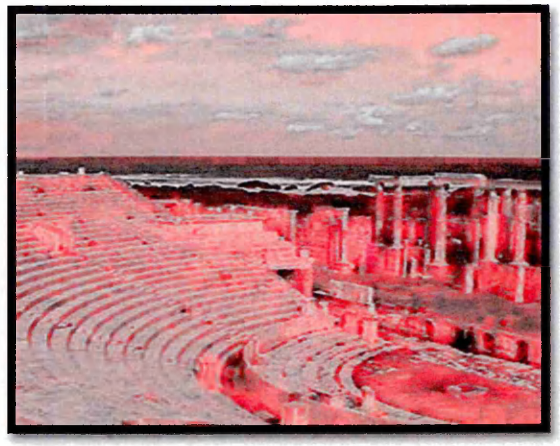
Figure 4.3: Cyrene (One of World Heritage Sites in Libya) - Historical and Archaeological City in Natural Area

Source: Google images (see websites references No: 5).

4.3.4 Apollonia (Modern Name: Susa) - Asset Dating Back to Greek and Roman Eras

Apollonia was founded by the Greeks as the harbour of Cyrene (18 km southwest of Cyrene). Only a few ruins remain in this city dedicated to the Divinity of Apollo, as Apollonia was hit by a Tsunami caused by an earthquake in the sea. Still visible are three of the five Churches from the Byzantine period; a palace and a theatre are located close to the sea outside the city walls (Muhammad, 2007) (see Figure 4.4).

Figure 4.4: Apollonia – Historical and Cultural Heritage Sites in Natural Area and by the Sea



Source: Google images (see websites references No: 6)

4.3.5 Ptolemais (Modern Name: Tulmaitha or Edrasia) - Asset Dating Back to the Greek and Roman Eras

The third city is Ptolemais. It is one of the famous archaeological cities, established as a port having a powerful fleet competing with the Carthaginian in Tunisia. It is located north of Al-Marj city. Ptolemais or Ptolemaida was one of the ancient capitals of Cyrenaica. The city contains numerous breathtaking monuments; the most important of which is the immense underground water reservoir. This underground water reservoir is probably one of the largest reservoirs discovered in North Africa. Moreover, there are city walls, many statues and landmarks (Al-Maiar, 1976) (see Figure 4.5).

Figure 4.5: Ptolemais – Historical and Cultural Heritage Sites in Natural Area and by the Sea

Source: Google images (see websites references No: 7)

4.3.6 Taucheira (Al-Aquria or Tukra) - Asset Dating Back to Greek and Roman Eras

Taucheira or Táchira was established by the Greeks in about 620, B.C. Taucheira is located in the farthest western side of LGM, about 25 km west of the city of Al-Marj, and about 75 km east of the city of Benghazi. The columns and colonnades prove that the city once witnessed a significant flourishing period; however, the city like other archaeological cities in LGM needs excavation to unearth hidden treasures (Nusehee, 1979) (see Figure 4.6).

Figure 4.6: Taucheira – Historical and Cultural Heritage Sites in Natural Area and by the Sea

Source: Google images (see websites references No: 8)

The fifth city is Euesperides, known today as Benghazi. Euesperides is outside LGM. Other than these five cities, there is a considerable number of historical cities and towns along the LGM coast that have Greek and Roman landmarks, monuments and ancient cities, including Theodorias, Balagrae, Erythron, Targhonya, Naustathmos, Keleda, Limnias and Mgarnes cities.

4.3.7 Theodorias or Olbia (Modern Name: Qusr Libya) - Asset Dating Back to the Greek and Roman Eras

Qusr Libya was known in Roman era as Theodorias or Olbia. It is located about 50 km to the west of Cyrene city. The name Qusr or Qasr Libya means 'the castle of Libya'. It is situated along the road to El-Bieda city. Qusr Libya is mainly known for its 6th century Byzantine church, with stunning mosaic floor panels, widely viewed as some of the world's finest (Muhammed, 2009) (see Figure 4.7). The castle building in Qusr Libya has been converted into a museum displaying colourful mosaics and many statues and monuments were discovered in this area.

Figure 4.7: Qusr Libya (Castle and Museum) - Historical and Cultural Heritage Sites in Natural Area

Source: Google images (see websites references No: 9)

4.3.8 Balagrae (Modern Name: Al-Beida) -Dating Back to the Greek and Roman Eras

Al-Beida, now the largest city in LGM and also its capital, is located approximately 200 km west of Benghazi, 100 km west of Darna city, and 20 km south of the Mediterranean coastline. Al-Beida's history stretches back to Ancient Greece, when it was known as Balagrae. The temple of the Greek God of Medicine is the most renowned archaeological monument in the city (Abdulnabi, 1995) (see Figure 4.8). Besides, there are many sculptured caves, which may have been inhibited by old Libyan tribes.

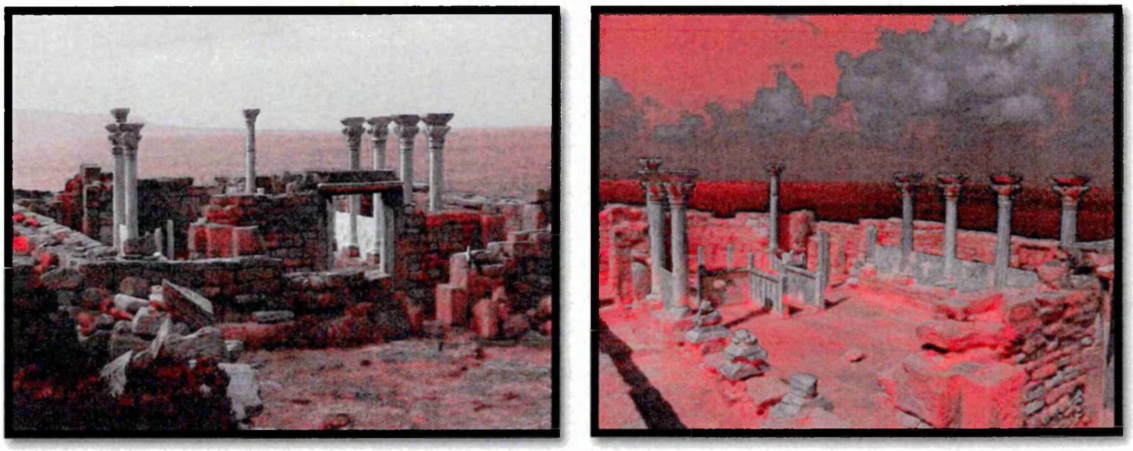
Figure 4.8: Balagrae – Historical and Cultural Heritage Sites Dating Back to the Greek and Roman Eras

Source: Google images (see websites references No: 10)

4.3.9 Erythron (Modern Name: Lathruon) - Dating Back to the Greek and Roman Eras

Nusehee (1979) describes Lathrun as situated on the eastern side of Libya and lying 30 km east of Darna city. Lathrun is reputed for its bounteous supply of water. According to ancient history, the Byzantines built the town of Eythron over here. The city is famous for its two basilicas, the Western Church and the Eastern Church. These are the primary tourist attractions in Lathrun (Figure 4.9).

Figure 4.9: Lathruon – Historical and Cultural Heritage Sites in Natural Area and by the Sea



Source: Google images (see websites references No: 11)

4.3.10 Targhonya- Asset Dating Back to the Greek and Roman Eras

The village of Targhonya is located 15 km north-east of Al-Beida city. In the mid-1980s, monuments of Targhonya were discovered by the Massa Heritage Society. This site contains tombs dating back to the Greek period along with a lion head inscription, which is considered to be the greatest discovery; rare and unique of its kind (Al-Hassi, 1992).

4.3.11 Naustathmos (Modern Name: Ras Al-Hilal) - Asset Dating Back to the Greek and Roman Eras

The village of Ras Al-Helal is located on the coastline between the city of Darna and the village of Sosa. Ras Al-Helal village is an ancient harbour of the Roman era; it has Roman monuments, churches and tombs (Al-Bargothy, 1971).

4.3.12 Keleda (Modern Name: Al-Quba) - Dating Back to the Greek and Roman Eras

The city of Al-Quba is located between the cities of Darna and Al-Beida, approximately 60 km east of Al-Beida and 40 km west of Darna. The city of Al-Quba is the most fertile region in LGM due to the presence of numerous water springs and underground water. This city has archaeological remains: columns and column capitals of various architectural shapes decorated with palm leaves and clusters of dates (Naderucci, 2005). In addition, Al-Quba has many buildings and houses dating back to the Turkish and Italian colonial eras.

4.3.13 Limnias (Modern Name: Lamluda) - Dating Back to the Greek and Roman Eras

It is a small village near the east of Al-Quba, and approximately 38 km west of Cyrene. This village contains remains of agricultural settlements and olive oil presses dating back to Greek and Roman eras (Al-Bargothi, 1971).

4.3.14 Mgarnes (Modern Name: Al-Abraq) - Dating Back to the Greek and Roman Eras

This is a small village located west of Cyrene and east of Al-Quba on the main road linking the two cities. It contains numerous monuments, the most important of which is the Roman castle and its walls are preserved in good condition. Besides this, there are a number of scattered buildings and walls surrounding the castle in the village. In addition, the village has a number of monuments, including graves sculpted into the rocks, some of which have Roman scripts on their walls, as well as a rectangular small temple and circular building with a dome nearby (Naderucci, 2002). Al-Safsaf village is located close by, to the west of Al-Abraq village; its most famous ancient monument is the Roman water reservoir. This water reservoir is preserved and intact (Naderucci, 2002).

4.3.15 Darna Old City - Asset Dating Back to Greek and Roman Eras

Almansuri (1997) describes the city of Darna as located on the eastern coastline approximately 100 km west of Al-Beida city. It is considered to be one of the historical cities but nobody knows for sure when it was founded. Darna was named 'Earasa' by ancient Libyan tribes and 'Dranas' during the Greek era. This city was contemporaneous with all historical eras witnessed by Libya, and includes numerous monuments, the most important of which is the ancient city. The old city is famous for its markets and narrow lanes similar to and deeply influenced by architectural styles from Andalusia (Arabic Spain) (see Figure 2.29). It was believed that Arab immigrants from Spain built this ancient city during the 11th century after the Franks had taken over Spain from the Arabs, as some of their ships were berthed at Darna. Also, the city contains a Roman wall, tombs of Prophet Mohamed (saw)'s companions, mosques, administrative buildings and houses dating back to the period of the Italian and Turkish occupation.

4.3.16 Al-Marj Old City - Asset Dating Back to Greek and Roman Eras

The Greeks were the first to build a city at Al-Marj. It was called Burqa and was occupied by the Arabs during their invasion of North Africa in the year of 674 A.D. This city flourished as an Islamic city. The remaining parts of the city still retain their mixed Turkish, Arab and Italian character. Some of the monuments are still in good shape, such as the city market and some of the mosques, churches and other monuments (Hamid, 2007) (see Figure 4.10).

Figure 4.10: Old cities in LGM – Cultural Landmarks Reflect Libyan History and Culture.

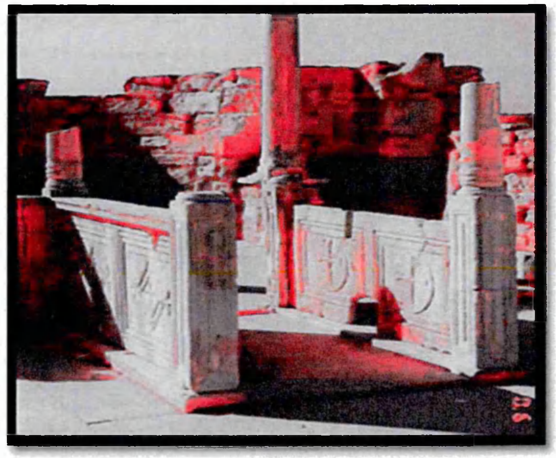
Darna old City

Al-Marj Old City

Source: Google images (see websites references No: 12).

According to Hallak (1993), Christianity in Libya prevailed during the Byzantine time, having been introduced by Saint Mark - who contributed to the Bible and wrote an important part of the New Testament (local name Saint Mourkus). The first church he built in the country still stands on LGM near Darna, and is expected to be one of the main tourist sites in the region, especially after the excavations, which are going on in that area, have been concluded. Essa (1963) states that the Christian era in LGM left a considerable number of churches of different sizes. In the city of Sosa (Apollonia) there is a church with a triple apse design. There are also several temples located in the city of Shahhat, such as Fakm (Zeyos) and the Apollo Temple, along with other churches which date back to the Byzantine era and other small ones across several locations in LGM (see Figure 4.11).

Figure 4.11: Christian Churches in LGM – Historical, Religious and Cultural Heritage Sites in Natural Area and by the Sea



Source: Google images (see websites references No: 13).

According to Petersen (2002), Al-Murtadhi (1991) and Hamid (2007), LGM is one of the richest regions in Libya in terms of Islamic landmarks. These are found in many places across LGM, and are represented clearly in the mosques, citadels, shrines and Islamic architectural style apparent in places such as Al-Marj, Al-Beida, Darna and Aslanta and Targwena Bohindi, Al Azayat and Al Makyaly village.

Petersen (2002), Al-Murtadhi (1991) and Al-Mizini (1994) confirmed that there were once more than two hundred Islamic forts spread throughout LGM, some of these forts featured Roman and Greek architectural styles, evidencing that they were Roman and Greek forts that were later taken by Muslims at the time of the 642 invasion. Some of these forts do not have a name; however, some of them have been given names by the locals, such as Sert Safira, Kasr Al-Mestashy, Kasr Botuter, Sert Betro and others. Most of these forts have been destroyed.

4.3.17 Tomb of Roafy Al-Ansary - Asset Dating Back to the Islamic Period (647 A.D)

According to Al-Murtadhi (1991), one of the famous Islamic landmarks is the shrine of the prophet’s companion Roafy Al Ansary who was martyred during the Islamic invasion of North Africa in 746. The shrine is located in Al-Beida city, where a mosque was built nearby.

4.3.18 Tombs of Prophet Mohamed Companions - Assets Dating Back to the Islamic Period (647 A.D)

Al-Murtadhi (1991) and Hamid (2007) stated that there are tombs of Prophet Mohamed (saw)'s companions in the city of Darna; these tombs contain seventy bodies of Prophet Mohamed's companions who were martyred during the Islamic invasion of North Africa (See Figure 4.12).

The Islamic shrines and tombs in LGM are frequently visited by thousands of residents from inside and outside the region who come to pay their respects and tributes. This reflects the deep influence of the Islamic religion on the life and culture of local communities and their beliefs. The religious shrines and tombs are important aspects of the religion, beliefs and culture of the local residents.

Figure 4.12: Islamic landmarks and monuments in LGM - Religious and Cultural Sites

Shrine of Roafy Al Ansary

Tombs of Prophet Mohamed's Companions

Source: Google images (see websites references No: 14)

4.3.19 The Ancient Mosque in Darna city - Assets Dating Back to the Islamic Period (647 A.D)

According to UNESCO (2008) and Weaver and Lawton (2006), religious creed is considered to be of the important human parameters that affects national and international tourism. The desire to visit holy places is one of the motives that drive a large number of tourists to certain sites. Thus, mosques, churches and holy sites are regarded as the most important landmarks that characterize a cultural and religious tourism destination. There are many examples of holy sites and built heritage around the world that are targeted by millions of tourists every year for their religious and spiritual value such as Mecca in Saudi Arabia (for Muslims) and the Vatican in Italy (for Christians). Al-Murtadhi, (1991) and

Hamid (2007) argue that there are few ancient mosques in LGM. One example is the ancient mosque in Darna city.

4.3.20 Historical and Built Heritage Assets Dating Back to the Ottoman Empire (Turkish) Rule (1551-1911)

Franshisko (1971) (as translated by Al-Tilisii) and Hamid (2007) stated that the Ottomans left many monuments and landmarks in LGM, such as castles, mosques and governmental buildings. Al-Kikab, Al-Bakour, Qasr-Mokadam, Tert Castle and others are clear examples of these Turkish monuments (Figure 4.13). Most of the cities and villages in LGM such as Darna and Al-Marj are characterized by the Turkish influence; the most notable of such landmarks are Shahhat Museum and the building of the Department of Antiquities (Al-Zawi, 1968).

Figure 4.13: Turkish Castles in LGM – Historical and Cultural Heritage Sites

Source: Google images (see websites references No: 15)

4.3.21 Historical and Built Heritage Assets Dating Back to the Italian Rule (1911-1943)

According to Alharer (1984), there are many Italian landmarks located across Libya, especially in LGM, such as farms, houses, churches, governmental buildings and other buildings (see Figure 4.18). These landmarks date from 1911 to 1943 when Italy occupied Libya (see Figure 2.20). Al-Tilisii (1972) stated that the Libyan hero Omar Al-Mukhtar and the Libyan people fought the Italian army for twenty years, especially in LGM. Most of the cities and villages in LGM such as Shahhat, Darna, Al-Beida and Al-Marj have many buildings that date back to the Italian period; the most notable of which are houses, farms and churches (Al-Zawi, 1968) (see Figure 4.14). In LGM there are many museums and galleries with cultural associations to the Libyan-Italian War, such as the Al-beida museum, Al-Kaykab museum and the gallery of Ain Al-Sakr. Also there are many memorials in LGM commemorating the battles of the Libyan-Italian war.

Figure 4.14: Italian Buildings, Churches and Houses in LGM - Historical and Cultural Heritage Sites

Source: Google images (see websites references No: 16)

4.3.22 Witnesses to World War II in Libya's Green Mountain

According to Gorden (1987), LGM witnessed many battles of the Second World War between the Allied forces and the Axis powers. Among the most famous sights of World War II in LGM is the cave in Al-Beida city where Marshal Rommel (the Axis forces commander) stayed. Many remnants of the war such as rifles and military equipment have been found. These remnants are exhibited in many museums in LGM such as Al-Kaykab Museum and the Gallery of Ain Al-Saker.

4.3.23 Buildings Dating Back to the United Kingdom of Libya (1951-1969)

The region witnessed a boom during the Libyan Kingdom period. The city of Al-Beida was the capital of the kingdom. This city contains the Palace of King Idris (Libyan King) and the Libyan Parliament building, as well as the residences of the cabinet of ministers, the University of Mohamed Al-Sanusi, in addition to many architectural achievements of the Kingdom, such as the Wadi Al-Koof Bridge (Al-Zawi, 1968).

4.3.24 Museums - Historical and Cultural Sites

A museum is a place to study the culture and heritage of societies. Museums are considered as among the sites most frequently visited by tourists since they hold most of the statues, monuments, antiques and artefacts which bear witness to and reflect the ancient and glorious past of the nation. They are considered the windows from which modern man overlooks the remains of the ancient eras (Waniss, 1986; Al-Hasani and Al-Sa'igh, 2002). There are many governmental museums and galleries with cultural associations in LGM; the most famous of the museums are the Sculpture, Al-Hamamat, Susa, Al-Beida, Qusr Libya, Al-Kaikab and Tulmetha museums.

1- The Sculpture Museum

This is found in the archaeological city of Shahhat (Cyrene). It specializes in displaying relics, tools, earth containers, etc.., which were excavated from the archaeological city of Cyrene, together with some Islamic articles (Muhammad, 2009).

2- Hamamat Museum

This is also located in the archaeological city of Shahhat (Cyrene). It comprises a big collection of huge statutes such as the Statute of the Three Graces, the Statue of the Great Alexander and another group of statues that are famous worldwide (Muhammad, 2009) (see Figure 4.15).

3- Susa Museum

This is situated in Susa village and holds sculptures, tools, statues and earth containers found during the excavations of Apollonia archaeological city. They go back to the Greek and Roman times along with the mosaic paintings that were brought from the Ras Al-Hilal churches and other artefacts that belong to the Islamic era (Alhadar, 2002) (see figure 4.16).

4- Al-Beida Museum

This is located in Al-Beida city and it contains a collection of sculptures, relics and potteries excavated in the archaeological city of Balagrae, and belonging to the Greek and Roman eras. It also has a natural history gallery and one displaying personal belongings of the people (Alhadar, 2002).

5- Qusr Libya Museum

This is located in Qusr Libya village. It was originally a Roman Castle but has been modified to become a museum; the most spectacular of its exhibits are the mosaic paintings which are considered the most charming mosaics ever found in Libya (Muhammad, 2009) (see Figure 4.17).

6- Al-Kaikab Museum

This is situated in Al-Kaikab village; it incorporates a collection of sculptures, personal belongings and potteries that belong to the Greek, Roman and Islamic eras, together with some relics from World War II and some from the Libyan Jihad movement against Italy (Alhadar, 2002) (see Figure 4.18).

7- Tulmetha Museum

This lies in the Tulmetha district. It comprises Greek and Roman remains discovered during excavations of Ptolemais archaeological city and holds more than 150 rare archeological articles (Alhadar, 2002) (see Figure 4.19).

8- Cultural Associations

There are a few non-profit making societies in Libya and which collect heritage items, organize and set up exhibitions to show traditional crafts and hand-made items, and remains of the Libyan-Italian war and the Second World War. The Ein Al-Sakr society in Massa village and Al-Hailaa society in Darna are the best known. However, these societies suffer from the problem of limited finance (GBTTI-LGM, (2009).

Figure 4.15: Shahhat Museum - Historical and Cultural Site

Figure 4.16: Sosa Museum - Historical and Cultural Site

Figure 4.17: Qusr Libya Museum - Historical and Cultural Site

Figure: 4.18 Al-Kaikab Museum - Historical and Cultural Site

Figure 4.19: Tulmetha Museum - Historical and Cultural Site

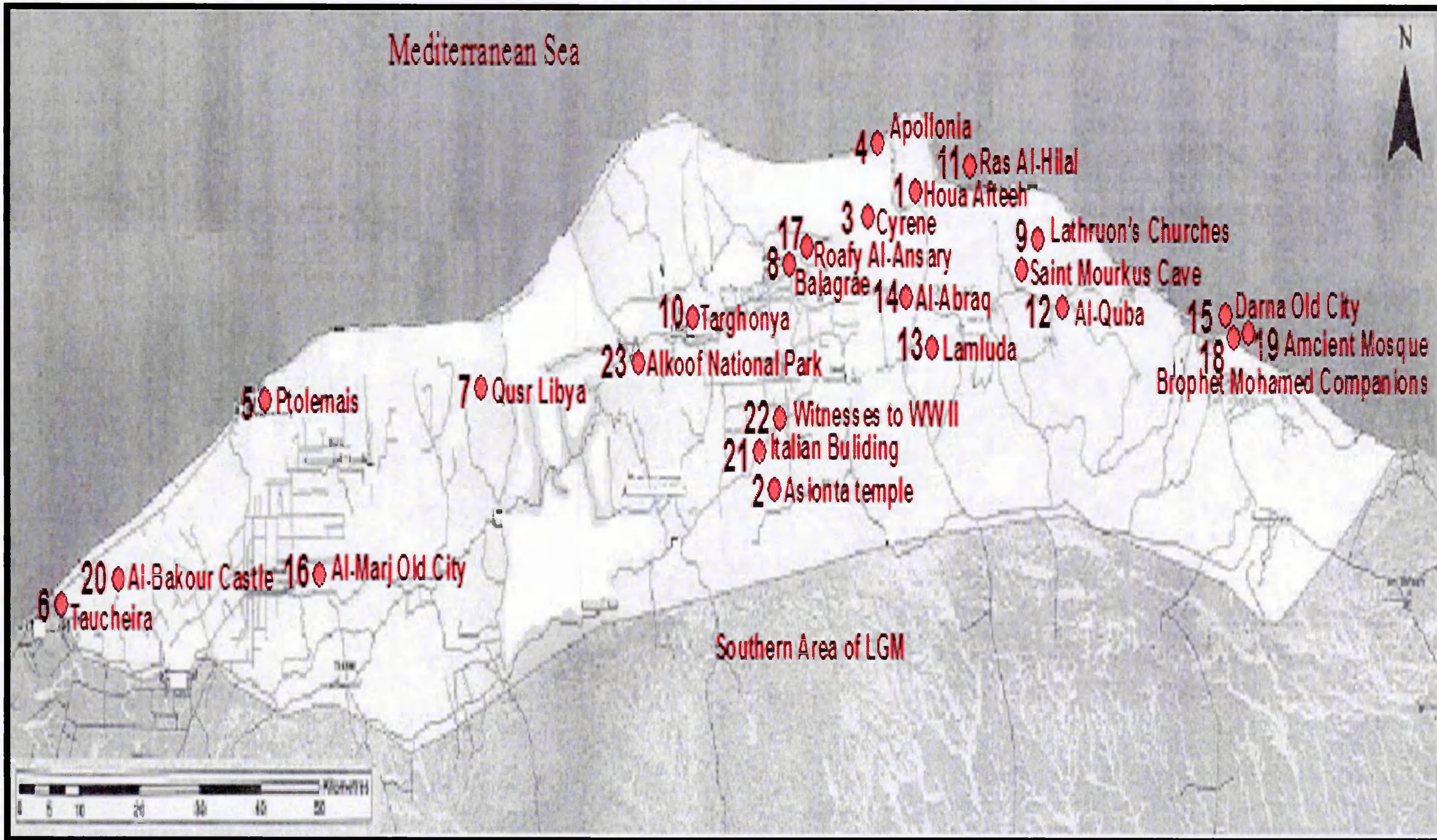
Source: Google images (see websites references No: 17)

According to GPC-LGM (2005: 142-143), LGM has unique traditional costumes, and traditional dances and songs, along with dancing troupes, traditional crafts and hand-made items. On the other hand, LGM has cultural attractions heritage including built-heritage and archaeological cities such as Cyrene and Apollonia, Qusr Libya, Aslenta, and Lathron. It also has prehistoric caves as well as Islamic, Turkish and Italian landmarks. These cultural assests are considerable attractions for both domestic and international tourists. Therefor, such resources consider 'capital' for tourism.

RAMBOLL (2009) stated that LGM has unique built-heritage from different eras including the Greek and Roman eras as well as Turkish and Italian rules. Many of these built-heritage sites suffer from neglect and damage; however, such resources are unique, ancient, non-renewable and non-substitutable. Therefore, these sites consider 'critical capital' in terms of unique, ancient and non-substitutable.

According to UNESCO (2011), Al-Murtadhi (1991) and Hamid (2007), LGM has many archeological, historical and religious sites. Such sites have historical, cultural and religious significance to the local community and to tourists who visit these sites. The Cyrene Declaration (2007) mentioned that the Libyan government must give more attention to Cyrene (World Heritage Site) and other built heritage in LGM and develop tourism in this area in a sustainable manner due to the fact that these sites are non-substitutable.

Map 4.1 below shows the major historical and the built heritage sites in the region.



Source: Adapted from Ramboll, the Green Mountain Project for a Sustainable Future – Phase One Report (2009: 31)

4.4 Topography, Landscapes and Natural Assets in Libya's Green Mountain

Abu-Shady (2006) writes that the majority of the regions located to the south of the Mediterranean Sea, including Libya, are characterized by having various morphological phenomena and natural landscapes such as mountains, hills, valleys, bays, beaches and forests. A variety of others (see for example Ibrahim, 2001; Taib, 2001; Abduljalil, 2008; Gohar, 2010; Emragea, 2011) state that LGM is an evergreen forest region, thus unique in the south of the Mediterranean basin. The region's natural environment, indigenous flora and fauna, are recognized to be similar to that of other regions in Greece, Italy and Turkey. However, there are some unique natural resources, including many kinds of trees, such as *Juniperus phoenicea, Pistacia atlantica, Pinus,* and *Arbutus pvarii.*

LGM has about 1,100 different types of plants with seventy-five of these being uniquely endemic to the region. The region is located by the Mediterranean Sea, with a coastline of about 300 km, and is characterized by being far away from pollution and surrounded by natural vegetation cover. The region also reaches to the Great Desert in the south, and its southern area is semi-desert (Omar Al-Mokhtar University and the South Green Mountain Project, 2005).

The Environment General Authority of Libya (2010: 113) stated that along the coastline of Libya (including LGM) factors such as overgrazing, population growth, combined with excessive culture of medicinal plants, have led to scarcity of some plants and the threat of extinction. This vegetation is non-renewable. According to the workshop on sustainable tourism in LGM (2006) organized by Environment General Authority of Libya, International Union for Conservation of Nature (IUCN), United Nations Environment Programme (UNEP) and World Wildlife Fund for nature (WWF) recommended that sustainable tourism should be realized to protect the natural and cultural resources in the region because such resources are non-substitutable.

Gohar (2010) stated that LGM is characterized by having a diversified topography, diversified natural environment and virgin natural places containing several sites of tourism potential located across the region includes mountains, valleys, caves, forests, deserts, coastline, natural vegetative, animal wildlife and birds and other natural potential. Thus, the researcher believes it might be clearer to present LGM's natural assets by dividing the region into (northern, southern, western and eastern) areas as follows:

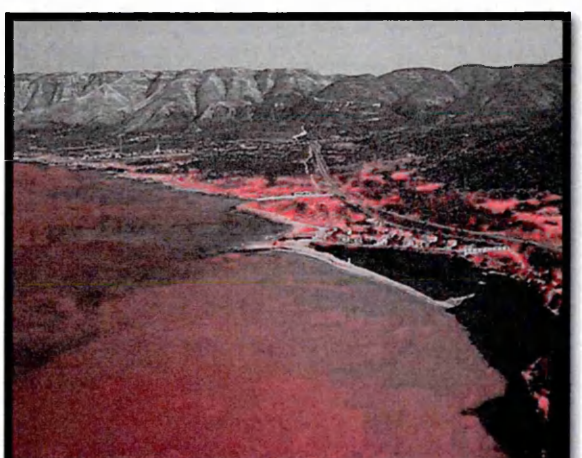
4.4.1 The Northern Area

Beaches are recognized as one type of natural tourist resources alongside woods, forests, valleys, mountains, caves, monuments and other natural resources. LGM overlooks the coast that stretches from the Al-Bumba Gulf to the east to Al-Agurea in the west. This coast has many natural areas along it, owing to the fact that they are the purest beaches in Libya. The beaches in the region are also characterized by their very natural seascapes and shorelines. These include both sandy and rocky beaches overlooking an elevated high plateau and surrounded by natural vegetation, uninhabited islands and gulfs. The Mediterranean climate gives this beaches an additional advantage and makes them much favoured by tourists (Ibrahim, 2001) (see Figure 4.20).

According to a study conducted on various facilities by the Libyan Consultation Office, (1981) as cited in Ibrahim (2001), 35% of the region's coastline comprises sandy beaches. It was later estimated that those beaches, such as Ras Al-Hilal, Ras Al-Teen, Tolmeitha and Abu-Torabah beaches along with some parts of Sosa, Al Hamama, Al-Hanya, Karsa, Gargar-Aummah and Darna beaches, can in total hold approximately 80,000 tourists at any one time.

Gohar (2010: 9) stated that the Mediterranean is probably not the richest destination when it comes to marine biodiversity or attractive marine environment; however, some destinations in the Mediterranean, such as the LGM marine area, are perfect destinations for diving for ancient remains that can tell the history of large civilizations.

Figure 4.20: The Northern Area in LGM - Ecological Sites



Source: Google images (see websites references No: 18)

4.4.2 The Western Area

According to Arab Center for the Study of Arid Zones and Dry Land (ACSAD) (1984), the western area in LGM is one of the richest areas in tourist resources, represented by natural areas and agricultural areas. It is characterized by a diversified topography with valleys, mountains, plateaus, plains, juniper plantations, caves and woodland areas including Al-Marj and Al-Abeaar plains, Al-Bakour area and Al-Koof National Park (see Figure 4.21). The western area has many natural valleys, such as Al-Koof, Gargar Aummh and Al-Bakur valleys, where there are many caves, temples and scenic landscapes. In addition, the local Bedouin culture is heavily dependent on ways of life and livelihoods linked to the natural resources of the land.

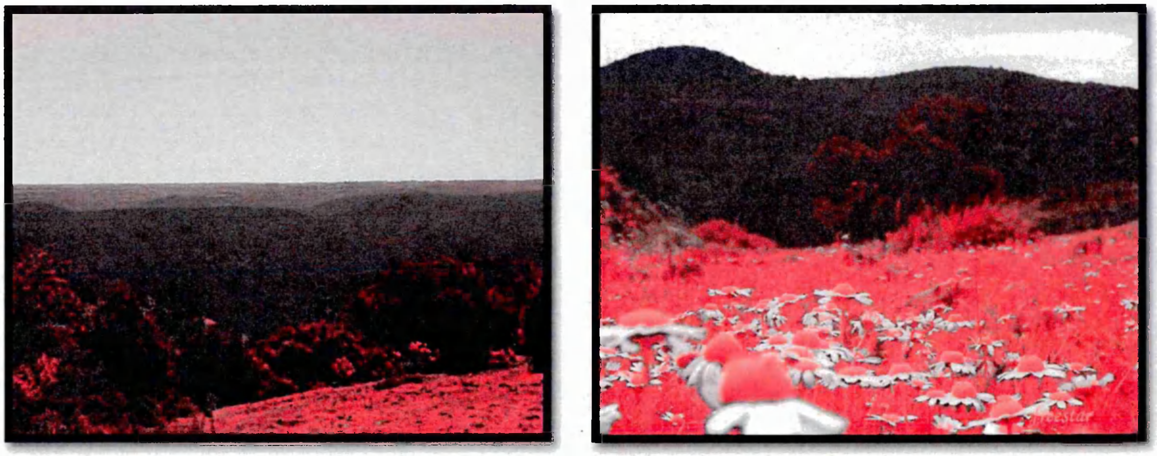
Figure 4.21: The Western Area in LGM - Ecological Sites

Source: Google images (see websites references No: 19)

4.4.3 The Eastern Area

According to Azzawam (1984), the eastern part looks similar to the western side and it also has many natural resources and natural areas, such as Ras Al-Hillal and Karsa (see Figure 4.22). It is characterized by hills and plateaus which are covered by evergreen trees and bushes, valleys such as Darna, Marcuse and Abul-Dahak valleys, and also woods, mountains and plateaus. In addition, some valleys in the Eastern area are still natural and have scenic landscapes, caves, waterfalls and wildlife; some of these are very deep and have not yet been explored. There are also some man-made forests such as Sidi Al-Humry forest.

Figure 4.22: The Eastern Area in LGM - Ecological Sites

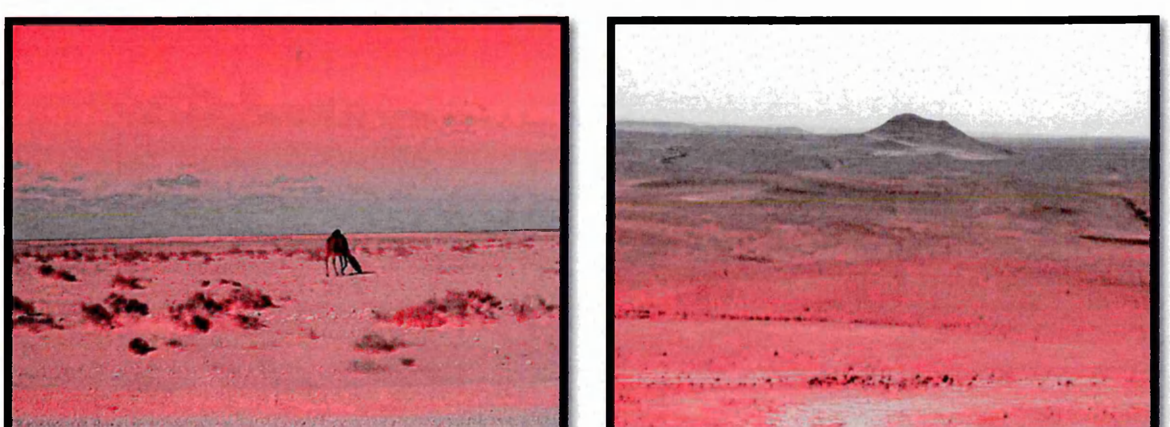


Source: Google images (see websites references No: 20)

4.4.4 The Southern Area

According to Omar Al-Mokhtar University and the South Green Mountain Project (2005), the southern area of LGM is part of the Great Desert. It is very similar in topography and climate to the desert (see Figure 4.23). It also has many ponds and swamps, formed as a result of rain water running down from the mountains across the valleys. These swamps are populated by migrating birds that come to Africa from Europe, such as ducks, geese, birds of prey, hawks, heron, partridge, grouse, and others. In spring time, most of the earth is covered by grass as a result of the winter rainfall. Many wild animal species can also be found there, such as rabbits, gazelles, foxes, wolves, reptiles and others. Tourists visiting the Southern area in the winter and spring can set up camp, watch the migrating birds, hunt birds and wild animals and enjoy the calm of the desert. The majority of tourists are domestic tourists or tourists from the Arabian Gulf area.

Figure 4.23: The Southern Area in LGM - Ecological Sites



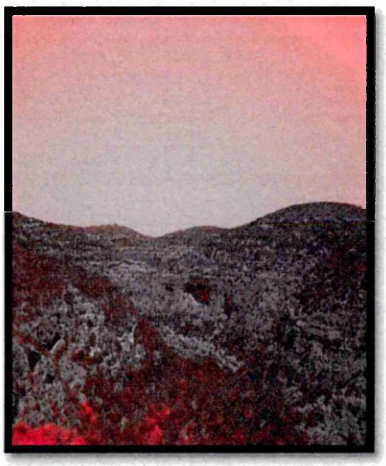
Source: Google images (see websites references No: 21)

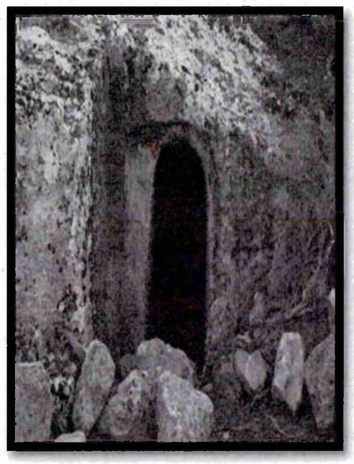
4.4.5 Caves and Hanging Caves in Libya's Green Mountain

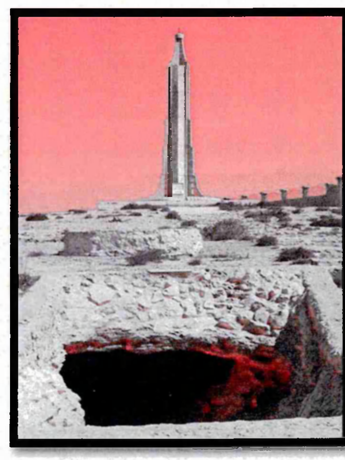
GPC-LGM (2005: 64) and Hallak (1993: 214) state that due to the geological nature of LGM, several caves and hanging caves have been formed in all areas in the region. Such caves are located in most valleys, especially the large valleys such as Al-Koof valley, Al-Ouda valley and Wadi Mourkus valley. Some of these caves have monuments dating back to Neanderthal man and the Christian eras as well as the Italian rule. These caves are unique and ancient and are also non-tradable and non-replaceable. Saint Mourkus cave, Omar Al-Mokhtar cave and Al-Koof caves are the most famous caves in LGM because of their religious and cultural value (see Figure 4.24).

Figure 4.24: Caves and hanging caves in LGM - Historical and Cultural Heritage Sites

Hanging Caves in Al-Koof Valley **Saint Mourkus Cave** **Omar Al-Mokhtar Cave**

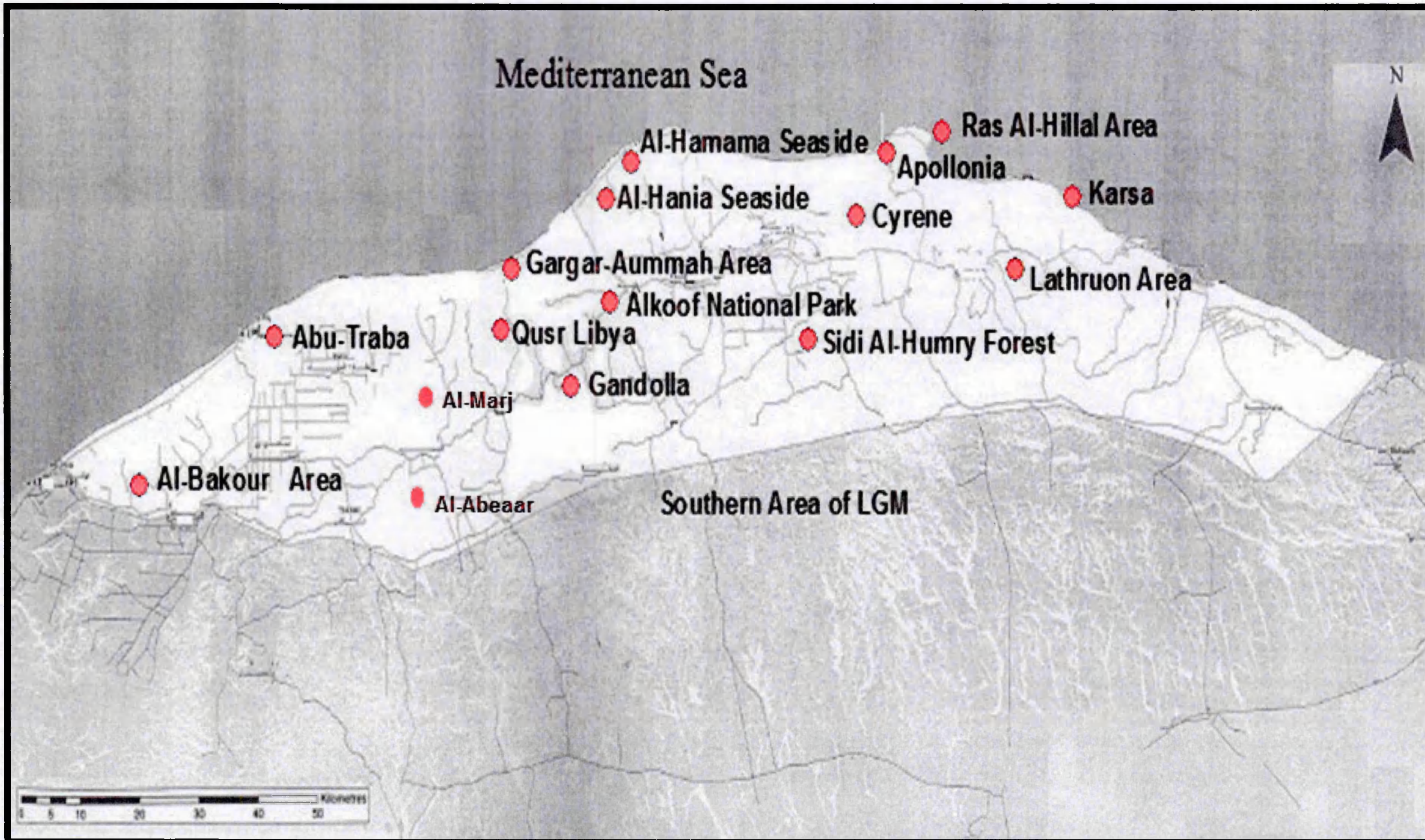






Source: Google images (see websites references No: 22)

According to GPC-LGM (2005: 142-143), LGM is a natural area. It is characterized by having various natural attractions which could encourage tourists, especially domestic visitors, to come to the LGM for many activities such as water sports, scuba diving, bird watching, exploration, relaxing, recreation and other activities and sports. They claim that LGM could be one of the most competitive natural tourism destinations not only in the MENA countries, but also in the world. Map 4.2 below shows the major natural areas in LGM.



Source: Adapted by the author

4.5 Eco-Cultural Assets in Libya's Green Mountain

As previously mentioned, LGM is a heavily forested, fertile upland area in eastern Libya - one of the few forested areas of Libya (Omar Al-mokhtar University and the South Green Mountain Project, 2005). Rotherham (2013: 86) noted that 'the Green Mountain region of eastern Libya is the country's major National Park. While the Green Mountain has spectacular natural features with deep canyons and rolling hills, its major touristic attractions are heritage features, historical associations and archaeology. Furthermore, for the visitors, the obvious links of the region are to the coastal ruins of the great Roman settlements along the Mediterranean shore. This is an eco-cultural landscape with eco-cultural features and capital'.

As also mentioned before, several authors (see for example Abdulaleem, 1966; Mcbrney, 1967; Al-Bargothy, 1971; Alhusaeni, 1976; Abu-lugma, 1984; Al-Murtadhi, 1991; Hallak, 1993; Taib, 2001; Al-Hasani *et al.,* 2002; Al-Mahdi, 1995; Abdugalil, 2008; GBTTI, 2008; Muhammad, 2009; Emragea, 2011; Rotherham, 2013) mention that in all natural areas and rural areas in northern, southern, western and eastern areas in LGM there are built heritage sites.

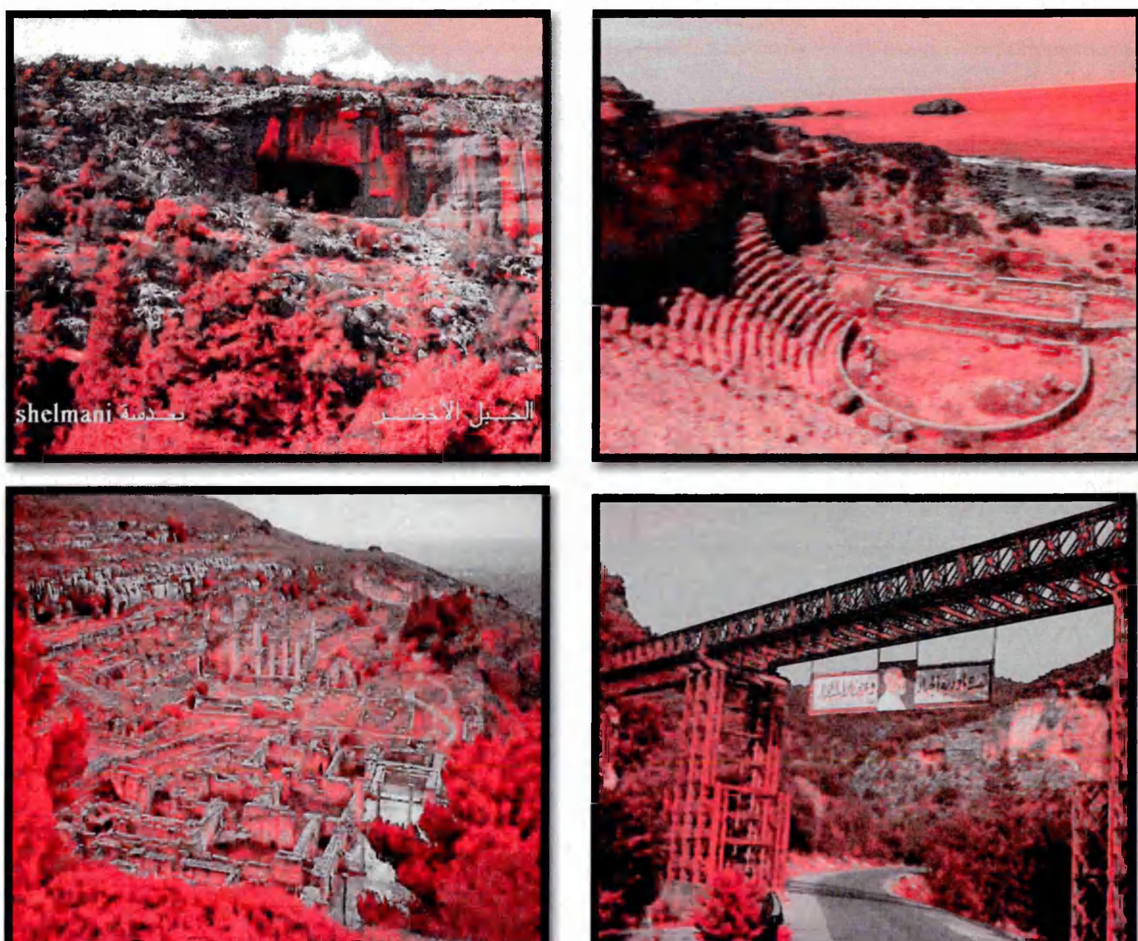
There are several caves containing relics and traces of prehistoric cave men, such as in the Al-Koof, Ras Al-Hilal, Bible and Marcus valleys. There are historical and archaeological cities located across natural areas in Cyrene (World Heritage Site). Also, Apollonia and Qusr Libya date back to Greek and Roman times while there are many Christian monuments in LGM's valleys and natural areas, such as churches and temples in Susa, Shahhat, Qasr-Libya, Bible and Marcuse valleys. Moreover, there are many Islamic and Turkish monuments, such as the mosques, citadels, camps and buildings of Teirt, Aslenta and Qusr-Libya. In addition, there are many Italian landmarks located across LGM's natural areas, including farms, houses and other buildings. Furthermore, many caves in the region's valleys have connections with Libya's Bedouin heritage and also with the hero Omar Al-Mokhtar and the Libyan fighters who lived here when fighting the Italian army. All these cultural resources can be found in natural areas in LGM. The region's major eco-cultural sites (referred to by most authors) are as follows:

- Cyrene (built heritage in natural area – world heritage site)
- Apollonia (built heritage in natural area and by the sea)

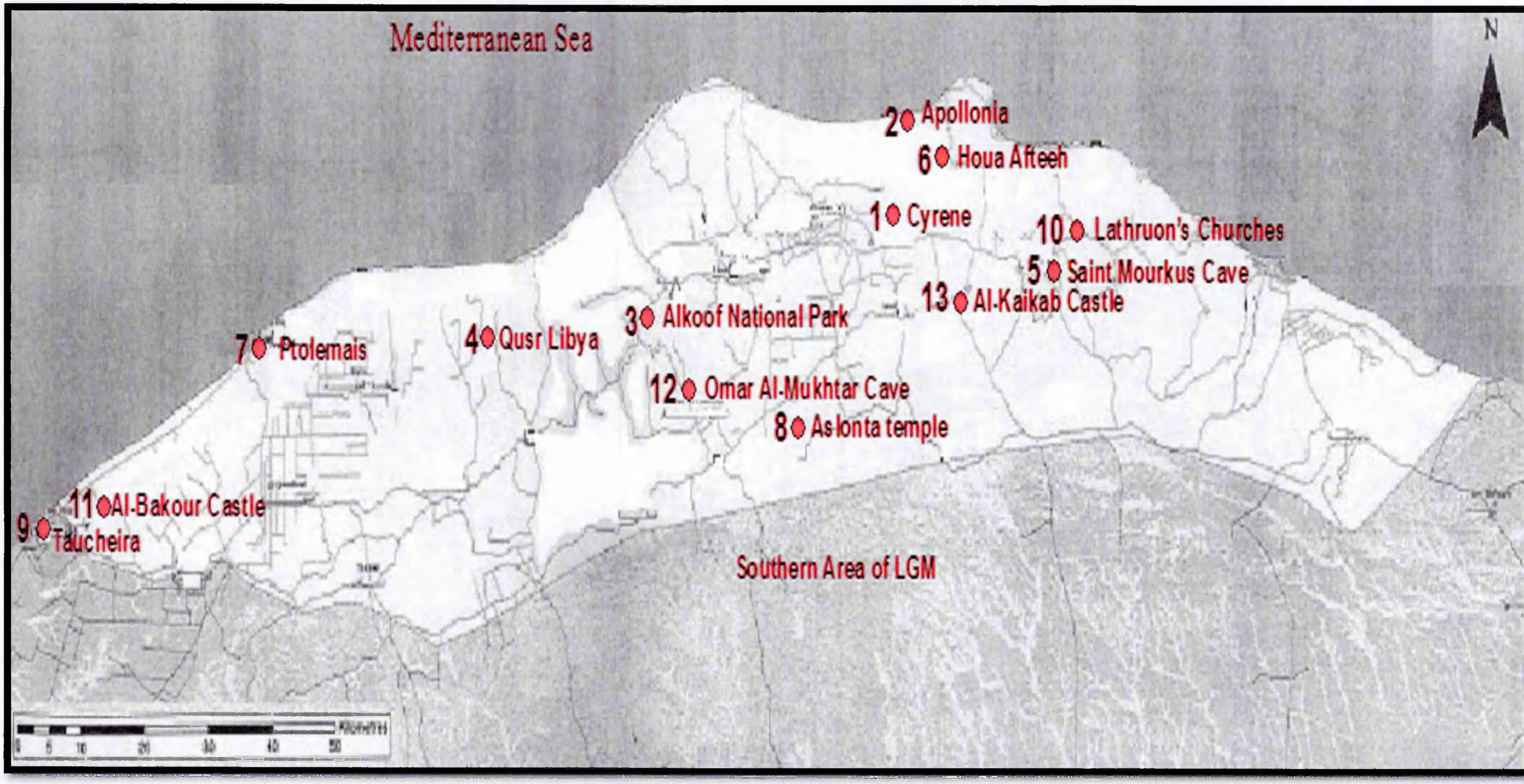
- Al-Koof National Park (valley with caves and ancient Italian bridges in natural area)
- Qusr Libya Castle (castle and museum in natural area)
- Saint Mourkus Cave (Christian cave in natural area)
- Houa Afteeh Cave (pre-historic cave in natural area)
- Ptolemais or Tulmaitha (built heritage site in natural area and by the sea)
- Aslonta Temple (built heritage site in natural area)
- Taucheira (built heritage in natural area and by the sea)
- Lathruon (built heritage site in natural area and by the sea)
- Al-Bakour Castle (built heritage in natural area)
- Omar Al-Mukhtar Cave (natural cave of cultural importance in natural area)
- Al-Kaikab Castle (built heritage site in natural area)

See Figure 4.25 and Map 4.3: the known eco-cultural sites in LGM

Figure 4.25: Some Eco-Cultural Sites in LGM - Historical and Cultural Heritage Sites in Ecological Areas



Source: Google images (see websites references No: 23)



Source: Adapted by the author

From the above description it can be recognized that LGM is a natural area that is characterized by having various resources. Natural resources include mountains, plains, valleys, caves, forests, deserts, coastline and natural vegetative. Cultural resources include built-heritage and historical landmarks including, archeological cities such as Cyrene and Apollonia, Qasr Libya, Aslenta, and Lathron, prehistoric caves as well as Islamic, Turkish and Italian landmarks. The people who live in the region have traditional unique costumes, traditional food, traditional dances and songs, along with dance troupes and traditional crafts and hand-made items. All these cultural resources (cultural traditions, built-heritage and historical landmarks) can be found in natural areas in LGM, which makes the region an eco-cultural area.

Tourist police in Libya's Green Mountain (2008) reported that in 2007 more than 30000 international tourists and more than 110000 domestic tourists visited Cyrene, Apollonia and other built-heritage sites, as well as Al-kof Valley, Susa and other natural areas in LGM because of their natural areas, coastline, cultural heritage and archaeological remains.

Part II: Assessment of Natural, Cultural and Eco-Cultural Assets in LGM

4.6 Assessment of Assets in LGM in terms of Tourism Capital and Criticality

As mentioned in the methodology chapter (see Section 3.10.4) secondary data were used mainly to describe the natural, cultural and eco-cultural tourism resources in the case study area of LGM and to assess such resources in terms of 'tourism capital' and 'criticality'.

The situation described above (from Section 4.2 to Section 4.5) led the researcher to devise Table 4.1 to summarise the known natural, cultural, and eco-cultural assets in LGM by providing a brief description of the key tourism sites in the region. The table also provides a brief assessment of these sites to clarify their attraction to international and domestic tourists which makes them 'tourism capital'. Also, the table provides a brief assessment to clarify the criticality of these assets in terms of their non-substitutability, ancient and unique.as descriped in Section 3.10.4.1.

The assessment is based on secondary data (data collected from governmental and non-governmental reports, books, articles, websites, photographs and other sources). The assessment aims to draw out descriptive results of the natural, cultural and eco-cultural sites in LGM in terms of tourism capital and criticality to clarify which assets are critical capital and which assets are not. In other words, the assessment aims to identify 'critical ecological, cultural and eco-cultural tourism capital' in LGM.

The site	Description of the site or asset	Type of asset	Attraction for tourists (tourism capital)	Criticality	Classification of the site
1- Houa Afteeh Cave	Houa Afteeh is a very old cave; traces of a 40-60 thousand-year-old Neanderthal man were discovered inside the cave. It is the biggest cave in North Africa. It is located between two tourist villages of Sosa and Ras Al-Helal. The cave is surrounded by landscape represented in diverse vegetation, forests and fertile plateaus. It is also close to the seaside.	It is an 'Eco-Cultural Site' because it is an ancient cave in a landscape	Houa Afteeh attracts international tourists to see and enjoy remains of Neanderthal man and the landscape. International tourists visit Houa Afteeh for historical and cultural reasons. Therefore, Haua Afteeh is tourism capital.	It has monuments from 40 – 60 thousand years ago. The cave itself is a natural cave. The site is thus non-tradable, non-replaceable and unique. The site is also in a non-replaceable natural area which makes it critical capital.	Houa Afteeh is an ancient cave in a landscape. It has touristic value relating to its historical and cultural value, because it attracts tourists (especially international tourists). It is regionally important, unique and non-substitutable. It is thus critical eco-cultural tourism capital.
2- Aslonta temple	The site has archaeological idols in a cave, from a temple dating back to the	It is an 'Eco-Cultural	The site attracts international tourists to see and enjoy this	Aslonta temple dates back to the B.C. era, thus, it is an ancient site. The cave is natural. Thus, it	The site is an ancient temple in a natural cave in a natural area. It has touristic value

	occupation. It is associated with the indigenous Berber culture. It is rich in carvings of unusual human figures and animals. One of the most striking carvings of the site is the giant snake which clearly links the origin of snake worship to Libya.	because it is a heritage site in a landscape.	landscape. Tourists visit this site for historical and cultural reasons. Thus, Aslonta temple is tourism capital.	- p cea e an a unique site. The site is in a natural area which is non-replaceable and ecologically important. Therefore, the site is critical capital.	re a ing o i s is orica an cultural value. It is also unique and non-substitutable, which makes Aslonta temple critical eco-cultural tourism capital.
3- Cyrene	Cyrene has huge ancient archeological monuments dating back to Greek and Roman Civilizations. It was built more than 2000 years ago. It was listed as a World Heritage Site by UNESCO in 1982. The site is surrounded by forested valleys and hills; the sea is not too far from the ancient city of Cyrene, about 12 Km	It is an 'Eco-Cultural Site' because it is a heritage site in a natural area	Thousands of international and domestic tourists visit Cyrene every year. It has a national and international reputation. The site attracts local people, domestic and international tourists to enjoy its natural resources and its built heritage. Therefore,	- Cyrene is an archaeological site. It built in 6th century B.C, so, it is ancient site. It is unique as well; therefore, it is non-tradable and non-replaceable. - Cyrene is an ecological site as well; it has natural forests, valleys and hills surrounded by vegetation and wildlife. These ecological resources are non-replaceable, non- replaceable. They are also environmentally	Cyrene is an archaeological site in a landscape. It has touristic value relating to recreational, historical, and cultural value. Cyrene is also unique and non-substitutable, which makes it critical eco-cultural tourism capital.

an e ec a p easing

	vegetation and topography vary. Access to the city is easy; also some facilities are available in the site, such as restaurants, cafes, and hotels.		recreational, historical and cultural reasons. Therefore, Cyrene is tourism capital.	atmosphere in the area of Cyrene. Therefore, the site is critical capital.	
4- Apollonia (Susa)	Apollonia is a Greek archeological city. It is very ancient, built more than 2000 years ago. The site is surrounded by forested valleys and hills and rich vegetation. Also the site is a seaside site varying from rocky to sandy beaches. Access to the city is easy. Some facilities are available in the site; there is also a resort and a 4-star hotel.	It is an 'Eco-Cultural Site' because it is a heritage site in an ecological area by the sea.	Apollonia attracts local residents, domestic and international tourists to enjoy the beaches, seaside and nature. It also attracts them to see its built heritage. Therefore, tourists visit Apollonia for recreational, entertaining, healthy, historical and cultural reasons. Therefore, it is tourism capital.	- Apollonia is a built-heritage site. It was built in the 6th century B.C; it is an ancient site. Thus, it is unique and non-renewable. Apollonia is in a natural area including valleys, hills, seaside, natural forest, surrounded by vegetation and wildlife. These ecological assets are non-replaceable and reflect a pleasing atmosphere in the area of Apollonia. Therefore, the site is a critical capital	The site has touristic value which relates to its recreational, entertainment, health, historical and cultural value. Apollonia is also unique and non-substitutable, which makes it critical eco-cultural tourism capital

Ptolemais or Tulmaitha.	archaeological site in a very rich landscape surrounded by vegetation, forests and wildlife, in addition to a sandy coastline. There is also a large underground water reservoir. It is an ancient port dating back to Greek times. It was also one of the ancient capitals of Cyrenaica. There are also many relics dating back to Islamic civilization.	'Eco-Cultural Site' because it is a built-heritage site in a natural area and by the sea.	international tourists to see its built heritage and the landscape; it also attracts local people and domestic tourists to enjoy nature. Therefore, tourists visit this site for recreational, historical and cultural reasons. Therefore, Ptolemais is tourism capital.	century B.C, thus, it is an ancient site. The Archaeological relics of Ptolemais are unique and non-replaceable. - Ecological assets, including the surrounded landscape, vegetation and wildlife are non-replaceable and ecologically important; they reflect a pleasing atmosphere in the area of Tulmaitha. Thus, it is a critical capital.	relating to recreational, historical and cultural value. It is unique and non-substitutable, which makes Tulmaitha critical eco-cultural tourism capital.
6- Taucheira	Taucheira is a Greek archeological site located in rich and varied vegetation and wildlife. In addition it is located in a sophisticated seaside landscape.	It is an 'Eco-Cultural Site' because it is a built-heritage site in a natural	Taucheira attracts international tourists to see its built heritage and the landscape; it also attracts local people and domestic tourists to enjoy nature. Thus, tourists visit Taucheira for	- The site was built in Greek and Roman eras, thus, it is an ancient site. The site is unique and non-replaceable. - Ecological assets, including the surrounding vegetation, wildlife and beaches are non-replaceable and environmentally important.	The site has touristic value relating to its recreational, historical and cultural value. Taucheira is unique and non-substitutable. It is then critical eco-cultural tourism capital

		sea.	and cultural reasons. Thus, Taucheira is tourism capital.	in the village of Taukra. Therefore, the site is a critical capital.	
7- Qusr Libya – castle and museum	Qusr Libya is an archaeological site in a natural area. It is a Greek castle built more than 2000 years ago. The site has a mosaic museum in the ancient castle. The site is rich in ecological and natural features. It stands on a hill rich in vegetation and wildlife.	It is an 'Eco-Cultural Site' because it is a built-heritage site in a landscape.	This site attracts international tourists to see the mosaic and the built heritage sites as well as the landscape. It also attracts local residents and domestic tourists to enjoy nature. Thus, tourists visit Qusr Libya for recreational, entertainment, health, historical and cultural reasons. Thus, the site is tourism capital.	The site was built in the Greek and Roman era, thus, it is an ancient site. It is a heritage and cultural site which includes a museum in the ancient castle. This site is unique and non-tradable. The site is in an ecological area that has valleys and natural forests surrounded by vegetation and wildlife. These ecological assets are non-renewable, it also environmentally important and reflects a pleasing atmosphere in the area of Qusr Libya. Thus, it is critical capital.	-Qusr Libya has touristic value relating to its recreational, entertainment, health, historical and cultural value. Qusr Libya is also unique and non-substitutable. Therefore, it is critical eco-cultural tourism capital.

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Balagrae	archaeological site dating back to the Greek era, in an urban area. It is a built heritage site.	'Cultural Site' because it is a built-heritage site in an urban area	international tourists to see its built heritage. Therefore, international tourists visit this site for historical and cultural reasons. Therefore, the site is tourism capital.	so it is an ancient site. It is unique and non-replaceable. Thus, it is critical capital.	relating to its historical and cultural value. It is also unique and non-substitutable. Therefore, Balagrae is critical cultural tourism capital
9- The Old City of Darna	This site is an ancient city in an urban area dating back to the Greek period as it was called 'Earasa'. It also has many features of Islamic civilization and Turkish relics. This city has been populated since thousands of years ago, and culturally it is one of the richest cities in North Africa. Thus, it is cultural landmark reflects Libyan history and culture.	It is 'Cultural Site' because it is cultural landmark.	The old city of Darna attracts international tourists to see Libyan culture. Therefore, international tourists visit the old city of Darna for historical and cultural reasons. Thus, The Old City of Darna is tourism capital.	-The site is ancient, built hundreds of years ago. Cultural assets, including the ancient relics and the cultural features of the old city of Darna, are unique and non-replaceable. Therefore, the site is critical capital.	The old city of Darna has touristic value relating to its historical and cultural value. It is also unique and non-substitutable. Therefore, it is critical cultural tourism capital
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Area	ecological site by the sea and rich in relics dating back to the Greek and Roman eras. The famous heritage sites in Lathruon are Lathruon Churches. These relics are surrounded by rich vegetation, forests and valleys that have many caves. The site is also located on a rocky beach.	'Eco-Cultural Site' because it is a built-heritage site in a landscape.	international tourists to see its built heritage (especially its Christian churches) and the landscape. It also attracts local people and domestic tourists to enjoy the seaside and its natural vegetation. Therefore, tourists visit Lathruon area for recreational, entertainment and health, historical and cultural reasons. Thus, it is tourism capital.	heritage and cultural site is unique and non-tradable. Ecological assets such as valleys, caves and hills are non-renewable. - Ecological assets, including the surrounding seaside are unique irreplaceable and environmentally important. Thus, the site is critical capital.	(domestic and international tourists), thus it has touristic value relating to its recreational, entertainment and health, historical and cultural value. Also, the area is unique and non-substitutable, which makes Lathruon critical eco-cultural tourism capital.
11- Shrine of Roafy Al-Ansary	Shrine of Roafy Al-Ansary is religious site. It located in Al-Beida city. The site date back to Islamic era.	It is a 'Cultural Site' because it is religious site in an	Shrine of Roafy Al-Ansary attracts local people and domestic tourists for religious reason. Thus, it is tourism capital.	Shrine of Roafy Al- Ansary dating back to the Islamic era. Such a religious site is unique, non- replaceable and non-tradable. This site is also important to local people and	The site attracts domestic tourists, thus it has touristic value relating to its religious value. Also it is unique, non-replaceable and non-tradable. Thus, it is critical

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12- Tombs of Prophet Mohamed companions	Tombs of Prophet Mohamed companions located in Darna city. It dates back to the Islamic era.	It is a 'Cultural Site' because it is religious site in urban area,	Tombs of Prophet Mohamed companions attract local people and domestic tourists for religious reasons. Thus, it is cultural tourism capital.	The site dates back to Islamic era. Such a religious site is unique, non- replaceable and non-tradable. This site is also important to local people and domestic tourists. Thus, the site is critical capital.	The site attracts domestic tourists, thus it has touristic value relating to its religious value. Also it is unique, non-replaceable and non-tradable. Thus, it is critical cultural tourism capital.
13- Turkish monuments. Such as Al-Kaikab castle	Turkish monuments such as Al-Kaikab castle are historical castle dating back to the Ottoman Empire (Turkish history). Most of them are located in natural areas and villages. Note, AL=Kaikab castle now is museum.	These monuments are 'Cultural Sites'. But must of them take place in natural areas. Thus, they are 'Eco-Cultural	Turkish monuments attract international tourists to see this built heritage, visit the museum and enjoy the natural area. Thus, tourists visit Turkish monuments such as Al- Kaikab castle for historical, cultural and recreational reasons. Therefore, it is tourism	- Turkish monuments are ancient; they dating back to the Turkish rule (1551-1911).They are non-substitutable and non-tradable. Thus, Turkish monuments are critical capital. .	Turkish monuments have touristic value relating to thier historical and cultural values. They are also non-substitutable. Therefore, Turkish monuments such as Al-Bakour castle and museum are critical cultural tourism capital.

		because they are built-heritage sites in natural areas.			
14- Italian buildings, churches and houses	There are many Italian monuments in LGM, such as farms, governmental buildings, churches and Houses. These monuments date back to the time of Italian rule (1911-1943).	These monuments are 'Cultural Sites'. But must of them take place in natural areas which make them 'Eco-Cultural Sites'.	Italian monuments in LGM attract tourists (espicially Italian tourists) to visit them. Thus, tourists visit Italian monuments for historical, cultural and memoriable reasons. Therefore, they are tourism capital.	- Italian monuments are ancient, they dating back to the Italian rule (1911-1943). They are non-substitutable and non-tradable. Thus, Italian monuments are critical capital.	Italian monuments have touristic value relating to thier historical, cultural and memoriable values. They are also non-substitutable. Therefore, Italian monuments are critical cultural tourism capital.
15- Museums in LGM	In LGM, there are seven museums:	Museums are 'Historical	Museums attract local people, domestic and	The artefacts that are presented inside the museums are non-	Most museums in LGM are modern buildings but they

	Shahhat; - Hamamat Museum in Shahhat; - Sosa Museum; - Qasr Libya Museum; - Al-Kaikab Museum; - Tulmetha Museum; - Al-Beida Museum; It has also a few cultural associations.	Site’	Tourists visit museums for historical and cultural reasons. Therefore, this is tourism capital.	that the museum buildings are replaceable and renewable. Therefore, museums are not critical capital but the artefacts inside them are critical capital.	monuments inside them. Museums attract tourists because of historical and cultural values. Museums are also regionally important and the artefacts inside them are unique and non-substitutable. Thus, they are critical cultural tourism capital.
16- Al-Koof National Park	Al-Koof National Park is an ecological site that has several valleys and mountain ranges. The vegetation and the wildlife in the area are very rich and varied. It also has some of the rarest plants and flowers. A number of the caves date back thousands of years. These caves also have	It is an ‘Eco-Cultural Site’ because it is an ecological site and has some cultural landmarks	The site attracts local residents, domestic and international tourists to see and enjoy nature. It also attracts them to see and enjoy the cultural landmarks. Thus, tourists visit Al-Koof National Park for recreational, entertainment, health, historical and cultural	- Al-Koof National Park has ecological assets including valleys, mountains, rare plants, wildlife and caves. These assets are non-tradable/non-replaceable. - It also has cultural assets including cultural landmarks, and historical bridges. These assets are non-tradable/non-replaceable.	Al-Koof National Park is a big area that has varied natural vegetation and topography including caves and valleys. It has many cultural monuments dating back to Italian rule. The site has touristic value relating to its recreational, entertainment, health, historical and cultural value.

	back to the early 1900s and the battles between Libyans and the Italians. The area also has a very old bridge that is used only for touristic purposes. It dates back to the early 1900s and witnessed several famous battles between Libyans and the Italians.		tourism capital.	capital.	substitutable Thus, Al- Koof National Park is critical eco-cultural tourism capital
17- Ras Al-Hillal Area	Ras Al-Hillal Area is an ecological area by the sea and has several forests, hills, valleys, and mountain ranges where a number of unique caves are found. In addition, it is by the seaside, and the beaches vary from sandy to rocky topography. The vegetation and the wildlife in the area are very	It is an 'Ecological Site' because it is a natural area by the sea.	Ras Al-Hillal area attracts local people and domestic tourists to enjoy the seaside and natural vegetation. Therefore, domestic tourists visit Ras Al-Hillal area for recreational, entertainment and health reasons. Therefore, Ras Al-Hillal area is tourism	Ecological assets, including its valleys, mountains, caves and hills, beaches, vegetation and wildlife are non-renewable and replaceable. It is ecologically important as well. Therefore, the site is critical capital.	Ras Al-Hillal Area has touristic value relating to its recreational, entertainment and health value. Some sites in Ras Al-Hillal area, such as its valleys, mountains and caves are non-substitutable. Therefore, Ras Al-Hillal area is critical ecological tourism capital.

18- Al-Bakour Area	Al-Bakour area is an ecological area and has vegetation, forests, hills and valleys. In addition, the vegetation in this area is very rich and varied.	It is an 'Ecological Site' because it is a natural area.	It attracts local people and domestic tourists to enjoy nature. Thus, local people and domestic tourists visit Al-Bakour area for recreation and health reasons. Thus, the site is tourism capital.	- Ecological assets, including the surrounding vegetation are environmentally important, reflecting a pleasing atmosphere. They cannot be substituted. Thus, the site is critical capital.	The area has touristic value relating to its recreational and health value. It is not unique but non-substitutable. Therefore, Al-Bakour area is critical natural tourism capital.
19- Al-Hamama Seaside	Al-Hamama is a seaside ecological site; the beach topography is rocky and sandy.	It is an 'Ecological Site' because it is seaside.	Al-Hamama attracts local people and domestic tourists to enjoy the seaside. Therefore, domestic tourists visit Al-Hamama seaside for recreational, entertainment and health reasons. Therefore, it is tourism capital.	- It is a seaside place, thus it is not unique but is not tradable and replaceable. Therefore, the site is critical capital.	Al-Hamama has touristic value relating to its recreation, entertainment and health value. It has ecological importance and it is non-substitutable. Therefore, it is critical ecological tourism capital.

Al-Hania Seaside	ecological site; the beach topography is rocky and sandy.	'Ecological Site' because it is a seaside site.	people and domestic tourists to enjoy the seaside. Thus, domestic tourists visit Al-Hania seaside for recreational, entertainment and health reasons. Thus, the site is tourism capital.	- is a seasi e p ace, us i is not unique but is not tradable and replaceable. Therefore, the site is critical capital.	- ania as ouris ic va ue relating to its recreational, entertainment and health value. It has ecological importance and it is non-substitutable. Therefore, it is critical ecological tourism capital.
21- Gargar-Aummah Area	Gargar-Aummah area is an ecological site by the sea and has several forested hills, caves and valleys. In addition, it is at the seaside, and the beach varies from sandy to rocky topography. The vegetation and the wildlife in the area are very rich and variable.	It is an 'Ecological Site' because it is a natural area and by the sea.	Gargar-Aummah area attracts local people and domestic tourists to enjoy the seaside and its natural vegetation. Therefore, domestic tourists visit this area for recreational, entertainment and health reasons. Thus, it is tourism capital.	- Ecological assets including valleys, mountains, caves, hills vegetation and wildlife are non-replaceable. It is also ecologically important. Therefore, the site is critical capital.	This area has touristic value relating to its recreational, entertainment and health value. Some sites in Gargar-Aummah area, such as valleys, mountains and caves, are non-substitutable. Therefore, it is critical ecological tourism capital.
22- Sidi Al-Humry	Sidi Al-Humry Forest is an ecological site and has an	It is an 'Ecological	Sidi Al-Humry Forest attracts local people and	- The site is a man-made Pine forest. Although it is	This forest has touristic value relating to its

	trees. It is a man-made forest	it is a forest.	nature and nice weather. Therefore, domestic tourists visit this forest for recreation, entertainment and health reasons. Thus, the site is tourism capital.	o an , i is no unique and is replaceable but it is locally and ecologically important. Therefore, the site is critical capital.	recrea iona , en e aining and health value. The forest is locally and ecologically important and it is substitutable. Thus, it is critical ecological tourism capital.
23- Southern Area of LGM	Southern area of LGM is an ecological site, it has dry climate. It also has wildlife. This area is a semi-desert.	It is an 'Ecological Site' because it is desert.	The Southern Area of LGM attracts local people, domestic tourists and international tourists (from Arabic countries) to enjoy nature, its dry climate and hunting birds and wild animals. Therefore, local residents and tourists visit this area for recreational, entertainment, health and sporting reasons. Thus, it is tourism capital.	- This area is semi-desert and has wildlife, hills, plains and valleys. It is not unique but is ecologically important and non-replaceable. Therefore, the site is critical capital.	The Southern area of LGM has touristic value relating to its recreational, entertainment, sport and health value. The area is locally and ecologically important and not unique but it is non-substitutable. Thus, it is critical ecological tourism capital.

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The Southern forest	ecological site that has intensive natural forest	'Ecological Site' because it is a natural forest.	attracts local people and domestic tourists to enjoy nature and nice weather as well as hunting wild animals and birds. Therefore, domestic tourists visit this forest for recreational, entertainment and health reasons. Thus, this area is tourism capital.	non-replaceable and also ecologically important. Therefore, the site is critical capital.	value relating to its recreational, entertainment and health value. The forest is ecologically important and non-substitutable. Thus, it is critical ecological tourism capital.
25- Saint Mourkus Cave	Saint Mourkus Cave is a Religious Christian monument. It is a cave in a natural valley. It is an eco-cultural site.	It is an 'Eco-Cultural Site' because it is a natural cave that has religious Christian monuments in a natural valley	Saint Mourkus Cave attracts international tourists (especially Christian tourists) for religious, historical and cultural reasons and to see the landscape. Thus, the site is tourism capital.	The Religious Christian monuments inside the cave are unique, ancient and non-renewable and the natural cave and the valley are non-tradable and non- replaceable. Thus, it is critical capital.	Because the cave has religious Christian monuments, it attracts international tourists. It has touristic value relating to its religious, historical and cultural value. It is also a unique site and important for Christians and the cave and the valley are non-substitutable, thus, it is

					ri ica eco-cu ra ourism capital.
26- Omar Al-Mokhtar Cave	Omar Al-Mokhtar Cave is a Libyan cultural monument. The hero Omar Al-Mokhtar used this cave as a house. It is a cave in a natural area. It is an eco-cultural site.	It is an 'Eco-Cultural Site' because it is a natural cave that has cultural monuments in a natural area.	Omar A-Mokhtar Cave attracts international tourists for cultural and historical reasons and to enjoy the natural area, thus it is tourism capital.	The natural cave and cultural monuments as well as the natural area are non-tradable and non-replaceable. Therefore, the site is critical capital.	Because the cave has cultural monuments, it attracts international tourists. It has touristic value relating to its historical and cultural value. It is also a unique site and important for local people and the cave itself is non-substitutable, thus, it is critical eco-cultural tourism capital.

Source: Compiled by the author

From the above assessment it can be recognized that there are many sites in LGM that are considered 'tourism capital' in terms of attracting tourists; also they are 'critical tourism capital' in terms of important, unique and non-substitutable resources. Cultural and built-heritage sites attract tourists for cultural, historical reasons; they are also unique, non-tradable and non-substitutable resources. Thus, they are 'critical cultural tourism capital'. Nature resources such as natural forests, caves, valleys and mountains attract tourists for recreational, entertainment and health reasons, they are also non-substitutable. Thus, they are 'critical natural tourism capital'. Eco-cultural tourism capital is place where natural and cultural assets are combined and attract tourists to see or use it. These sites are critical eco-cultural tourism capital because all cultural and built-heritage and natural assets are non-substitutable.

4.8 Conclusion

The chapter aimed to identify, describe and assess the natural, cultural and eco-cultural assets in the case study area of LGM through a wide range of secondary data. The scoping study found that LGM is rich in natural resources, vegetation and wildlife. The natural landscape includes forests, caves, mountains, valleys, beaches and desert. LGM has several sites that are rich in heritage assets and archaeological relics which date back to the first Libyan tribe era, Greek and Roman, Christian, Islamic and Turkish and Italian eras. There is a combination of ecological features and cultural landmarks in LGM.

Many sites in LGM have tourism capital value in terms of attracting tourists; they also are critical tourism capital in terms of important, unique and non-substitutable resources. From assessment of the known tourism resources in LGM, it was clear that cultural and built-heritage sites are considered CCTC in terms of unique and non-substitutable resources. However, not all natural assets are considered critical, for example, man-made forests. On the other hand, natural forests, valleys, mountains are non-tradable/non-replaceable, thus, they are considered CNTC. There are eco-cultural tourism assets in LGM that are considered CECTC, such as Cyrene, Apollonia and Al-Koof valley. The scoping study provided descriptive results that support the research primary results (presented in the next chapter) and provide triangulation with the primary results (discussion chapter).

Chapter 5: Results of Primary Data Analysis - the Potential of Eco-Cultural Tourism Development in LGM

5.1 Introduction

Based on the study framework, identifying the potential of eco-cultural tourism development requires identification and evaluation of the natural, cultural and, in turn, eco-cultural resources in terms of capital and criticality.

The chapter presents the results of analysing the primary data. As described in the methodology chapter, the primary data were collected from different cohorts of stakeholders, including four groups of internal stakeholder (officials, experts, local residents and local tourism industry providers) and two groups of external stakeholders (international and domestic tourists), through mixed qualitative and quantitative methods, including face to face and focus group interviews and semi-structured questionnaires, with support from the researcher's photographs and secondary data (bloggers and reviewers) (see Section 3.6).

The aim of this chapter is to identify and evaluate or assess eco-cultural resources in order to highlight the tourism capital and criticality of resources which mention to the potential for eco-cultural tourism development. The main indicators of 'capital' here are attractiveness of the site which refer to recreational, historical, cultural, healthy, religious and other value as well as have commoditisation value (economic benefits can be obtained from exploiting such sites for tourism). The main indicators of 'criticality' are the importance, non-substitutability, the ancient and the unique of the site. Before evaluating such resources, the chapter will review the results that provide identification of the natural, cultural and eco-cultural resources in LGM.

On that basis, the chapter presents results relating to the available natural, cultural and eco-cultural resources in the region. It also presents results relating to the value and significance of such resources as touristic sites (attractive to tourists) to highlight NTC, CTC and ECTC (resources that have touristic value). Next, results are presented relating to the criticality of such resources (where the tourism capital is important, unique and non-substitutable) to highlight CNTC, CCTC and CECTC. The goal of identifying CECTC is to clarify the characteristics of eco-cultural tourism development potential in LGM.

This chapter used examples from qualitative and quantitative data as well as the researcher's photographs and the words of bloggers and reviewer to reflect the diversity of the data. Examples from different groups of stakeholders are also used to reflect the diversity of the stakeholder cohorts that participated in this study.

5.2 Identification of Natural, Cultural and Eco-Cultural Resources in LGM

Before drawing out results relating to the stakeholders' perceptions of the value of natural, cultural and, hence, eco-cultural resources, the researcher intends to identify the available natural, cultural and eco-cultural resources in LGM from the view of stakeholders. Therefore, in this section, the aim is to draw out results from analysis of the primary data to identify the available natural, cultural and eco-cultural resources in LGM.

Through analysing the collected data from all cohorts of stakeholders and triangulating them with the researcher's photographs and secondary data (bloggers and reviewers), the researcher was able to conclude a consensus between all cohorts of stakeholders on several natural, cultural and eco-cultural resources in LGM. The stakeholders both named and provided examples of such resources.

The natural resources in LGM include: mountains, valleys, plains, caves, hanging caves, forests, wildlife, deserts and beaches, with the vegetation surrounding them, as well as moderate weather, and privileged location. The cultural resources in LGM (heritage and traditions) include: world heritage sites, archaeological sites, ancient cities, churches, mosques, shrines, graveyards, religious sites, castles, museums and buildings of the Turkish, Italian and Libyan kingdoms. In addition, cultural traditions resources include: folklore represented by dancing, popular singing, popular music, culture and traditions relating to food and costume, along with hand-made craftsmanship and popular markets. Eco-cultural capital includes: archaeological and historical sites, Turkish- and Islamic castles, mosques, churches and holy sites, tombs and shrines, caves, hanging caves, Italian farms and buildings, all in natural areas or by natural seaside.

Much evidence from interviews has indicated that LGM has many natural, cultural and eco-cultural resources, as shown in the examples below:

> *"the natural resources in LGM include the desert, the sea, shores, forests, parks, valleys, plains, mountains, the destination*

and the climate,. We can say all the region is a natural area" (Ex.T2).

"LGM has many cultural resources including cultural traditions such as traditional industries, folklore, clothes, food, etc., and cultural heritage such as archaeological and historical sites, ancient cities and others" (GMT-L).

"LGM is basically considered a natural area except for the urban cities, in this natural area there are several cultural tourism resources such as archaeological and ancient cities, ancient castles, Turkish and Italian buildings, caves and others. And thus, these natural and cultural tourism resources together are considered eco-cultural resources" (G-LGM).

The example from quantitative data: Table (5.1) below, shows that all local tourism industry providers rated natural resources in LGM as between good and very good.

Table 5.1: The views of Local Tourism Industry Providers on Natural Resources

	Frequency	Valid Percent	Cumulative Percent
Good	7	23.3	23.3
Very good	23	76.7	100.0
Total	30	100.0	

Table 5.2 below shows that many international tourists rated cultural resources in LGM between good and very good.

Table 5.2: The Views of International Tourists on Cultural Resources in LGM

		Frequency	Valid Percent	Cumulative Percent
Valid	I do not Know	3	1.5	1.5
	Fair	1	.5	2.0
	Average	15	7.5	9.5
	Good	95	47.5	57.0
	Very good	86	43.0	100.0
	Total	200	100.0	

The research identified several locations in LGM which were considered natural, cultural and eco-cultural resources and which the majority of internal and external stakeholders mentioned. Local residents, international and domestic tourists, local tourism industry providers, experts and, officials referred by name to many natural, cultural and eco-cultural sites in LGM. Examples from the interviews are illustrated below:

> *"The natural resources such as Al-Koof Valley and the Darna Valley, for instance, are natural tourism resources, frequented by tourists who admire their beauty and grandeur. The same applies to Al-Hamama Seashore and Al-Hanyah Seashore among others and to the forests such as Al-Balang forests and Sidi Al-Humri forests, ... etc."* (Ex.S1).

> *"LGM has its own natural resources, which include the mountains, forests, beaches, valleys, caves as well as its climate, the most important of which are Al-Koof Valley, Ras Al-Hilal and Susa districts and Al-Hamama and Al-Hania beaches"* (G - LGM).

> *"LGM has cultural resources such as the archaeological city of Cyrene and Apollonia, museums, historical castles and too many examples. There are also cultural traditions resources such as Libyan folklore and traditional handmade. Regarding the eco-cultural ones, there are many cultural heritage resources available in natural districts such as the Cyrene remains, the ancient Italian buildings, Lathruon churches, the Turkish Castles"* (Ex. T2).

To support the stakeholders' views and opinions, the researcher used secondary data (bloggers and reviewers) in regard to the available resources in LGM. Examples from the bloggers are illustrated below:

> *"It's hard to choose a favourite from amongst the multiple historic sites we visited but for me I think Cyrene was the best. Founded by the Greeks in 630 BC, it's a stunning place. We had an outstanding guide who succeeded in making the place come alive, walking us round the ruins of the old city, telling us about*

> *how people lived, why things were placed where they were, and how everything fitted together. As we marvelled at the size of the place he pointed to a field in the distance where a small theatre was cut into the hillside"* (Koshkha, 2010 - blogger) (see website references No: 24).

> *"Qasr Libya (in LGM) is home to a museum of mosaics in the east of Libya. The mosaics were extracted from two Byzantine churches on the site of the museum and have been 'lifted' and installed on the walls of the museum to protect them for the future. Oddly, the two churches that supplied the mosaics are also open to visitors"* (Koshkha, 2010 - blogger) (see website references No: 25).

Also, to provide evidence of the stakeholders' words on the existence of natural, cultural and eco-cultural resources in LGM the researcher conducted observations using visual material (his own photographs). The photographs clarified that LGM benefits from several natural, cultural and eco-cultural sites (see Apendix H).

Based on the results presented above, the study found that the majority of stakeholders in all cohorts, with the support of photographs and bloggers' statements, were in consensus that LGM is natural area that is rich in natural, cultural and eco-cultural resources.

5.3 Evaluation of Natural, Cultural and, hence, Eco-Cultural Resources (in terms of Tourism Capital and Criticality)

In this section the aim is to draw out results through analysing the data in relation to the stakeholders' perceptions of natural, cultural and then eco-cultural resources in terms of capital and criticality to identify NC, CC and ECTC (resources that have touristic value and commoditisation value), as well as to highlight CNC, CCC and CECTC (where this tourism capital is important, unique and non-substitutable). The goal of obtaining these results is to identify the potential of eco-cultural tourism development in LGM.

5.3.1 Evaluation of Natural, Cultural and, hence, Eco-Cultural Resources (in terms of Tourism Capital)

As mentioned in the introduction chapter, the study uses the term 'Tourism Capital' to refer to 'Assets', 'Resources' or 'Sites' that are perceived to have touristic value (in the sense that resources attract people to see or use them because of their recreational, historical, cultural, healthy, religious and other value and significance) and potential commoditisation value (in the sense that people will pay to see or use the resources) (see Section 1.2). Therefore, in this section the study reviews the value and significance of the available natural, cultural and, hence, eco-cultural resources in terms of tourism capital to highlight the NTC, CTC and ECTC.

In terms of tourism, the natural, cultural and eco-cultural resources in LGM have various forms of value and benefits that give these sites 'tourism capital'. Of the many types of value stakeholders mentioned the main ones were: recreational, aesthetic, historical, cultural, healthy, social, religious, educational, and environmental significance as well as economic benefits. Such sites and resources have importance for the region, the host community and to Libya at national level. In the following the stakeholders views and perceptions of such resources are presented with some examples of their actual words.

The majority of stakeholders in all cohorts were of a consensus that most of the natural and cultural resources in LGM attract international and domestic tourists to visit LGM. Analysis of international tourists' questionnaires, for example, showed that the majority of them came to LGM for tourism purposes, to have nice holiday. This confirms that such resources in LGM are considered to have touristic value (see Table 5.3 below).

Table 5.3: Reason for Visiting LGM (International Tourists)

		Frequency	Valid Percent	Cumulative Percent
Valid	Vacation/holiday	178	89.0	89.0
	Other	22	11.0	100.0
	Total	200	100.0	

The majority of stakeholders in all cohorts were of a consensus that most of the natural resources in LGM are attractive to international and domestic tourists as well as local people, for enjoying the beauty of landscape, natural areas and engaging in a number of outdoor activities and sports. Thus their view is that natural resources have attractive, recreational and sporting significance. Domestic tourists, for example, reflect that LGM has attractive national sites and the attractiveness of LGM for natural tourism is rated between good and very good (see Table 5.4 below).

Table 5.4: Views of Domestic Tourists on Natural Tourism Resources in LGM

		Frequency	Valid Percent	Cumulative Percent
Valid	I do not know	2	1.0	1.0
	Poor	2	1.0	2.0
	Fair	8	4.0	6.0
	Average	6	3.0	9.0
	Good	41	20.5	29.5
	Very good	141	70.5	100.0
	Total	200	100.0	

Internal and external stakeholders gave examples of natural resources in LGM that have attractive, recreational and sporting significance, such as Al-Koof National Park, Susa beach, Al-Hania beach, Al-Hamama beach, Lathruon and Karsa area, Gargar-Aummah area, and Ras Al-Hilal area. An example from the interviews is illustrated below:

> *"Natural resources have touristic value since the forests, parks and gardens attract people to visit them and enjoy them"* (Ex. En3).

The majority of stakeholders in all cohorts also agreed that many historical and archaeological sites in LGM attract tourists to visit them (especially international tourists). On that basis, their view is that such sites have attractive significance. Stakeholders provided many examples of heritage sites that attract them to visit LGM such as Cyrene, Apollonia, the mosaic museum in Qusr Libya, Taucheira, Ptolemais, Lathruon, Aslonta temple, Houaa Afteeh Cave, Saint Mourkus Cave and museums, and the ancient cities of Darna and Al-Marj.

The majority of stakeholders in all cohorts were also of a consensus that many cultural traditions resources in LGM have entertainment and recreational importance to the local community and to tourists. Local cultural traditions such as dancing and singing are attractive to tourists. These aspects are crucial since they are considered as sources of entertainment for tourists at tourist festivals and also as entertainment sources for local residents on celebratory occasions. Thus, their view is that such traditional resources have entertaining and recreational significance. An illustration is given below:

> *"Cultural heritage attractions such as archaeological sites, historical sites, ancient cities and other heritage sites, also cultural traditions attractions such as handmade goods, folklore traditional food and others attract tourists seeking to explore new cultures to visit them because these resources reflect Libyan culture and tourists love to check out new cultures"* (Ex. T1).

As well as the cultural traditions, resources such as handmade goods, folklore and traditional food attract tourists to LGM (especially international tourists) who seek to explore other cultures. They expressed that these traditions are significant reflections of Libyan and Arabic culture. Thus, their view is that cultural traditions resources in LGM have cultural significance. An example from the interviews is shown below:

> *"Cultural resources are considered as one of the basic components of the cultural identity of the Libyan people; it is the Arabic identity that they feel proud of belonging to; the Islamic identity that they adhere to. It is also regarded as an extension to the ancestors` past which they feel proud of. They also view cultural resources as the feature that characterizes the Libyan people via the costumes, singing, popular dance, dishes, etc. So tourists enjoy exploring these cultural resources"* (G-LGM).

One of the international tourists, for example, wrote that:

> *"Eating the food in an Arabic tent, on the floor in Banzreek restaurant in Shahhat city in Libya's Green Mountain is a terrific experience. This is the first time in my life that I have eaten my food on the floor and in an Arab tent, also Libyan dishes are also fantastic, especially the Arabic soup".*

The majority of stakeholders agreed that the natural areas and landscapes as well as the built-heritage in LGM have aesthetic significance. Also, the vision of natural capital means that LGM is characterized by beauty and magnificence. Thus, their view is that natural and cultural resources in LGM have aesthetic significance.

Examples given by stakeholders of natural and cultural resources in LGM that have aesthetic significance include Al-Koof National Park, Cyrene, Susa beach, Qusr Libya, Lathruon, Aslonta temple, Al-Hamama beach, Lathruon and Karsa area, Taucheira, Ptolemais, Gargar-Aummah area, and Ras Al-Hilal area. An example from the interviews is given below:

> *"Also natural and cultural sites have aesthetic and artistic value"*
> (Ex. T1).

The majority of stakeholders in all cohorts clarified that people in LGM and tourists (particularly domestic ones) visit these natural areas to breathe fresh air also and for the good of their health and to reduce the pressure of their everyday stressful lives. Thus the researcher concluded that the majority of stakeholders viewed that natural resources in LGM have health significance. An example from the raw data is illustrated below:

> *"Natural tourism resources such as forests, parks, the sea and the desert attract me as a local resident and attract tourists to enjoy the nature and do many activities and sports, such as walking in natural areas, breathing fresh air, having barbeques, swimming in the sea and others, so such resources have health value as well"*
> (Ex. T1).

The majority of stakeholders also mentioned that the cultural heritage sites (such as archaeological cities, historical sites, statues and antiques) in LGM are an important part of Libya's history. In addition, the histories of nations that settled in LGM in the past (such as the Greeks, Romans, Phoenicians and Italians) are reflected in these sites. Thus their view is that such sites have hestorical significance. Stakeholders named many examples of heritage sites in LGM that have historical value, such as Cyrene, Apollonia, Houa Afteeh Cave, Saint Mourkus Cave, Qusr Libya, Taucheira, Ptolemais, Lathruon, Aslonta temple, and the ancient cities of Darna and Al-Marj.

Some local residents gave examples such as the caves in Al-koof National Park, which have historical value regarding memories of the Libyan hero Omar Al-Mokhtar who led hundreds of battles in that valley, fighting against fascist Italy for freedom. An explanatory example from the primary data is given below:

> *'This cultural heritage does not belong to the Libyans alone but to humanity as a whole since these heritage sites represented by the historical cities, ancient cities and others are the product of the civilizations which settled in Libya's Green Mountain. Thus, they enjoy high value due to the concerns of humanity and particularly the offspring of the nations who settled in the province: the Greeks, Romans, Arabs, Turks and Italians. So heritage resources attract tourists from all the world'* (GMT-L).

Some international tourists stated that they consider heritage sites in LGM to be part of their culture and history. They stated that their forefathers built these built-heritages.

A small percentage (6 participants) of international tourists pointed out that the ancient Italian buildings represent happy memories about their time in Libya in general and LGM in particular. Those tourists who mentioned this point were all Italians. One of the tourists, for example, said: *'I was born in LGM, I visited it several times to celebrate my birthday, I feel that the province is really my home city'*, while another said: *'My father was living on a farm in LGM'.*

Some tourists said that they had visited the graveyards of the Second World War in Tubruq province (which is a neighbour of LGM) and the graves and ruins they visited reminded them of their families and relatives who fought in the World War II battles that took place on Libyan land. Thus the researcher concluded that heritage sites have memorial value to international tourists.

The majority of internal stakeholders mentioned that tourism introduces the culture of the country to tourists and can contribute to building a bridge between the local community and the tourists who visit these sites. Therefore, their view is that cultural resources have social and cultural significance. An example from interviews is shown below:

> *'these resources have great cultural and social value since they represent the history of LGM and express the culture of the local residents and their Arabic and Islamic identity as well as their social relationships'* (Ex. T1).

The majority of local residents, experts, officials, local tourism industry providers, domestic tourists and a few international tourists expressed the importance to them of the religious and holy sites in LGM (such as the ancient Islamic sites and ancient mosques) since those sites are aspects of their Islamic religious faith. On the other hand, some of the international tourists mentioned that the Christian religious sites in LGM (such as the churches and temples) are important to them since they are part of their Christian religion. From their views, the researcher concluded that heritage sites have religious significance. They named heritage sites that have religious value in LGM, such as Saint Mourkus Cave, Lathruon and Apollonian Churches, the Ancient Mosque of Darna, the graves of the Prophet Muhammad's disciples in Darna and the shrine of Roafy Al- Ansary in Al-Bieda city. An illustration is given below:

> *"the ancient religious and holy sites such as ancient mosques, shrines and graveyards are important to me as a local resident since they represent part of my Islamic religion and I am keen on visiting them every time. Also most of the domestic visitors visit Shrine of Roafy Al- Ansary, the Prophet mohamed's disciple, in Al-Bieda city together with the graves of Prophet Muhammad's disciples in Darna. This stresses the importance of the shrine sites as religious tourism resources to them as well. Also, Christian religious sites such as the churches and temples are important to me since they are part of Libyan history and also important to international tourists, especially Christians , since they are part of their Christian religion. So these sites have religious value"* (Ex. S3).

Also, some of the local experts mentioned that heritage sites in LGM such as Cyrene and Houa Afteeh Cave attract students to learn about ancient Libya's culture and history, including the cultures and histories of nations that settled in Libya in the past. Thus, their view is that such sites have educational significance. An example from an expert is given below:

> *"these natural and cultural resources attract people to learn about them, to learn about Libyan culture, history and environment and about the cultures and histories of nations that settled in Libya before, so they have educational value as well"* (Ex. T3).

The experts who deal with environmental issues mentioned that natural resources are part of the local environment. They showed that natural resources in fact play an important role in the ecosystem. They gave examples of these roles, such as the role of vegetation in moderating the climate, the sea and the trees that produce oxygen and reduce carbon dioxide. They named examples such as Sidi Al-Humry, Al-Usaita area, Susa and Al-Hamama beaches. From that the research concluded that natural resources in LGM have environmental significance. An example from the raw data is given below:

> *"Natural sites are our environment; they have environmental and health value to me as a local resident and to tourists as well. Natural tourism resources have touristic value since the forests, parks and gardens attract people to visit them and enjoy them but also they have internal value, they supply us with oxygen, refreshing the atmosphere and beautifying the cities as well as maintaining the ecological balance, When people visit these natural areas they breathe fresh air and do sports, so that they can regain their physical health. So we have to develop them in a sustainable manner"* (Ex. En3).

The majority of internal stakeholders (local experts, local residents, local tourism industry providers and officials) mentioned that when tourists visit natural and cultural attractions they need services (such as accommodation, restaurants, transportation and others). Therefore, natural and cultural resources bring economic benefits, directly or indirectly. In addition, tourism can develop the region's economy and the national economy as well. From this view, there is economic benefit to be obtained from exploiting natural and cultural resources for tourism. A description is given below:

> *"Cultural and natural resources have economic importance because when tourists visit natural and cultural attractions they need services such as accommodation, restaurants, transportation and others, so this provides job opportunities for local residents which contributes to eradicating unemployment and poverty, and develops the province's economy and the national economy as well"* (Ex. Ec1).

The results from analysing tourist's questionnaires showed that international tourists' individual daily of expenditure ranged from 1000 € to 3500 €. Meanwhile, domestic tourists' individual daily expenditure ranged from 50 LD to 200 LD. This confirms the points relating to the need for hard currency, and to increase national income and provide job opportunities for the locals. Thus, natural and cultural resources in LGM can bring economic benefits if they are exploited for tourism. Therefore, such natural and cultural resources can be considered as means of commoditisation for tourism.

Despite the general consensus among the different cohorts, not all individual stakeholders in these cohorts mentioned LGM's natural, cultural and eco-cultural tourism resources. For instance, out of 200 local residents 13.5% showed a lack of consideration of such resources. It is important to distinguish the small group of local people who were not able to identify any tourism resources and did not know that there are tourism resources in LGM from others who looked on them as lacking in attraction. Also, some officials (G-LGM) and (RMT-LGM) mentioned that the top decision makers in Libya do not encourage tourism development, by which they meant that they do not understand the touristic value of natural and cultural resources.

This is not to deny the fact that LGM has natural, cultural and eco-cultural tourism resources, as evidenced by the majority of stakeholders and by secondary data. However, these results can possibly be interpreted as barriers relating to the local residents, which will be discussed later in next chapter (see Section 6.3.1).

In addition, from the above results it can be recognised that there are natural and cultural resources in LGM. Many of these resources have touristic value (resources attract tourists to see or use them) in the form of recreational, historical, cultural, religious and health value as well as tourism commoditisation value (tourists pay to see or use them). Thus, such resources are NTC and CTC. Based on the fact that eco-cultural resources are cultural or heritage sites in natural areas (in a landscape), the above results prove that LGM has eco-cultural tourism resources. Such resources have touristic value and commoditisation value; therefore they represent ECTC. Also, LGM has potential as a targeted destination for eco-cultural tourism.

In conclusion, from analysing the primary data, eco-cultural resources (combination of natural and cultural resources) that have touristic value in LGM - (ECTC) include:

Cyrene, Apollonia, Al-koof National Park, Qusr Libya Castle, Saint Mourkus Cave, Houa Afteeh Cave, Ptolemais or Tulmaitha, Aslonta Temple, Taucheira, Lathruon, Al-Bakour Castle, Omar Al-Mukhtar Cave and Al-Kaikab Castle.

5.3.2 Evaluation of Natural, Cultural and, hence, Eco-Cultural Resources (in terms of Critical Tourism Capital)

As mentioned in the introduction chapter, for the purposes of this study, 'Critical Capital' refers to the extent to which capital is perceived to be: unique/distinctive to the destination area; non-substitutable/non-renewable; and there is a need for enhanced protection/management vis-à-vis other resources and capital (see Section 1.2). Therefore, this section of the study assesses the natural, cultural and eco-cultural resources in LGM (that have been reviewed in the previous sections as tourism capital) in terms of uniqueness and non-substitutability, to highlight the critical natural, cultural and, hence, eco-cultural capital in LGM.

As mentioned in the previous section, the majority of stakeholders in all cohorts viewed natural and cultural resources in LGM as important because such resources have historical, religious, cultural, environmental and economic value. Thus, such resources are considered important by stakeholders in terms of history, culture, religion, the environment and the economy, whilst some resources are locally important.

The majority of internal and external stakeholders in all cohorts clarified that heritage sites in LGM (reviewed in the previous sections as heritage tourism capital) such as Cyrene and Apollonia are ancient buildings and have historical value. Such heritage sites are ancient, built hundreds or thousands of years ago. Also, to internal stakeholders, cultural traditions resources such as folklore and handicrafts have cultural value. Such resources belonged to their forefathers; thus, these resources are ancient as well. Some international tourists confirmed that certain built-heritage sites in LGM are part of their history and their culture because part of this built-heritage was built by their forefathers.

Some local experts emphasised that heritage sites such as Cyrene, Saint Mourkus Cave and Houa Afteeh as well as cultural traditions such as folklore are non-tradable/non-replacable because they are ancient. If such heritage sites are lost they will be impossible to replace or renew. Therefore such heritage sites are unique, non-tradable/non-replacable. In this sense the researcher considers such sites as CCC. Below is an example from the interviews:

> *"heritage cities are all ancient; they were built by man a long time ago. Their values reside in the fact that they are ancient sites. The best examples are Cyrene remains, Qusr Libya ruins and*

Apollonia as well as all the castles, Islamic and Turkish mosques and the Italian buildings and others" (Ex.T1).

"This cultural heritage does not belong to the Libyans alone but belongs to humanity as a whole since these heritage sites, represented by the historical cities, ancient cities and others, are the product of the civilizations which settled Libya's Green Mountain. Thus, they have high value because they concern humanity, and particularly for the offspring of the nations who settled in the province: the Greeks, Romans, Arabs, Turks and Italians" (GMT-L).

Some local experts mentioned that natural sites such as valleys, mountains and caves are non-tradable/non-replacable because they are not man-made, thus if lost they will be impossible to replace or renew. Therefore such natural sites are non-tradable/non-replacable and are considered CNC. The below are examples from the experts:

"the caves, the ancient buildings and all the archaeological ruins are all resources that if lost could not be replaced and we cannot find substitutes for them" (Ex.S1).

"the natural resources are part of nature, some of them have existed for millions of years and they are created by God' (Ex.Ec1).

Many of the international and domestic tourists stated that some of natural sites that they have visited or seen in LGM are unique and cannot be found anywhere else, and also cannot transferred anywhere else. Some of them gave examples such as the caves and valleys in Al-koof National Park. They also mentioned that the same applies to built-heritage sites in LGM (historical and archaeological sites) because sites such as Cyrene (UNISCO world site) and the churches of Lathron are also irreplaceable. Because these sites are unique, the researcher considers such sites as CNC and CCC.

The table below (Table 5.5) is a summary of the views and opinions of internal and external stakeholders to natural, cultural and eco-cultural sites in LGM in terms of capital and criticality.

Table 5.5: Assessment of Natural, Cultural and Eco-Cultural Sites in LGM from the Views and Opinions of Stakeholders

The site	Tourism capital from the view of internal stakeholders	Tourism capital from the view of external stakeholders	Criticality from the view of internal stakeholders	Criticality from the view of external stakeholders	Classification of the site
1 Houa Afteeh Cave	Haua Afteeh has historical and cultural values for internal stakeholders. Thus, Houa Afteeh can attract tourists for historical and cultural reasons. Houa Afteeh can provide economic benefits for local people if it is exploited properly for tourism.	Houa Afteeh attracts international tourists to see and enjoy remains of Neanderthal man and the landscape. International tourists visit Houa Afteeh for historical and cultural reasons. It also attracts domestic tourists to enjoy natural areas. Thus Houa Aftech Cace is an attractive site for tourism.	Houa Afteeh Cave is important for internal stakeholders because it is part of their history and their culture. Also there is diverse vegetation and forests and the cave itself is a natural cave. It is an ancient site, unique and ecologically important as well.	Houa Afteeh has monuments dating back to thousands years ago. Thus, it is an ancient site and unique. It is also important for international and domestic tourists because it is part of the history of human beings.	Internal and external stakeholders described Houa Afteeh as an ancient cave in a natural area. Thus, it is an eco-cultural site. It has touristic value relating t its historical and cultural valu because it attracts tourist (especially internationa tourists). It is regionall important, ancient and uniqu thus it is non-substitutabl From the view of stakeholders is critical eco-cultural touris capital.

2- Aslonta temple	Aslonta temple has historical and cultural value for the local community. It is part of their history and culture. It can attract tourists for historical and cultural reasons. Aslonta temple can provide economic benefits for the local community if it is exploited properly for tourism.	Aslonta temple attracts international tourists to see it because of its historical and cultural values. Domestic tourists also visit it to enjoy its natural area and landscape.	Aslonta temple has monuments dating back to thousands of years ago. The site is important for internal stakeholders in terms of history and culture. It is an ancient site and unique. The site is also in a natural area and ecologically important.	Aslonta temple has monuments dating back to thousands years ago. It is important for international tourists because it is part of their history and culture. It is important for domestic tourists domestic as well because it is part of their history and culture. It is an ancient site, important and unique	Internal and externa stakeholders described Aslont temple as an ancient cave i natural area. Thus, it is an ecc cultural site. It attracts tourists (especiall international tourists because c its historical, cultural an ecological value and economi benefits). Thus, it is eco-cultura tourism capital Also, It i regionally important, as well a ancient and unique, so it is nor substitutable. From the view c stakeholders it is critical ecc cultural tourism capital.
3-	Cyrene has a national	The site has an	Cyrene is an	Cyrene is an archaeological site. It	Cyrene has a national an international reputation. It is

Cyrene	reputation. Local people visits Cyrene to enjoy its archaeological monuments and natural areas. It has historical and cultural values for the local community. Internal stakeholders think that when tourists visit they need hotels, taxis and other services. Thus it provides economic benefits to the local community.	international reputation. International and domestic tourists think that it is part of their history and culture. It attracts international tourists to enjoy its natural resources and its built heritage. It also attracts domestic tourists to enjoy beaches and natural areas. Thus, tourists visit Cyrene for recreational, historical and cultural reasons.	archaeological site. It is important for the local community because it has historical and cultural value for them. Thus, it is an ancient site and unique. Cyrene also has natural vegetation. Thus, it is ecologically important.	has monuments dating back to Greek and Roman eras. It is important for international tourists because it is part of their history. It is important for domestic tourists domestic as well because it is part of their history and culture. It is an ancient site, unique and important as well.	World Heritage Site. Internal an external stakeholders describe Cyrene as an archaeological sit in a natural area. Thus, it is a eco-cultural site. It attracts tourists (especiall international tourists because c its historical, recreationa cultural and ecological value and economic benefits). Thus, is eco-cultural tourism capita Also, It is non-substitutabl important for internal an external stakeholders, as well a ancient and unique, so it is nor substitutable. From the view c stakeholders it is critical ecc cultural tourism capital.
4- Apollonia	Apollonia has historical	Apollonia has historical	Apollonia has	Apollonia is an	Internal and external

(Susa)	and cultural value for the local community. It also attracts local residents to see and enjoy the beaches, seaside, natural areas and archaeological sites. Apollonia also has economic benefits for the local community.	and cultural values international tourists. It also attracts international tourists to see and enjoy its archaeological sites. It also attracts domestic tourists to enjoy beaches, seaside and natural areas.	recreational, entertaining, health, historical and cultural values for the local community. Apollonia is a built-heritage site. It was built in the 6th century B.C. Apollonia is in a natural area including valleys, hills, seaside, natural forest, surrounded by vegetation and wildlife. Thus, it is an ancient site, important and unique.	archaeological site. It has monuments dating back to Greek and Roman eras. It is important for international tourists because it is part of their history and culture. It is important for domestic tourists domestic as well because it is part of their history and culture. Thus, it is an ancient site, important and unique.	stakeholders described Apolloni as an archaeological site in natural area and by the sea. Thus, it is an eco-cultural site. The site attracts visitors because it has recreational, entertainmen health, historical, cultural and ecological value as well as economic benefits. Therefore it is eco-cultural tourism capital. Apollonia is also important, unique and non-substitutable, which makes it critical eco-cultural tourism capital
5- Ptolemais or Tulmaitha.	Ptolemais has historical and cultural values for the	It has historical and cultural value for	The site was built in the 6th century B.C,	Ptolemais has monuments dating	Internal and external stakeholders described Ptolemai

	local community. It attracts local people and domestic tourists to enjoy its beaches and natural areas. It can provide economic benefits for the local community if it is exploited properly for tourism.	international tourists. It attracts international tourists to see its built heritage and the landscape. It also attracts domestic tourists to enjoy its beaches and natural areas. Therefore, tourists visit this site for recreational, historical and cultural reasons.	thus, it is an ancient site. Thus, it is part of the history and culture of local people. - Tulmaitha. Has ecological assets including the surrounded landscape, vegetation and wildlife Therefore, it is an ancient site, important and unique	back to Greek and Roman eras. It is important for international tourists because it is part of their history and culture. It is important for domestic tourists domestic as well because it is part of their history and culture. Thus, it is an ancient site, important and unique	as an archaeological site in natural area and by the sea. Thus, it is an eco-cultural site. The site has touristic value referring to recreational, historical, cultural and ecologica value and economic benefits. Thus, it is eco-cultural tourism capital. It is regionally important, unique and non-substitutable, which makes Ptolemais critical eco-cultural tourism capital.
6- Taucheira	Taucheira has historical and cultural values for the internal stakeholder. It attracts local people to enjoy its seaside and	Taucheira also has historical and cultural values for international tourists. It attracts international tourists to see	The site was built in Greek and Roman eras, thus, it is an ancient site and unique It also has ecological	Taucheira is an archaeological site. It has monuments dating back to Greek and Roman eras. It is important for	Internal and external stakeholders described Taucheir as an archaeological site in natural area and by the sea. Thus, it is an eco-cultural site.

	natural areas. Taucheira also has economic benefits for the local community.	its built heritage. It also attracts domestic tourists to enjoy its seaside and natural areas.	assets such as vegetation, wildlife and beaches; they are environmentally important. Thus, it is an ancient site, important and unique.	international tourists because it is part of their history. It is important for domestic tourists domestic as well because it is part of their history and culture. Thus, Tourists visit Taucheira for recreational, historical and cultural reasons. Thus, It is unique, ancient and important.	The site has touristic value relating to its recreational, ecological, historical and cultura value. Taucheira is regionally important, unique and non-substitutable. It is therefore critical eco-cultural tourism capital
7- Qusr Libya – castle and museum	Qusr Libya attracts local residents to enjoy its natural areas. Internal stakeholder believes that	This site attracts international tourists to see the mosaic and the built heritage sites because it has historical and cultural	The site was built in the Greek and Roman era; thus it is an ancient site. It is a heritage and cultural	Qusr Libya is an archaeological site. It has monuments dating back to Greek and Roman eras. It is	Internal and external stakeholders described Qusr Libya as an archaeological site and museum in a natural area. Thus, it is eco-cultural site.

	Qusr Libya is part of their history and culture. Internal stakeholders think that when tourists visit they need hotels, taxis and other services. Thus it provides economic benefits to the local community.	values for international tourists. It also attracts domestic tourists to enjoy its natural areas. Thus, tourists visit Qusr Libya for recreational, entertainment, health, historical and cultural reasons.	site which includes a museum in the ancient castle. The site is in an ecological area that has valleys and natural forests surrounded by vegetation and wildlife. These ecological assets are environmentally important. Thus, it is unique, ancient and important.	important for international tourists because it is part of their history and culture. It is important for domestic tourists domestic as well because it is part of their history and culture. Thus, it is an ancient site, important and unique.	-Qusr Libya attracts tourists through its recreational, entertainment, health, ecologica historical and cultural value. Qusr Libya Qusr Libya is also regionally important, unique an non-substitutable. Therefore, it i critical eco-cultural tourism capital.
8- Balagrae	The site has historical and cultural value for local residents. Internal stakeholder thinks that there is economic benefit	The site attracts international tourists to see its built heritage. Therefore, international tourists visit this site for	It was built in the B.C period, so it is an ancient site. It is unique and ancient. It also part of the local	Balagrae is an archaeological site. It has monuments dating back to Greek and Roman eras. It is important for	Internal and external stakeholders described Balagrae as an archaeological site in urba area. Thus, it is a cultural site. The site has touristic value

	to the local community if the site is exploited properly for tourism.	historical and cultural reasons.	community's history and culture, thus, it is important for them.	international and domestic tourists because it is part of their history and culture. Thus, it is an ancient site, important and unique.	relating to its historical and cultural value. Therefore, it is cultural tourism capital. It is also important for local people, unique and non-substitutable. Therefore, Balagrae is critical cultural tourism capital
9- The Old City of Darna	Internal stakeholders believe that the old city of Darna is part of their history and culture. They also believe that it has economic benefits for the local community.	The old city of Darna attracts international tourists to see Libyan culture. Therefore, international tourists visit the old city of Darna for historical and cultural reasons.	The site is ancient, built hundreds of years ago. The old city of Darna is ancient and unique. It is also part of the history and culture of local people. Therefore, the site is important for them.	The site is an archaeological site. Therefore, it is ancient site and unique It is also important for international tourists because it is a new culture for them. It is important for domestic tourists domestic as well because it is part of their history and culture.	The Old City has a national and international reputation. internal and external stakeholders described the Old City of as an ancient site The old city of Darna has touristic value relating to its historical and cultural value. Thus, it is cultural tourism capital. It is also locally important, unique and non-substitutable. Therefore, it is

					critical cultural tourism capital
10- Lathruon Area	Internal stakeholders think that Lathruon area and its archaeological sites are part of their history and culture. Lathruon area also has economic benefits for the local community.	Lathruon area has historical, religious and cultural values to attract tourists. It attracts international tourists to see its built heritage (especially its Christian churches) and the landscape. It also attracts local people and domestic tourists to enjoy the seaside and its natural vegetation. Therefore, tourists visit Lathruon area for recreational, religious historical and cultural	This heritage and cultural site is unique and ancient. It is part of the culture and history of local community. Ecological assets such as valleys, caves and hills are ecologically important.	Lathruon Area has monuments dating back to Greek and Roman eras. Thus, it is an ancient site and unique. It is also important for international and domestic tourists because it is part of their history and culture.	Internal and external stakeholders described Lathruon as an archaeological site in a natural area. The site attracts tourists (domestic and international tourists). It has touristic value relating to its recreational, entertainment and health, historical and cultural value. Therefore, it is eco-cultural tourism capital. Also, the area is unique and non-substitutable, locally and ecologically important, which makes Lathruon critical eco-cultural tourism capital.

		reasons.			
11- Shrine of Roafy Al-Ansary	Shrine of Roafy Al-Ansary attracts local people for religious reasons because it is part of their religion. Internal stakeholders think that the site can provide economic benefits for the local community if it is exploited properly for tourism.	Shrine of Roafy Al-Ansary attracts domestic tourists for religious reasons. Domestic tourists also thanks that the site provides economic benefits for local residents.	Shrine of Roafy Al-Ansary dating back to the Islamic era. Such a religious site is ancient and unique. This site is also important to local people because it has religious value to them.	Shrine of Roafy Al-Ansary is ancient and unique. This site is also important to domestic tourists because it has religious value to them.	Internal and external stakeholders described Shrine o Roafy Al- Ansary as a religious and cultural site in an urban are The site attracts local people an domestic tourists, it has touristi value relating to its religious value. Thus, it is cultural touris capital. Also it is important for local people, unique, non-replaceable and non-tradable. Thus, it is critical cultural tourism capital.
12- Tombs of Prophet Mohamed	Tombs of Prophet Mohamed's companions are part of local community's religion. It	Tombs of Prophet Mohamed's companions are part of domestic tourists' religion. They attract local domestic	The site dates back to Islamic era. Such a religious site is unique, non-	Tombs of Prophet Mohamed's companions are ancient and unique. This site is also	Internal and external stakeholders described Tombs o Prophet Mohamed's companion as a religious and cultural site i

companions	attracts local people for religious reasons. Tombs of Prophet Mohamed's companions also have economic benefits for the local community.	tourists for religious reasons. They also think that the site provides economic benefits for local residents.	replaceable and non-tradable. This site is also important to the local community because it has religious value to them.	important to domestic tourists because it has religious value to them.	an urban area. The site attracts local residents and domestic tourists because of its religious value. Also it is locally important, unique, non-replaceable and non-tradable. Thus, it is critical cultural tourism capital.
13- Turkish monuments. Such as Al-Kaikab castle and Museum	Many of the Turkish monuments in LGM are in natural area. They are part of the local community's history and culture. They also have economic benefits for the local community if they are exploited properly for tourism.	Turkish monuments attract international tourists to see this built heritage and museum. Thus, tourists visit Turkish monuments such as Al- Kaikab castle for historical, cultural and recreational reasons.	Turkish monuments are ancient, dating back to the Turkish rule. They are also part of the history and culture of the local community, thus they are important for them. .	Turkish monuments are archaeological sites. Therefore, they are ancient sites and unique They are also important for international and domestic tourists because they are part of their history and culture.	Internal and external stakeholde described Turkish monuments (such as Al-Kaikab castle) as historical and cultural sites. Turkish monuments have touris value relating to their historical and cultural value. Thus, they ar cultural tourism capital. They ar also locally important, non-substitutable. Therefore, Turkisl monuments such as Al-Bakour

					castle and museum are eco-cultural critical cultural tourism capital.
14- Italian Buildings, Churches and Houses	Italian monuments in LGM are part of Libya's history and culture. They reflect Italian rule (1911-1943). Internal stakeholders think that Italian monuments may provide economic benefits to the local community if they are exploited properly for tourism.	Italian monuments attract tourists (especially Italian tourists) to visit them. Thus, tourists visit Italian monuments for historical, cultural and memorial reasons.	Italian monuments are ancient, dating back to the Italian rule. They are also part of the history and culture of local community, thus they are important for them.	Italian monuments are historical sites. Therefore, they are ancient sites and unique. They are also important for international tourists (especially Italian tourists) and domestic tourists because they are part of their history and culture.	Internal and external stakeholde[rs] described Italian monuments as historical and cultural sites. Italian monuments have touristi[c] value relating to their historical, cultural and memorial value. They are also non-substitutable. Therefore, Italian monuments are critical cultural tourism capital.
15- Museums in LGM	Museums reflect the local community's history and culture attract local people	Museums attract local people, domestic and international tourists.	Museums are part of the history and culture of local community,	Museums are part of the history and culture of international and	Internal and external stakeholde[rs] described museums in LGM as historical and cultural sites.

	to visit them. Internal stakeholders think that museums provide economic benefits to the local community.	Tourists visit museums for historical and cultural reasons.	thus they are important for them.	domestic tourists, thus they are important for them.	Museums attract tourists becaus of historical and cultural values. Thus, they are cultural tourism capital. Museums are also regionally important and the artefacts inside them are unique and non-substitutable. Thus, the are critical cultural tourism capital.
16- Al-Koof National Park	The site has many cultural monuments dating back to Italian rule, It attracts local residents to see and enjoy nature. Thus, it has historical, recreational, entertainment and health values for local residents. Internal stakeholders think	The site attracts domestic and international tourists to see and enjoy nature. It also attracts them to see and enjoy the cultural landmarks. Thus, tourists visit Al-Koof National Park for historical, cultural recreational, entertainment and health reasons.	Al-Koof National Park has ecological assets including valleys, mountains, rare plants, wildlife and caves. These assets are environmentally important. - It also has cultural assets including	Al-Koof National Park has ecological assets which are important to domestic tourists. It also has cultural assets which are ancient and unique. They are also important to international and domestic tourists in	Al-Koof National Park has national reputation. Internal an external stakeholders described as a natural, historical an cultural site in a natural area Thus, it is an eco-cultural site. The site attracts international an domestic tourists because of its recreational, entertainment, health, historical and cultural value. Thus, it is eco-cultural

	that Al-Koof National Park provides economic benefits to LGM reagion and to the local community.		cultural landmarks, and historical bridges. These assets are ancient and unique. They are also important to the local community in terms of history and cultural value.	terms of history and culture values.	tourism capital. It is also important for the local community, unique and non-substitutable Thus, Al- Koof National Park is critical eco-cultural tourism capital.
17- Ras Al-Hillal Area	Ras Al-Hillal Area attracts local people to enjoy the seaside and natural vegetation. It also has many archaeological monuments dating back to Greek and Roman eras. Ras Al-Hillal area has historical, recreational, entertainment and health	Ras Al-Hillal Area has many archaeological sites dating back to Greek and Roman eras. It attracts international tourists to see these archaeological sites. Also, it attracts domestic tourists to enjoy the seaside and natural vegetation. Therefore,	The area has ecological assets, including valleys, mountains, caves, hills, beaches, vegetation and wildlife which are ecologically important. It also has historical and cultural assets These assets	Ras Al-Hillal Area has ecological assets and sea site which are important to domestic tourist. It also has cultural assets which are ancient and unique. They are also important to international and	Ras Al-Hillal Area has a nationa reputation. Internal and external stakeholders described it as a natural, historical and cultural site in a natural area. Ras Al-Hillal Area has touristic value because of its recreational entertainment and health, cultural and historical value. Thus, it is eco-cultural tourism

	value for local people. Internal stakeholders presented that this site provides economic benefits to local people.	international and domestic tourists visit Ras Al-Hillal area for historical, cultural, recreational, entertainment and health reasons.	are ancient and unique. They are also important to the local community in terms of history and culture values.	domestic tourists in terms of history and culture value.	capital. The area is also ecologically and locally important, unique, non-substitutable. Therefore, Ras Al-Hillal area is critical ecological tourism capital.
18- Al-Bakour Area	Ras Al-Hillal Area attracts local people to enjoy its natural vegetation. It also has a castle dating back to Turkish rule. Al-Bakour area has historical, recreational, entertainment and health value for local people. Internal stakeholders presented that this site provides economic benefits to local people.	Ras Al-Hillal Area has a castle dating back to Turkish rule. It attracts international tourists to see this castle. Also, it attracts domestic tourists to enjoy its natural vegetation. Therefore, international and domestic tourists visit Al-Bakour area for historical, cultural, recreational, entertainment and health reasons.	Al-Bakour Area has ecological assets, including valleys, mountains, caves, hills, vegetation and wildlife which are ecologically important. It also has historical and cultural assets These assets are ancient and unique. They are also important to the local	Al-Bakour Area has ecological assets which are important to domestic tourist. It also has cultural assets which are ancient and unique. They are also important to international and domestic tourists in terms of history and culture value.	Internal and external stakeholde described Al-Bakour Area as a natural, historical and cultural site. The area has touristic value relating to its historical, cultural, recreational and health value. Thus, it is eco-cultural tourism capital. It is also not unique but ecologically and locally important, non-substitutable. Therefore, Al-Bakour area is critical natural tourism capital.

			community in terms of history and culture value.		
19- Al-Hamama Seaside	The site attracts local residents to see and enjoy beaches, seaside and natural vegetation. Thus, it has recreational, entertainment and health values for local residents. Internal stakeholder stated that this site provides economic benefits to local community.	Al-Hamama Seaside attracts domestic tourists to enjoy its beaches, seaside and natural vegetation. Therefore, domestic tourists visit Al-Hamama seaside for recreational, entertainment and health reasons.	Al-Hamama Seaside has ecological assets including valleys, mountains vegetation and seaside which are ecologically important and also important to the local community in terms of recreational value.	Al-Hamama Seaside has ecological assets which are ecologically important and also important to domestic tourists in terms of recreational value.	Internal and external stakeholde described Hamama as a natural area and seaside. Al-Hamama has touristic value relating to its recreation, entertainment and health value. It is not unique but it has ecological importance and it is non-substitutable. Therefore, it i critical ecological tourism capital.
20- Al-Hania Seaside	Al-Hania Seaside attracts local people to see and enjoy its beaches, seaside and natural vegetation.	The site attracts domestic tourists to enjoy its beaches, seaside and natural vegetation.	Al-Hania Seaside has ecological assets including valleys, mountains vegetation	Al-Hania Seaside has ecological assets which are ecologically important and also	Internal and external stakeholde described Al-Hania as a natural area and seaside. Hania area has touristic value

	Thus, it has recreational, entertainment and health value for local residents. Internal stakeholders presented that Al-Hania Seaside provides economic benefits to local people.	Therefore, domestic tourists visit Al-Hamama seaside for recreational, entertainment and health reasons.	and seaside which are ecologically important and also important to the local community in terms of recreational value.	important to domestic tourists in terms of recreational value.	relating to its recreation, entertainment and health value. It is not unique but it has ecological importance and it is non-substitutable. Therefore, it i critical ecological tourism capital.
21- Gargar-Aummah Area	Gargar-Aummah Area attracts local people to see and enjoy its beaches, seaside and natural vegetation. Thus, it has recreational, entertainment and health value for local residents. Internal stakeholders	Gargar-Aummah Area attracts domestic tourists to enjoy its beaches, seaside and natural vegetation. Therefore, domestic tourists visit Gargar-Aummah area for recreational, entertainment and health reasons.	Gargar-Aummah Area has ecological assets, including valleys, mountains, caves, hills, beaches, vegetation and wildlife which are ecologically important and also important to the local community in terms of	Gargar-Aummah Area has ecological assets and seaside which are ecologically important and also important to domestic tourists in terms of recreational value.	Internal and external stakeholde described Gargar-Aummah as a natural area (has valleys, caves forests, mountains and seaside). Gargar-Aummah area has touristic value relating to its recreation, entertainment and health value. It is not unique bu it has ecological importance and it is non-substitutable. Therefore

	emphasised that Gargar-Aummah area has economic benefits for local people if it is exploited properly for tourism.		recreational value.		it is critical ecological tourism capital.
22- Sidi Al-Humry Forest	Sidi Al-Humry Forest attracts local residents to enjoy nature and nice weather. Therefore, it has recreation, entertainment and health values. Internal stakeholders also stated that Sidi Al-Humry forest provides economic benefits to local people.	Sidi Al-Humry Forest attracts domestic tourists to enjoy nature and nice weather as well. Therefore, domestic tourists visit this forest for recreation, entertainment and health reasons.	Sidi Al-Humry Forest is a man-made pine forest. It is ecologically important and important to local people in terms of recreational and health value.	The site is important to domestic tourists in terms of recreational and health values.	Internal and external stakeholders described Sidi Al-Humry forest as natural forest (despite the fact that it is not natural forest). Tourists and local people visit the forest because of its recreational, entertainment and health value. Thus, it is ecological tourism capital. The forest is locally and ecologically important. Thus, it is critical ecological tourism capital.

23- Southern Area of LGM	Southern Area of LGM attracts local people to see and enjoy its natural vegetation and nice weather as well as to hunt wild animals and birds. Thus, it has recreational, entertainment and health value for local residents. Internal stakeholder emphasised that Southern Area of LGM can bring economic benefits to local people if it is exploited properly for tourism.	The Southern Area of LGM attracts domestic tourists and international tourists (from Arabic countries) to enjoy nature and hunt birds and wild animals. Therefore, tourists visit this area for recreational, entertainment, health and sporting reasons.	This area is semi-desert and has wildlife, hills, plains and valleys. It is ecologically important and important to local people in terms of recreational value.	The site is important to international tourists (from Arabic countries) and some domestic tourists in terms of recreational, health and sporting value.	Internal and external stakeholders described Southern Area of LGM as a natural area. The Southern area of LGM has touristic value relating to its recreational, entertainment, spor and health value. Thus, it is ecological tourism capital. The area is locally and ecologically important and non-substitutable. Thus, it is critical ecological tourism capital.
24- The Southern forest	The Southern forest attracts local people to see	The site attracts domestic tourists to enjoy nature and	The Southern forest is a natural forest. It is	The site is important to domestic tourists in terms of recreational	Internal and external stakeholders described the

	and enjoy its natural vegetation and nice weather. Thus, it has recreational, entertainment and health values for local residents. Internal stakeholders emphasised that Southern Area of LGM can bring economic benefits to local people if it is exploited properly for tourism. Thus, it has recreational, entertainment and health value for local community.	nice weather. Tourists visit this area for recreational, entertainment, health and sporting reasons. Therefore, it has historical, religious, cultural, recreational, entertainment and health values for tourists.	ecologically important and important to local people in terms of recreational and health values.	and health values.	Southern forest as natural forest Local people and domestic tourists visit it because of its recreational, entertainment and health value. Thus, it is ecological tourism capital. The forest is ecologically important and non-substitutable. Thus, it i critical ecological tourism capital.
25- Saint Mourkus Cave	Saint Mourkus Cave has historical and cultural value to the local community. The site is in a	Saint Mourkus Cave attracts international tourists (especially Christian tourists) for	The cave and the religious Christian monuments inside the cave are unique and	The cave and the religious Christian monuments inside the cave are unique and ancient and also	Internal and external stakeholders described Saint Mourkus Cave as religious monuments in a natural cave.

	natural area. The area attracts local people to enjoy its natural vegetation and nice weather. Internal stakeholders stated that Saint Mourkus Cave can bring economic benefits to local people if it is exploited properly for tourism. Thus, it has historical, cultural, recreational, entertainment and health values for local community.	religious, historical and cultural reasons and to see the landscape. The site is in a natural area. The area attracts domestic tourists to enjoy its natural vegetation and nice weather. Thus, it has religious, historical, cultural, recreational, entertainment and health values for tourists.	ancient and the natural valley is ecologically important. It is also important to the local community in terms of historical value.	important to international tourists (especially Christian tourist) in terms of religious value.	It attracts international tourists because the cave has religious Christian monuments. It has touristic value relating to its religious, historical and cultural value. Thus, it is eco-cultural tourism capital. It is also unique and important for Christians and for local people as well. The cave, the valley and the religious monuments inside it are non-substitutable, thus, it is critical eco-cultural tourism capital.
26- Omar Al-Mokhtar Cave	Omar Al- Mokhtar Cave has historical and cultural value to the local community. The site is in a natural area. The area	Omar Al- Mokhtar Cave attracts international tourists for historical and cultural reasons and to see the landscape.	The cave and the historical monuments inside the cave are unique and ancient and the natural area	The cave and the historical monuments inside the cave are unique and ancient and also important to international tourists	Internal and external stakeholders described Omar Al Mokhtar Cave as a historical and cultural site in a natural area. It attracts tourists because it has

	attracts local people to enjoy its natural vegetation. Internal stakeholders presented that Omar Al-Mokhtar Cave can bring economic benefits to local people if it is exploited properly for tourism. Thus, it has historical, cultural, recreational, entertainment and health value for the local community.	The site is in a natural area. The area attracts domestic tourists to enjoy its natural vegetation and nice weather. Thus, it has historical, cultural, recreational, entertainment and health value for external stakeholders.	surrounding the cave is ecologically important. It is also important to the local community in terms of historical and cultural value.	in terms of historical value. It is also important to domestic tourists in terms of historical and cultural values.	historical and cultural value. It has touristic value relating to its historical and cultural value. Thus, it is eco-cultural tourism capital. It is also a unique site and important for local people and the cave itself is non-substitutable, thus, it is critical eco-cultural tourism capital.

In conlusion, the researcher found that many natural and cultural resources in LGM are, in the view of stakeholders, important, unique and non-tradable/non-replaceable, thus such resources are considered CNC and CCC. Because of the fact that CECTC is a combination of CNC and CCC, these sites are considered as CECTC and therefore have touristic value.

To sum up the key findings of the stakeholders' views and perceptions of the value and significance of natural, cultural and, hence, eco-cultural resources in LGM: there is some consensus among the cohorts of stakeholders about the value and significance of natural, cultural and, hence, eco-cultural sites. On the other hand, some stakeholders have their own particular view of the value and significance of natural, cultural and, hence, eco-cultural sites.

The majority of stakeholders mentioned that natural, cultural and, hence, eco-cultural resources in LGM have particular value and benefits, including recreational, aesthetic, cultural and religious significance. They also have historical, social, healthy, educational and environmental significance. Moreover, economic benefits can be obtained from their exploitation for tourism.

Based on these results, there are many natural and cultural resources in LGM that have touristic value because they attract people to visit them (referring to their recreational, historical, cultural, health and other significance). In addition, they have potential commoditisation value because people can pay to see or use them, thus, economic benefits can be obtained from exploiting such sites for tourism. Thus, many of these natural and cultural resources are considered tourism capital. Also, this natural and cultural tourism capital in LGM is regionally important, ancient, unique and non-substitutable, thus it is considered as CNC and CCC.

Because of the fact that CECTC is a combination of CNC and CCC, CECTC in LGM can only apply to heritage and cultural sites in natural areas that have touristic value 'tourism capital' as well as 'critical capital'. There are many sites in LGM that can be considered as CECTC, include: Al-Koof National Park, the ancient city of Cyrene, Saint Mourkus Cave, ancient city of Apollonia, ancient city and museum of Qusr Libya, Houa Afteeh Cave, Aslonta Temple, ancient city of Ptolemais, ancient city of Taucheira and Lathruon Area. These sites qualify as 'tourism capital' because they have touristic value. Furthermore, they are 'critical' in terms of importance, uniqueness and non-substitutability.

Therefore, potential for eco-cultural tourism development has a dual character; first: tourism capital; second: critical capital. In conclusion, CECTC indicates potential for eco-cultural tourism development.

5.4 Conclusion

The chapter presented results to identify the potential of eco-cultural tourism development in LGM. The results came from analysing the views and perceptions of different cohorts of stakeholders, including internal and external stakeholders, with support from the researcher's photographs and secondary data (bloggers and reviewers).

With regard to identifying the potential for eco-cultural tourism development in LGM, the study concluded that there is consensus between the majority of stakeholders that there are natural, cultural and eco-cultural resources in LGM. The study also concluded that the majority of stakeholders think that many of natural, cultural and, hence, eco-cultural sites in LGM have touristic value in terms of recreational, aesthetic, cultural, religious, historical, social, health, educational and environmental significance, whilst many of these sites also have commoditisation value (economic benefits can be obtained from exploiting such sites for tourism). Therefore, these sites can be considered as capital for eco-cultural tourism. Also eco-cultural resources are ancient, unique, importance and have specific value for internal and external stakeholders, as being non-replaceable and non-substitutable. This capital (important and non-replaceable) is considered critical capital. Therefore, potential for eco-cultural tourism development has a dual character; first: tourism capital; second: critical capital. In conclusion, CECTC represents potential for eco-cultural tourism development. Identification of ECTC and CECTC allows for resources to be more carefully focused and a more sustainable approach to resource management to be achieved.

As mentioned before in the framework, identification and evaluation of natural, cultural and then eco-cultural resources in terms of capital and criticality can not only identify eco-cultural tourism development potential but also help to highlight the drivers of and barriers to tourism development which are important for achieving eco-cultural tourism development (determination of the drivers of and barriers to tourism development will be carried out in the next chapter).

Chapter 6: Results of Primary Data Analysis - Drivers of and Barriers to Tourism Development in Libya's Green Mountain

6.1 Introduction

Based on the framework of the study, achieving eco-cultural tourism development requires identification of potential for eco-cultural tourism development in addition to determination of the drivers of and barriers to tourism development. Identification and evaluation of natural, cultural and, in turn, eco-cultural resources in terms of capital and criticality will help to determine the drivers and barriers. This chapter aims to draw out results from analysis of data that were collected regarding drivers of and barriers to tourism development in LGM. These are presented through the views and perceptions of different cohorts of stakeholders with support from the researcher's photographs and secondary data (bloggers and reviewers).

Therefore, this chapter is divided into two parts. The first part provides results relating to the drivers of tourism development in LGM (the second theme of the study) to determine key factors that need to be considered in order to achieve eco-cultural tourism development in LGM. The second part provides results relating to barriers to tourism development in LGM (the third theme of the study), to determine the main elements that should be involved in achieving eco-cultural tourism development in LGM. The chapter will highlight findings for discussion later, in the discussion chapter.

6.2 Drivers of Tourism Development in Libya's Green Mountain

In this section, the study aims to draw out results through analysing the primary data regarding the drivers of tourism development in LGM to determine the factors that should be considered in achieving eco-cultural tourism development in the region.

Analysis of the data regarding the availability of natural, cultural and eco-cultural resources (which was in Chapter 5) indicated that there are available eco-cultural resources in LGM that have strong touristic value and considerable potential for development of eco-cultural tourism in the region.

The majority of stakeholders in these cohorts mentioned that LGM is rich in natural and cultural and, hence, eco-cultural resources. The majority of stakeholders gave examples of such capital: natural resources include such as Al-Koof National Park, Lathruon and Karsa area, Gargar-Aummah area, Al-Hania beach, Al-Usaita area, Al-Hamama beach, Susa beach and Ras Al-Hilal area; cultural resources include such as Cyrene, Apollonia, Taucheira Ptolemais, Qusr Libya Lathruon, Aslonta temple, Al-Koof vally and national park, Darna and Al-Marj ancient cities, Al-Kikab museum as well as Italian, Islamic and Turkish ruins, throughout the region. Meanwhile, eco-cultural resources include Cyrene, Apollonia and Ptolemais, Qusr Libya, Houa Afteeh Cave, Saint Mourkus Cave and Al-Koof vally and national park. The results, in general, proved that LGM has natural, cultural and eco-cultural resources.

Beside the availability of eco-cultural tourism resources in the region the study found that these are drivers that encourage tourism development. The study presents its results as follows:

6.2.1 Good Location of LGM

The results showed that the majority of stakeholders in all cohorts were agreed that LGM is a good location for tourism. Its location is enhanced by its proximity to Europe, the largest tourist provider. Also, it is located between two large regions: Benghazi and Tobruk. This location enhances stakeholders' views of the LGM region as a favourable location for tourists and is a key driver that encourages tourism development. The example provided below (Table 6.1) shows the views of international tourists.

Table 6.1: Views of International Tourists on the Location of LGM

		Frequency	Valid Percent	Cumulative Percent
Valid	I do not Know	9	4.5	4.5
	Fair	8	4.0	8.5
	Average	23	11.5	20.0
	Good	93	46.5	66.5
	Very good	67	33.5	100.0
	Total	200	100.0	

Much evidence from interviews has also proved that this factor is a key driver:

> *"LGM has a unique location in the Mediterranean Sea and has a Mediterranean Sea climate, it also characterized by having virgin natural places that include mountains, valleys and forests and many kinds of vegetation, some of those natural areas are not discovered until now, so, that is what tourists look for"* (Ex.En3).

Also, out of 200 international tourists, 83 said that they would visit LGM again (see Table 6.2). Out of 83 international tourists who intended to visit LGM again 26 said that as Libya is near their home countries, these tourists were mainly from Europe.

Table 6.2: Opinions of International Tourists on Visiting LGM Again

		Frequency	Valid Percent	Cumulative Percent
Valid	yes	83	41.5	41.5
	Too early to know/Maybe	74	37.0	78.5
	no	43	21.5	100.0
	Total	200	100.0	

6.2.2 Cultural Links

The results reveal that many international tourists (especially European tourists) visit Libya and LGM not just because Libya is near to Europe but also because there is a link between their culture and Libyan culture.

Many international tourists stated that built-heritage in LGM is part of their culture and their history. For example, (as mentioned before in Section 5.3.1) one of the tourists said, *'I was born in Libya's Green Mountain, I visited it several times to celebrate my birthday, I feel that the province is really my own city'* while another said that *'My father was living on a farm Libya's Green Mountain'.* These tourists were from Italy.

Some Arabic tourists stated that they visit Libya because it is an Arabic and Muslim country and Libyan culture and religion is the same as their culture and religion.

Table (6.3) below shows that the majority of tourists who visit LGM are from Europe especially from Italy

Table 6.3: International Tourists' Nationalities

		Frequency	Valid Percent	Cumulative Percent
Valid	Italy	48	24.0	24.0
	Germany	36	18.0	42.0
	the U.K	26	13.0	55.0
	France	18	9.0	64.0
	Spain	6	3.0	67.0
	Japan	10	5.0	72.0
	the U.S.A	15	7.5	79.5
	Other European countries	20	10.0	89.5
	Other countries	21	10.5	100.0
	Total	200	100.0	

6.2.3 Moderate Weather and Climate of LGM

In like manner, the results showed that the majority of stakeholders in all cohorts were agreed that LGM has attractive weather and climate. This factor is considered a driver because it encourages development of tourism. An example is provided below (Table 6.4) from analysis of domestic tourists' questionnaires.

Table 6.4: Views of Domestic Tourists on the Climate in LGM

		Frequency	Valid Percent	Cumulative Percent
Valid	I do not know	7	3.5	3.5
	Poor	4	2.0	5.5
	Fair	3	1.5	7.0
	Average	5	2.5	9.5
	Good	19	9.5	19.0
	Very good	162	81.0	100.0
	Total	200	100.0	

6.2.4 Low Costs (Costs of Goods, Accommodation and Transportation) in LGM

The results showed that there was a general agreement among the majority of stakeholders that prices of accommodation, transportation and food in LGM are low and acceptable. This proves that low cost is a driver that can encourage tourism in LGM. The example presented below in Table 6.5 is evidence from analysis of the international tourists' questionnaires.

Table 6.5: Views of International Tourists on the Costs in LGM

		Frequency	Valid Percent	Cumulative Percent
Valid	I do not know	12	6.0	6.0
	Fair	17	8.5	14.5
	Average	36	18.0	32.5
	Good	72	36.0	68.5
	Very good	63	31.5	100.0
	Total	200	100.0	

Many of international tourists said that they would visit LGM again because the cost of tour operations and plane tickets is cheaper than for more distant destinations.

Also from interviews and Bloggers' reviews, there is much evidence to show that this factor is a driver:

> *"and also the accommodation and transportation in Libya is cheaper than other destinations in the world. So this gives the tourism resources more value. In 2009 Tripoli was the cheapest city in the world according to the survey by the UN 2009"* (GMT-L).

> *"The petrol in Libya costs less than 10 eurocents per liter. You can fill your fuel-tank up for less than 10 euros!!! Can anyone tell me where you can buy petrol cheaper than in Libya*?" (Ken, 2010 - blogger) (see website references No: 26).

6.2.5 Safety in Libya and in LGM

The results indicate that LGM is characterized by a high level of safety. Participants justified this by stating that there is no crime against tourists and there are no signs of terrorism. The below are examples from the reviewees:

> *"Also many international tourists prefer to come to Libya because it is safe and there is no terrorist problem like other destinations"* (GMT-L).

Table 6.6 below shows the views of domestic tourists on this issue.

Table 6.6: Views of Domestic Tourists on Safety in LGM

		Frequency	Valid Percent	Cumulative Percent
Valid	I do not know	18	9.0	9.0
	Poor	12	6.0	15.0
	Fair	14	7.0	22.0
	Average	28	14.0	36.0
	Good	44	22.0	58.0
	Very good	84	42.0	100.0
	Total	200	100.0	

Also from Bloggers' review and interviews, there is much evidence that this factor is a driver:

> *"we were westerners, 2 women unaccompanied, and received no hassle from shopkeepers, no haggling needed and stallholders and shopkeepers were happy to let you browse and leave without buying anything. Everyone was very polite and friendly"* (Aliwoodh 2012 - blogger) (see websites references No: 27).

This factor is considered a key driver to encourage tourists to choose LGM as a tourist destination, thereby contributing to developing tourism.

6.2.6 Attractions of other Regions in Libya

Many international tourists stated that they did not come to Libya to visit specific places, whilst others stated that they came to Libya to visit places such as the Great Desert, Leptis Magna and Sebrata. Some international tourists stated that they came to Libya to visit the graveyards of the Second World War in Tubruq province (which is a neighbour of LGM) because the graves and ruins remind them of their families and relatives who fought in world war battles in Libya.

However, when they visited LGM they found it an attractive place for tourism because it has both natural and cultural resources and is different from other regions in Libya. Evidence from the bloggers is shown below:

> *'Leaving Tripoli it was a short drive to Leptis Magna. This is the best Roman city in North Africa and it is well set out, well*

> *preserved and is set by the sea. The following 2 days we set out along the coast via Bisra and Benghazi and arrived in Cyrene, yet another ruin, this time with a Greek twist. There was the temple of Zeus and the Amphitheatre of Appolonia by the sea. We stayed at the YHA. The drive was then to Tobruq where we visited the War Museum and cemeteries'* philannie, 2010 – blogger) (see website references No: 28).

To conclude, key drivers of tourism development in LGM have been identified from the various views of stakeholders. It is possible to identify a number of drivers on which there was consensus among the cohorts of stakeholders. Despite that, some cohorts of stakeholders had particular views on certain drivers that would support and encourage tourism development in LGM. Besides the availability of eco-cultural tourism resources in the region, the study identified that the key drivers of tourism development in LGM include good location, cultural links, moderate climate, the low cost, safety and attractions of other regions in Libya.

6.3 Barriers to Tourism Development in LGM

According to the third theme of the study (barriers to tourism development in LGM), this section aims to draw out results from analysis of the primary data relating to barriers to tourism development in LGM to highlight the elements that should be involved in achieving eco-cultural tourism development in the region.

Within this theme the study indicated that there are three main barriers that hinder tourism development in LGM: barriers relating to local residents, barriers relating to the government and barriers relating to the infrastructure, facilities, supporting resources and investment. While all the cohorts of stakeholders agreed on some of these barriers; they did not on others. The following is analysis of the data in regard to this theme.

6.3.1 Barriers in relation to Local Residents

Under this sub-theme the results identified a number of barriers. In the following the researcher presents barriers that have been pulled out from analysis of the different views of stakeholders.

The results showed that there is notable neglect of some natural and cultural tourism resources. This can be seen in the piles of garbage and lack of cleanliness in these locations. This issue has been raised by some international and domestic tourists, who laid the blame on the local residents. However, some experts and local tourism industry providers did not limit the cause of this problem to the local residents as they included lack of care by the government and also by domestic tourists. This could also, however, be the result of a lack of involvement of the local community in tourism development.

Much evidence can be found in the data analysis to demonstrate the lack of awareness among some local people of the importance of natural and cultural resources and of tourism development. Thus, some local residents are carrying out actions disadvantageous to tourism, such as throwing away garbage in tourism sites, destroying historical sites, cutting down trees, using such tourist sites as pasture for animals, and other detrimental activities. The following are evidence from the interviewees:

> *"I think that neglecting the tourism resources or destroying them is a result of the lack of awareness on the part of local residents. They do not appreciate their value. We need to do our best to create TV and radio programmes that foster their awareness. We need to hold sessions and make visits to the residents of the countryside and the archaeological sites to get to know their needs and to enhance their awareness of these resources, meeting their demands and aspirations and eliminating any fears they may have"* (Ex. T3).

> *"Why do some of the local residents destroy the historical sites and the forests? I think that is due to their ignorance of the importance of such sites"* (Ex. Ec3).

> *"Weakness of national consciousness and patriotism among some inhabitants and lack of financial aid for rural inhabitants to increase their income level result in stressful living conditions, and therefore they do not preserve natural and cultural tourism resources such as forests, parks, natural areas and archaeological and ancient sites"* (G-LGM).

> *"We need to foster the local community's awareness of the importance of tourism from social and economic perspectives and assure them that tourism development will not disregard their*

traditions and customs. They will gain many benefits, especially economic" (Ex. Ec3).

Some evidence on this point was also found in the researcher's photographs, which were analysed to clarify the negative attitudes of some local residents and domestic tourists toward touristic resources and destinations. For example, Figure 6.1 shows garbage photographed in Al-koof National Park. Figure 6.2 shows graffiti on the walls of Al-bakor castle, whilst Figure 6.3 shows changes made to an Italian house. Garbage and graffiti are problems that are due to actions of local residents or/and domestic tourists, whilst the changes to the Italian house were definitely made by local residents.

Figure 6.1: Garbage - Al-koof Valley

Figure 6.2: Graffiti - Albakor Castle

Source: The researcher's photographs

Figure 6.3: Change - Italian House

Source: The researcher's photographs

Some more evidence from the secondary data (bloggers) is revealed below:

"A flock of goats calmly wandered around chewing the grass and neglecting to be impressed by 2000 years of history beneath their

> *hooves"* (Koshkha, 2010 – blogger) (see website references No: 29).

These goats of course belong to local residents.

> *"The discernment of rubbish along the side of the road is a major problem for the country, and despite numerous TV, radio and poster campaigns people do not seem to understand the importance of preserving their environment. Despite the fact that it is very unsightly, most people seem to think that it is 'not their problem'"* (by grets 2005 – blogger) (see website reference No: 30).

Some local residents do not seem to consider natural and cultural resources as having potential for tourism development. Also, some local residents do not recognise the importance or the benefits that can be gained from exploiting such resources in tourism. Such sections of the community can disrupt tourism development and thus they are considered one of the barriers to development.

This result is also derived from data analysis of local residents' questionnaires, which indicated that not all local residents mentioned that there are natural and cultural tourism resources in LGM, as discussed in the previous section. Also, the analysis of local residents' questionnaires showed that not all local residents agree with developing tourism in LGM. Out of 200 local residents 27 did not agree with tourism development.

The analysis of data also showed that some local residents (22 of the 27 local residents who did not agree with tourism development) mentioned social, cultural and religious disbenefits from tourism development, including the decline of moral standards and religious values, through practising certain habits that came with tourists, such as 'spread of infectious diseases', 'drinking alcohol', 'wearing revealing clothing', 'encouraging prostitution', 'taking drugs', 'eating pork' as well as 'losing their traditional culture'.

From another perspective, out of the 27 local residents who did not agree with tourism development, three of them mentioned that tourism development of the rural areas can raise a sort of conflict between the government or private investors (who desire to use the land for tourism) and the locals (who own these lands). Cyrene in LGM was recently declared a protected area, while some inhabitants are in opposition to this due to the building of hotels and resorts on their property without compensating or consulting them. Despite the small percentage of responses these concerns cannot be ignored.

This evidence reflects some of the negative perceptions and lack of participation of the local community in the development of tourism. Thus, where some locals do not agree with developing tourism or do not recognise the importance of tourism this is a critical factor that can hinder the development of tourism in those areas.

Two of the experts who deal with social and cultural issues agreed with developing tourism but they were concerned that tourism development might cause destruction of the local culture. It might also adversely affect the religious faith and beliefs of the local community. An example from an expert who deals with social and cultural issues, drawn from the primary data, is illustrated below:

> *"But I have concerns about tourism development; I think tourism development may bring some disbenefits to the local community if the development fails to take into consideration the local community and their culture, religion and social system, such as by drinking alcohol, eating pork, wearing revealing clothing and encouraging prostitution. In general, tourism will not have any negative influence on the community if it is developed properly and takes into account the local community and their culture, religion and social system, but there are many ways to avoid these disbenefits"* (Ex. S2).

Two of the local experts who deal with environmental issues agreed with developing tourism but they expressed concern that tourism development might cause critical environmental damage to the LGM environment; for example, due to the lack of awareness among tourists, especially domestic tourists, of the importance of the natural surroundings. An example from the raw data is described below:

> *"Like my colleagues I agree with developing tourism in Libya's Green Mountain because of its benefits to the region, to the local community, to tourists and to the resources themselves, but I think that tourism may possibly have disbenefits for Libya's Green Mountain and its environment if the development is applied in a non-sustainable way and without a clear plan, such as*

'deforestation' (due to tourists lighting fires and barbecuing), throwing garbage away in natural areas and others" (Ex. En3).

Other respondents, (4 local residents of 27 who did not agree with tourism development) expressed concerns that tourism development may cause to damage the environment through the lighting of fires and spreading garbage, expansion of resort development, deforestation, overcrowding and air pollution that accompany tourism activities.

On the other hand, the results also showed that there are some negative economic impacts of tourism that can lead to reduction of locals' desire for tourism development. For example, one of the local experts who deal with economic issues agreed with tourism development, but he had concerns that tourism development might have negative economic impact on LGM and the local community, such as by increasing prices. An example from the data is shown below:

"But I think tourism development may bring some disbenefits to Libya's Green Mountain and its local residents if the development is without a correct plan, such as increases in price levels and urban expansion for resorts and hotels development" (Ex. Ec2).

The analysis of data showed that out of 27 of local residents who did not agree with tourism development, six mentioned negative economic impacts of tourism development. They gave examples including increases in the price of food and accommodation and urban expansion for resorts and hotel development. Despite the small percentage of responses it is important to clarify the different opinions of stakeholders in order to triangulate data relating to the same issues. Moreover, these points of view are important in terms of discussion of the issue of local community participation in tourism development.

The results showed that local residents who might hinder tourism development in LGM can be classified into three groups. First, there are those local residents who do recognise the economic, social, cultural, environmental and other significance and benefits of tourism development. Another group of local residents agreed with tourism development but had some logical concerns about tourism development as it may affect the local culture, traditions, religion, and economic, social and environmental system. Meanwhile, a third group of local residents oppose tourism development for cultural, religious, and environmental reasons. Thus, they would stand against tourism development. It is possible then to conclude that the last two groups of local residents are important to consider because they are barriers to tourism development. Planners and decision makers who look to develop the tourism sector should consider these groups of local residents.

The results also showed that lack of awareness could lead to a number of issues; it could lead to sabotage of natural and cultural resources by local residents, whether on purpose or not. There is much evidence from the primary data to demonstrate the problems that can be caused by lack of awareness:

> *"We have to admit that there are some problems facing tourism due to disregard of the local community, the most important of which is that some tourism resources such as the natural resources suffer from some problems; sabotage acts are carried out by the local community such as cutting down trees and destroying the forests. This is caused by the lack of awareness on the part of the local community of the importance of such sites"* (GMT-L)."

> *"some of the rural inhabitants often cut down trees to produce coal to sell to earn their livelihood as they suffer from stressful living conditions, thus abusing the environment"* (G-LGM).

The data analysis raises the issue of local community involvement, as from the results presented above it seems that locals or residents are not sufficiently involved in the development process. Some officials and experts emphasised the importance of involving the local community in the development process, as there is a recognised lack of local resident consultation, lack of awareness about increasing their role in tourism, and lack of inclusion of local residents in tourism development matters, which can all hinder development in the region. Examples from the raw data are shown below:

> *"Definitely, this is an important issue because the local society has its traditions, religion and conventions which should be carefully considered and included in the tourism development plan; otherwise, people will oppose it and it will fail'* '(Ex. S1).

> *"Incorporating the local community is very important. Disregarding or ignoring them will lead to sheer failure since,*

simply, they are the beneficiaries of development which is carried out for them. Thus, we have to listen to them and consider at the same time their traditions and conventions. Their involvement in the development will make it successful. If the local community rejects development, development will never succeed" (GMT-L).

6.3.2 Barriers in Relation to the Government

Under this sub-theme the data analysis identifies several barriers which contribute to hindering tourism development in LGM. In the following the researcher presents the barriers pulled out from analysis of stakeholders' views with support from secondary data (bloggers) and the researcher's photographs.

Local tourism industry providers, international tourists and local experts who deal with touristic issues mentioned the complexity of entry procedures. The international tourists faced difficulties in getting visas because of the complicated procedures for entering Libya. This derives mainly from the political culture in Libya, which is not welcoming to strangers even if they are tourists. However, it is important to mention that tourism is a very recent activity in Libya, as Libya was not opened up to the international world until the 2000s. For example, Libyan embassies require translation of visitors' passports into Arabic language before they will grant a Libyan visa; also, they require a reference letter from a Libyan individual of agency. The complexity of these requirements among others can discourage people from visiting touristic destinations in Libya and thus can affect the development of tourism. Examples from the primary and secondary data are described below:

"The government does not encourage tourism in Libya and LGM since it complicates the process of entering the country by requiring a complicated visa and imposing restrictions on the movement of tourists. Also, it holds exhibitions and spreads the appropriate propaganda" (Ex. T2).

'Arranging to visit Libya shortly, I have checked the Eye of Libya website re the Arabic translation of my passport details required & the service they offer for this seems incorrect. Eye of Libya offer to send the translation by post having required you to first send them a photocopy of your details from your passport

However, from other websites & the FCO website it is clear that the translation has to be entered into a "frame stamp" which is stamped into your passport & the translation is then written into this "frame stamp" in the passport itself' (MikeM46 2010-blogger) (see website references No: 31).

The results showed that the majority of stakeholders in all cohorts agreed that there is a considerable lack of touristic infrastructure. This lack cannot be read outside the context of lack of government interest in developing related infrastructure. Thus this problem confirmed that Libyan government does not encourage tourism development. The majority of internal stakeholders (officials, experts, tourism providers and local residents) as well as international and domestic tourists mentioned the lack of proper infrastructure. An illustration is given below:

> *"Lack of the appropriate infrastructure related to the tourism sector in the region, such as airports and harbours, since the local airport does not accommodate a large number of tourists"* (Ex. Ec1).

The results showed that the majority of stakeholders in all cohorts were of a consensus that there is a lack of maintenance of touristic sites. Cultural heritage sites and natural areas are clearly suffering from neglect and lack of maintenance. These factors reflect the lack of government interest in protecting sites or developing them for the purposes of tourism. The government also is not interested in increasing the local community's awareness about protecting such sites or maintaining them for local benefit. Much evidence was identified from data analysis. Examples from the interviews are shown below:

> *"Historical and archaeological sites such as castles, and monuments as well as natural areas are suffering from neglect and lack of maintenance"* (Ex. T1).

> *"The government does not encourage tourism development in Libya's Green Mountain, and does not design any programmes to maintain the resources"* (DGC-LGM).

Some evidence also emerged from photographs to demonstrate the clear neglect by the government of tourism destinations which could contribute to delay of the development process in LGM. The abandonment of the museum is shown in the photographs in Figure 6.4, while the photographs in Figure 6.5 reveal the neglect by the government of Houa Afteeh Cave and the churches of Lathroun. This cave is one of the important tourism locations in LGM and the churches as well. These photographs support the point of view expressed by the internal and external stakeholders that the government does not encourage tourism development, and does not appreciate the touristic value of such resources. Thus the researcher can conclude that there is a neglect of tourism development by the government.

Figure 6.4: Abandonment - Al-kikab Museum

Source: The researcher's photographs

Figure 6.5: Neglect - Houa Afteeh Cave and Churches of Lathroun

Source: The researcher's photographs

According to analysis of the data from officials, experts, local residents and local tourism industry providers, there is a lack of governmental funding of development projects in the tourism sector. An example from the primary data is illustrated below:

> *"but the problem with the government is the absence of sufficient fund allocations to the tourism sector"* (RMT-LGM).

Data analysis from officials, experts and local tourism industry providers identified a lack of awareness on the part of the government regarding natural and cultural touristic resources, their touristic value, and the importance of tourism itself. An example is given below:

> *"The cultural and natural resources bear touristic value but the problem is that the government does not believe that these resources carry any touristic value. This is evident from the indifference the government shows to these resources and the absence of sufficient funding allocations to them for the sake of protecting them from any misuse or for maintaining them"* (GMT-L).

Another issue revealed by results from internal stakeholders is that the government does not run any programmes to increase knowledge among local residents about the importance of tourism development or the importance of tourism resources. Much evidence on this issue emerged from the raw data as reflected in the example below:

> *"the government does not take care of these resources and does not take care of tourism sector in general. Also the government does not make any programmes for the local community about the importance of tourism or about these resources"* (G - LGM).

The results can partly explain the lack of awareness among locals of the importance of natural and cultural resources, and lack of understanding of the benefits that can be gained from exploiting such resources in tourism.

The results also show that the government lack clear vision in planning for tourism, as evidenced by the data analysis, which is another governmental issue that could hinder tourism development. An explanation is given below:

"The government does not encourage tourism in Libya and Libya's Green Mountain since it does not set up clear plans for tourism" (Ex. T3).

Internal stakeholder data also showed a clear lack of encouragement for private investors. There is a shortage of private investment in developing tourism in LGM. Some local tourism industry providers, officials and experts mentioned that the investment laws and regulations are discouraging. In a country like Libya where the public sector play the leading role in the economy it was not surprising to find that the Government limits the role of local and international investors by creating difficulties for them. Examples from the raw data are described below:

"As for the laws, I do not think there are laws that encourage international and/or national investment" (Ex. T2).

"Investment is so important, by investment we can improve and build new hotels, resorts and tourism facilities, so there is a lack of local and foreign investment" (Ex. Ec2).

Some results identified different governmental priorities in terms of developing tourism destinations. Officials stated that the Government does not include LGM among the destinations in Libya targeted for foreign investment. This can contribute to delaying development in LGM, where foreign tourism investment is needed to improve tourism infrastructure and facilities. An illustration is given below:

"The decision makers do not include the LGM region among the destinations in Libya targeted for foreign investment" (Ex. T2).

Officials also identified a lack of administrations instability as governmental barriers. There is ongoing change in administrations and authorities and this can badly affect the efficiency of such administrations in managing the sector, which in turn affects the development process. An example from the primary data is given below:

"There is a conflict with respect to the responsibilities. The government sometimes merges the General Antiquities Association with the General Board of Tourism and sometimes separates them. This is the source of confusion in the functions and of conflict in responsibilities" (GMT- L).

Officials mentioned centralization as another barrier related to the government that hinders tourism development. Centralization is always linked to inefficient distribution of development budgets in the country's regions. Also, it is linked to ongoing delays in the implementation of development plans due to the long administration distances, especially given the weak information and administration systems. An example from the interviews is illustrated below:

> *"Centralization deprives municipalities and government departments in various provinces of powers"* (RMT-LGM).

Also, some of the experts, officials and international tourists mentioned that there is a lack of information systems to help tourists when they arrive in Libya and LGM. Evidence from bloggers is shown below:

> *'Very few people could speak English, and all signs, including road signs, were only written in Arabic'* (Ken 2010 – blogger) (see website references No: 32).

The results from international and domestic tourists as well as local experts identified another factor that hinders tourism development in LGM. There is a recognised weakness in the information services and tourist guides. The majority of international tourists mentioned that there is no information system to help tourists to get information about tourism in Libya and LGM before coming (see Table 6.7); this shows that few visitors were able to get information about LGM from websites or exhibitions.

Table 6.7: Sources of Information that the Tourists Used to Plan their Trip

		Frequency	Valid Percent	Cumulative Percent
Valid	Travel agencies	136	68.0	68.0
	Recommended by friends/relatives	13	6.5	74.5
	Previous experience	34	17.0	91.5
	Website	4	2.0	93.5
	Newspapers/Travel magazines	11	5.5	99.0
	Exhibition	2	1.0	100.0
	Total	200	100.0	

Examples from interviewees and bloggers are illustrated below:

"Also there is a lack of information about tourism in Libya and in LGM" (Ex. Ec2).

'We scheduled this trip with Libya Travel & Tours and man did they come through in a big way. Because so little is known about tourism in Libya, finding a well-connected and professional travel agency there is a must. I highly recommend using this company for anything from hotel arrangements, daily excursions or any other travel needs in Libya'(Ken T - Limassol, Cyprus, blogger) (see websites references No: 33).

International tourists, local experts and officials indicated that there is a lack of a marketing system, especially in terms of advertisements about the LGM sites' characteristics. Much evidence can be found in the data analysis. An example from interviews is illustrated below:

"the government does not encourage tourists in foreign countries to come over to Libya, via holding exhibitions and spreading the appropriate propaganda" (Ex. T2).

Experts identified that as the research centres are so inadequate due to the lack of facilities and materials, there is a considerable lack of new excavations of archaeological sites in many areas in LGM; (resulting in 'unknown' or 'under-explored assets'). This is, in general, because of the lack of attention by the government to improving the research centres, as this brief example illustrates:

"There are no new excavations of archaeological sites" (Ex. Ec3).

Data from officials, experts and local tourism industry providers identified some issues relating to the lack of touristic workers and touristic institutes. Some of them attributed this lack to government neglect of tourism education.

6.3.3 Barriers in regard to Supporting Resources, Facilities, Infrastructure and Investment

Under this sub-theme the data analysis showed that there are several barriers related to lack of investment in supporting resources, facilities and infrastructure which contribute to hindering tourism development in LGM. The majority of stakeholders in all cohorts were agreed in regard to the lack of investment in infrastructure and facilities. In the following the researcher presents these barriers that were pulled out from analysis of the different views of stakeholders.

The results showed that there was a general agreement among the majority of stakeholders in the cohorts that there is a clear lack of infrastructure, facilities and supporting resources, which hinders tourism development in LGM. This lack cannot be solely attributed to the lack of governmental investment but also reflects the lack of local and international private investment, as was explained in discussion of barriers related to government. The data analysis identified a lack of investment, not just foreign investment but also local investment. An example from interviews is illustrated below:

> *"Local tourism businessmen do not develop their activities and establish new projects because they do not have loans to do that"* (RMT-LGM).

> *"As for the investment in LGM, it is still weak. We do not have big touristic facilities. I think it is necessary to give proper attention to this aspect"* (Ex. T2).

These barriers include the lack of public and private investment in airports, seaports, roads, transportation, hotels, resorts, night clubs, cinemas, public water closets (WC) telephonekiosks, automated teller machines (ATM) and other services.

Much evidence can be found from the data analysis, for example, scrutiny of the tourist data identified that: 162 of international tourists and 173 of domestic tourists mentioned that the main obstacles facing them during their tours in LGM were poor tourism superstructure and services. There is also a lack of high class or five-star hotels, restaurants and recreational and entertainment centres (such as cinemas, night clubs, etc…). In addition, there is a lack of the basic services that tourists require (such public WCs, telephone kiosks, ATMs, etc…), lack of proper transportation, lack of tourist information services. Also from the bloggers' views, it seems that the lack of related services and infrastructure is one of the major barriers hinder developing tourism in LGM. Evidence from a blogger is shown below:

> *"On our first visit we had a room on the third floor right next to the lift. The lift is so tiny that we stuck our bag in with some other*

guests and then ran up the stairs to meet it in order to save time waiting for the lift to deliver people two or three at a time to their rooms. I was a bit nervous as I'm the type of person who hears every beep of the lift all night long so I stuck my husband in the bed nearest the door. Yes, there's nothing very romantic about Libyan hotels and it was twin beds all the way. The room was a bit small, a bit gloomy and decorated in such an over-the-top shiny, sparkly way that I feared an attack of static each time I sat on the bedspread" (koshkha 2010 – blogger) (see websites references No: 34).

According to the results, 43 of the international tourists and 27 of the domestic tourists said that they would not come back to visit LGM, and most of the reasons provided to justify such a decision were around poor recreation centres and lack of tourism facilities and services. Also, the interviews produced much evidence that lack of investment in tourism services and infrastructure can hinder tourism developemnt. An example from the views of local experts is illustrated below:

> *"There is no real international investment, no five-star hotels and no good facilities that encourage tourism. Tourists desperately need such facilities and tourism will not succeed if these facilities are not given proper attention"* (Ex. Ec1).

The results showed that there is a lack of tourism facilities in relation to recreational and entertainment centres such as parks, cinemas, night clubs, etc. An example from the interviews is shown below:

> *"There are no recreational and entertainment centres such as cinemas, night clubs and others for tourists in the region"* (Ex. Ec1).

The results also identified a lack of appropriate accommodation such as five star hotels. For example:

> *"One should not forget that we lack tourism resorts and 5 star hotels. As my colleague pointed out there are not sufficient resorts for domestic tourists"* (Ex. Ec3).

The data analysis also identified deficiencies in the transportation system in the region; for example, the region's airport lacks many of the basic necessities, and as it is very small it cannot handle large numbers of passengers. In addition, the airport only runs local flights. Also there is an obvious lack of public transportation services in that most of the villages and cities in LGM are dependent on private mini buses for transportation links. Evidence from primary data and from bloggers is described below:

> *"There is a lack of the appropriate infrastructure related to the tourism sector in the province, such as airports and harbours, since the local airport does not accommodate a large number of tourists*" (Ex. T2).

> *"And finally delays – we spent 8 hours at Tripoli airport thanks to Buraq Air. No explanations, no apologies, and no idea what was happening. After 3 hours and two cancellations they put us on a plane. Then they took us off again. Eventually they put us on another plane. What a total and utter waste of a day of my precious holiday"* (Koshkha, 2010 – blogger) (see websites references No: 35).

Some international tourists mentioned that there are no shops selling equipment for tourists, such as bicycles, fishing and scuba diving equipment, camping equipment and other tourist goods.

The results also showed that public services such as postal services, public telephones, ATMs and public WCs are completely unavailable in the tourist sites in LGM. An illustration is given below:

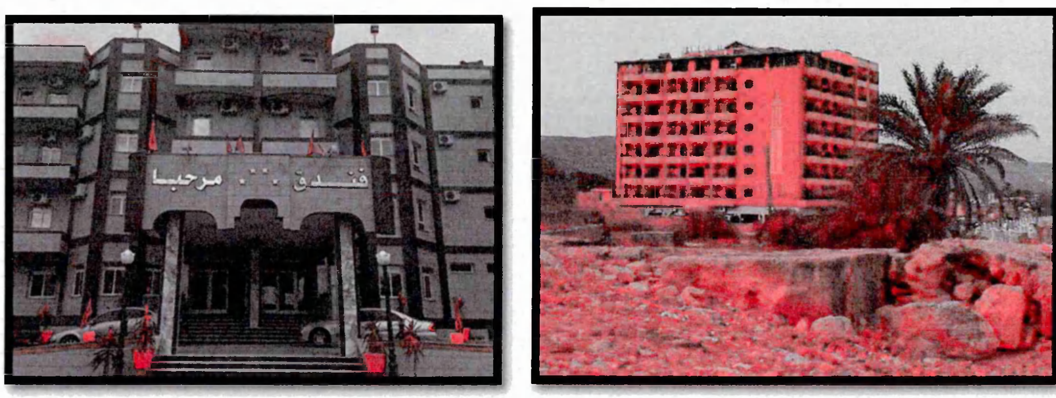
> *"One of the main barriers is that there are no public services such as post boxes or public W.C.s, telephone kiosks or facilities for tourists in touristic sites"* (Ex. Ec3).

Evidence was also identified from photographs confirming the significant lack of related infrastructure and supporting resources in LGM. For example, Figure 6.6 shows that LGM's airport is small, outdated, and needs considerable attention to make it suitable to handle huge numbers of passengers. Also Figure 6.7 shows that the best hotels in LGM are 4-star hotels as there are no 5-star hotels. From these photographs it can be concluded that supporting resources and facilities in LGM are weak.

Figure 6.6: Libya's Green Mountain Airport

Source: The researcher's photographs

Figure 6.7: The Two best Hotels in Libya's Green Mountain (4-Star)



Source: The researcher's photographs

In conclusion, key findings were identified by stakeholders in regard to the barriers that hinder tourism development; while the stakeholders were of a consensus about a number of barriers to tourism development in LGM, some cohorts of stakeholders had their own particular views on such barriers. These barriersare as follows:

1- Barriers in regard to local residents:

There is a lack of awareness among local people of the importance and the touristic value of the natural and cultural resources and the importance of tourism for them and for the region and the country. The lack of awareness could lead to various problems, such as sabotage of these resources by the local residents, whether on purpose or not. Some of the local people oppose development; thus, ignoring their views in the tourism development planning process can impede the implementation of tourism development.

2- Barriers in regard to the government:

There is a lack of governmental encouragement of tourism development in LGM; the government neglects natural and cultural resources and demonstrates a lack of awareness of the importance of tourism. There is a lack of maintenance of resources, which is due to the government's lack of awareness of their touristic value. In addition, there is instability of governmental administrations and low priority is given by the Libyan government to encouragement of foreign investment in tourism sector in LGM. Furthermore, there are complicated governmental procedures and regulations such as visa regulations, restrictions on the movement of tourists and also restrictions on international investors. Centralization is another of the main problems that hinder the development of tourism in regions distant from the capital city; and overall there is a lack of clear vision in tourism planning.

3- Barriers in regard to supporting resources, facilities, infrastructure and investment: There is a lack of tourism facilities, including a lack of appropriate accommodation such as 5-star hotels and resorts, absence of public services such as public W.C.s and insufficient transportation infrastructure, including roads, airports, and public transportation. There is a lack of touristic services in relation to recreational and entertainment centres such as parks, cinemas, night clubs, etc. and a lack of infrastructure.

6.4 Conclusion

The chapter presented results from analysis of primary data with support from the researcher's photographs and secondary data (bloggers and reviewers), to determine the drivers of and barriers to tourism development for highlighting the main elements that should be considered and involved in achieving eco-cultural tourism development.

Regarding the drivers of tourism development, the study found that whilst there are drivers that motivate tourism development, there are also barriers that hinder tourism development in LGM. The key drivers of tourism development in LGM were identified from the different views of stakeholders; among the majority of stakeholders in the cohorts there was consensus on some of these drivers, while some cohorts of stakeholders had different views about others. However, these key drivers include good location, attractions of other regions, moderate climate, cultural links, low cost and safety and the high national income. These factors can contribute to developing the tourism sector in general and specifically eco-cultural tourism in the region of LGM. Therefore, within a frame of eco-cultural tourism development, such drivers should be taken into consideration.

Regarding barriers to tourism development in LGM the study concluded that such barriers do exist. The main impediments facing tourism development in LGM are barriers related to local residents, mainly due to lack of awareness of the importance of tourism development and also related to their acts in terms of their opposition to tourism. The main barriers relating to the government include lack of interest on the part of the Libyan government in developing tourism, the complex procedures and regulations imposed on tourists and investors, neglect of natural and cultural resources as well as neglect of infrastructure and substructure. These barriers relate to lack of supporting resources, facilities, infrastructure and investment. Therefore, within the scope of eco-cultural tourism development in LGM, such barriers need to be addressed in order to achieve eco-cultural tourism development.

Chapter 7: Discussion

7.1 Introduction

This chapter reflects on the main findings of the research in terms of its contributions to the key issues of the case study and those emerging from the literature review in regard to potential for eco-cultural tourism development and the drivers of and barriers to tourism development in achieving eco-cultural tourism development.

The aim of this chapter is to discuss the key findings according to the key themes of the study. These themes, basically, arose from the study framework, research objectives and questions. The major findings will be discussed in light of the literature review arguments and the scoping study of the case study area of LGM. The findings will also be discussed in light of the researcher's experience as a resident of LGM, as a member of staff at Omar Al-Mokhtar University and as a Director General of the Public Corporation of Parks, Gardens and Tourist Affairs in LGM. In the following sections, the researcher will discuss the results of the data analysis (in Chapter 5 and 6), bearing in mind the discussion in the literature review (in Chapter 2) and scoping study for the case study area (Chapter 4).

7.2 Discussion of the Findings in regard to the Potential of Eco-Cultural Tourism Development in LGM

7.2.1 Discussion of the Findings in regard to Identification of Natural, Cultural and Eco-Cultural Resources in LGM

Referring to the study framework, for developing eco-cultural tourism, the first step is to identify the potential for eco-cultural tourism. In order to achieve such potential, it is important first to determine the eco-cultural resources in the area.

Availability of natural, cultural and eco-cultural resources is the backbone of the tourism industry. For developing eco-cultural tourism in LGM (an area that is not fully discovered) it was important for the researcher to begin by identifying the natural, cultural and, hence, eco-cultural resources.

Analysing the primary data in regard to the availability of natural, cultural and eco-cultural resources in LGM, the majority of stakeholders in all cohorts (internal and external stakeholders) confirmed that LGM has natural, cultural and eco-cultural resources (see Section 5.2 in Chapter 5). These natural resources include mountains, valleys, forests, hills, seaside, vegetation and desert. Cultural traditions resources include traditional handcrafts, traditional food, traditional costumes and folklore. Cultural heritage resources include the built-heritage, built hundreds or thousands of years ago, and monuments left by ancient nations. Eco-cultural resources are a combination of natural and cultural resources, in other words, cultural resources in natural areas (landscape). These results are supported by the scoping study of the case study area of LGM via many authors, governmental and non-governmental reports (see for example Hallak (1989); Ibrahim, 2001; Omar Al-mokhtar University and the South Green Mountain Project, 2005; GPC-LGM, 2005; GBTTI, 2005; Al-Qadh, 2006; Abdugalil, 2008; GBTTI, 2008; Muhammad, 2009; UNESCO, 2011; Wald, 2012; Rotherham, 2013 and others) (see Section 4.2, 4.3, 4.4 and 4.5 in Chapter 4).

These results are documented by the literature review (see for instance Smith, 2003; Gunce 2003; Farrell and Runyan 1991; Priskin, 1999; 2001; Priskin, 2001; Abdugalil 2008; Awad 2008; WTO 1999), which identified natural resources as including forests, valleys, seas, deserts, desirable climate, mountains, hills, etc…,. A variety of authors (see, for example, UNESCO, 2002; WTO, 1999; Ibrahim, 2001; McKercher *et al.,* 2005; Picard and Robinson, 2006; Twati, 2006; Moli, 2011; Gunn, 1994 Nuryanti, 1996; Swarbrooke, 1993) defined cultural resources as including the performing arts, culinary arts, visual arts and crafts, traditional medicine, folklore songs and dances, traditional handcrafts, traditional games, religious/ethnic festivals, ethnic food/drinks, museums and cultural centres, historic/heritage sites, interpretive centres, ancient towns or cities, ancient buildings, fortresses and castles, and others. As for eco-cultural resources, many authors (see for example Jude *et al.*, 2006; Wallace and Russell, 2004; Sinha, 1998; Rotherham, 2013) have defined eco-cultural resources as combining natural and cultural resources of a landscape that occur within the same site.

The primary data and scoping study of the case study area confirm beyond doubt that LGM is a rich destination in terms of eco-cultural resources, given that these resources are a combination of natural and cultural resources, in other words, cultural resources in natural areas (landscape). Thus, this point is beyond debate; however, despite this finding, the debate on this point (identification of natural, cultural and eco-cultural resources) can raise important issues in relation to people's views of such resources. In terms of tourism development and stakeholders' perceptions, it is not enough to argue that the existence of natural and cultural resources is the key element that creates potential for tourism, rather it is more important to consider how the internal stakeholders (local community) and external stakeholder (tourists) view and perceive such resources, and to what extent they understand the resources' value and significance. This can affect their attitude towards accepting or opposing the exploitation of natural, cultural and eco-cultural resources for tourism.

In conclusion, for developing eco-cultural tourism, we need to identify the potential for eco-cultural tourism. To achieve this, it is important firstly to determine eco-cultural resources in the area. Second, it is important to clarify the values and perceptions of such resources in terms of 'capital' and 'criticality'. The second point will be discussed in the next sections.

7.2.2 Discussion of the Findings in regard to Assessment of Natural, Cultural and, hence, Eco-Cultural Resources (in terms of Tourism Capital and Criticality)

7.2.2.1 Discussion of the Findings in terms of Tourism Capital

As mentioned in Chapter 5 - Section 5.3, the majority of stakeholders' perceptions (internal and external stakeholders) reflected general consensus that natural, cultural and, hence, eco-cultural resources in LGM have recreational, esthetical, cultural, moral, religious, historical, social, educational, environmental and economic value and significance; in other words, such resources have touristic value based on their recreational, esthetical, cultural, moral, religious, historical, social, educational, environmental and economic value. Tourists visit natural sites to enjoy nature, to engage in activities and sports, to enjoy food and drink, to breathe fresh air, to watch birds and wild animals, to hunt fish, wild animals and birds and to relax, to enjoy the beauty of nature, among other reasons. Also, tourists visit cultural sites to discover new cultures, to enjoy the history, to remember their forefathers, to engage in religious activities, to learn from other cultures, to enjoy traditional folklore, to enjoy and buy traditional handicrafts, among other reasons. On the other hand such resources have commoditisation value; in other words, economic benefits can be obtained from exploiting such sites for tourism). Such resources bring economic benefits through their exploitation for tourism activities. Therefore, natural, cultural and, hence, eco-cultural resources are considered NTC, CTC and hence are ECTC in terms of touristic value and commoditisation value.

From the discussion above, ECTC in LGM are eco-cultural resources that attract tourists to see or use such resources for many reasons, such as recreational, historical and cultural reasons. Also, tourists will pay to see or use resources such as Cyrene and Appolonia.

The literature review emphasised that resources that are essential for tourism have touristic and commoditisation value. Several authors emphasised the fact that natural, cultural and eco-cultural tourism are forms of tourism that rely directly on the availability of cultural and natural resources in touristic destinations such as forests, valleys, seas, deserts, desirable climate, historical and heritage sites, folklore, local culture, etc., that attract tourists to visit them and engage in various activities and sports. Such resources attract tourists because they have aesthetic, cultural, historical, moral, recreational, religious, scientific, social and economic significance. Also people pay to visit and enjoy them. The findings on this point are supported by the assessment of natural, cultural and eco-cultural resources in the scoping study (see Section 4.6 - assessment of the assets in LGM). Therefore, such resources have touristic value in terms of recreational, cultural, historical, religious and other value. Ideationally, such resources have potential commoditisation value (economic benefits can be obtained from exploiting such sites for tourism). Thus such resources are considered natural, cultural and eco-cultural tourism capital in LGM because they have touristic value and commoditisation value.

The literature review supported the primary findings and the scoping study. Many authors mentioned that resources are the bedrock of the tourism industry. Porter and Yergin, (2006); Nuryanti (1996); Swarbrooke (1993) identified that natural and cultural resources have touristic value due to the fact that they attract tourists to visit or see them. UNESCO (2008) and Weaver and Lawton (2006) stated that there are many holy sites and much built heritage around the world that are targeted by tourists for their religious and spiritual value, such as Mecca and the Church of the Resurrection in Bethlehem. Nam and Son (2002) stated that natural resources have recreational and entertainment value. Pomfret (2011) and WTO (2013) argued that natural resources have health and sporting value because many activities and sports are related to nature, such as mountain climbing. Loulanski (2006) and Lowenthal (1998) claimed that heritage embraces magnificent natural, indigenous and historic landscapes, wildlife, historical elements, cultural elements and human values. All these elements help to shape regional, national and global identity. Thus, natural and cultural resources have social value. Torre and Mason (2002) reported that aesthetic values are considered as the most comprehensive and balanced typology of natural and cultural resources. Meanwhile, the United Nations

Environment Programme UNEP referred to the environmental value of natural resources, such as providing oxygen and reducing carbon dioxide. Also, in terms of economic value, tourism can generate much wealth for local communities and governments through such as providing jobs for local residents and diversity to the local economy. The economic value comes from exploiting the resources (such as natural and cultural resources) for touristic purposes (Bier *et al.*, 2010; Wergin, 2012; WTO, 2013). From the discussion above, it can be concluded that natural, cultural and, hence, eco-cultural resources have considerable value, including aesthetic, recreational, historical, cultural, environmental, religious, social and economic value.

Referring to the study framework, political-economic, environmental, and social environments impact on and influence values and perceptions of NC, CC and, hence, the notion of ECTC. These political-economic, social, and environmental factors will help to provide a better understanding of the processes of 'capital' valuation. For example, those internal stakeholders respondents in favour of tourism development recognised the potential benefits in economic terms (*'providing jobs for local people', 'increasing local residents' income', 'increasing national income and government returns', 'developing infrastructure and superstructure and 'improving the services', 'activating national and international business and investment'*), and resource management (*'maintenance of historical relics and national resources', 'preserving the environment'*). These provide clues as to the valuation techniques or criteria applied and the way in which economic, social, and environmental factors impact on stakeholders' valuation and perceptions of capital. Thus, 'tourism capital' is the resources that have touristic value (attract tourists to see or use the resources) and have commoditisation value. In other words, economic benefits accrue from exploitation of such resources for tourism.

7.2.2.2 Discussion of the Findings in terms of Critical Tourism Capital

Regarding 'Critical Capital', in this study this term refers to the importance and degree to threat which this capital is perceived to be unique/distinctive to the destination area; non-substitutable/non-renewable; and entailing a need for enhanced protection/ management vis-à-vis other resources and capital, based on importance and degree of threat. The primary data showed that natural, cultural and eco-cultural resources in LGM (defined in the previous sections as capital) were identified as having historical, religious, cultural, environmental and other value. Therefore, such resources were considered important by stakeholders and also considered unique. The majority of stakeholders mentioned that some natural resources, cultural traditions and built-heritage resources in LGM are unique because they cannot be found anywhere else and cannot be rebuilt in a similar way and condition; examples include Cyrene (UNESCO world site) and the church of Saint Marcus. Also they mentioned that such built-heritage resources were built hundreds or thousands of years ago and are part of their ancient history and culture. Next, natural resources are not man-made andtherefore such capital is considered non-substitutable, non-renewable, non-replaceable and unique. In this sense, the research considers such resources as 'critical capital'.

There are many examples from the raw data mention to confirm that LGM's natural and cultural resources are important, unique and non-substitutable: *"the natural resources are available in nature, some of them have existed for millions of years and they are created by God"* (Ex.Ec1). *"the caves, the ancient buildings and all the archaeological ruins are all resources that if lost could not be replaced and we cannot substitute them"* (Ex.S1). *"heritage cities are all ancient; they were built by man a long time ago. Their value resides in the fact that they are ancient sites. The best examples are Cyrene remains, Qusr Libya ruins and Apollonia as well as all the castles, Islamic and Turkish mosques and the Italian buildings"* (Ex.T1). From the examples above it can be recognised that NC, CC and, hence, ECTC can be defined as CNC, CCC and, hencee, CECTC:

The above results in regard to 'critical capita' are supported by the assessment of natural, cultural and eco-cultural resources in the scoping study (see Section 4.6 - assessment of the assets in LGM). The scoping study showed that all the cultural heritage and cultural traditions resources are unique and non-tradable/non-replaceable. Additionally, some natural resources, such as natural forests, valleys and caves, are also unique and non-tradable/non-replaceable. Therefore, such resources are 'critical capital' and there is a need for enhanced protection/management vis-à-vis other resources and capital.

The literature review supported the primary findings and the scoping study. Many authors defined CNC as a natural environment that performs important and irreplaceable functions (Chiesura and De Groot, 2003; Gillespie and Shepherd, 1995). De Groot *et al.* (2003) present two main criteria for determining the criticality of NC: importance and degree of threat (in relation to 'survival'), based on quantity and quality of resources in a given region. Perk *et al.* (2000) stated that CNC consists of assets that are irreplaceable and cannot be substituted by anything else. Constanza and Daly (1992) add a cultural element to the discussion of the criticality of natural resources, arguing that irreplaceable cultural artefacts should be considered alongside ecological life support systems. Owens (1994) offers a typology of capital-based on the ideas of Bateman (1991). Natural capital that is not substitutable by any other form of capital is called CNC and its preservation must be given the highest priority (Perk *et al.,* 2000). Here, CNC is presented as a subset or aspect of NC, the distinction being that CNC is non-substitutable (strong sustainability).

From the discussion above, it can be recognised that there is a relationship between sustainability and critical capital. De Groot *et al.* (2003) suggest that if resource management is to achieve sustainability then resources must be audited in terms of criticality.

In conclusion, from the primary and secondary data, it can be recognised that combinations of natural and cultural resources exist in LGM, which can be considered as eco-cultural sites. As discussed in the literature, in terms of moving forwards towards developing eco-cultural tourism it is important to evaluate the natural and cultural resources in order to determine eco-cultural tourism development potential. According to the framework, identification of 'critical eco-cultural tourism capital' and the implications for the case of LGM would provide a vision for eco-cultural tourism development potential.

The researcher concludes that the review of the results of assessment of the resources through the scoping study and analysis of the primary data provide the understanding necessary to define the potential for eco-cultural tourism development in LGM. First, the cultural features, archaeological and historical sites are set in a landscape (with natural features. Second, when these natural and cultural features and sites have 'capital' value in terms of attracting tourists to see or use them, tourists will pay to see or use them (ECTC), therefore these sites can be developed for eco-cultural tourism development. Third, these natural and cultural features and sites are CECTC in terms of importance for stakeholders, are unique and non-substitutable, and therefore require protection.

As mentioned before, ECTC refers to eco-cultural resources that are perceived to have touristic value and potential commoditisation value. CECTC occurs when capital is perceived to be important, also non-tradable/non-replaceable and 'unique'. CECTC indicates eco-cultural tourism development potential. Therefore, CECTC represents eco-cultural resources that can be developed and conserved in achieving a balance between development and conservation because CECTC is (strong sustainability). These resources demand careful consideration as well as to be managed and developed in a sustainable manner.

From the above discussion it can be recognised that potential for eco-cultural tourism development has two characteristics, first: capital value or 'tourism capital', second: criticality. Thus, such potential needs to be developed and, at the same time, protected. Therefore, eco-cultural tourism development includes both development and protection, and consequently, sustainable development. Identification and evaluation of ECTC and CECTC are helpful to practitioners of tourism in destinations where natural and cultural resources are combined, as in LGM, in that they allow for a clearer focus in achieving sustainable development. Thus, identification of ETC and CETC allows for resources to be carefully focused and a sustainable approach to resource management can be achieved.

7.3 Discussion of the Findings in regard to Drivers of Tourism Development in LGM

Referring again to the study framework, for developing eco-cultural tourism, the first step is to identify the potential for eco-cultural tourism (as discussed in the previous sections). The second step is to determine the drivers of and barriers to tourism development (to be discussed in the following sections), to identify the main elements that should be considered and involved in achieving eco-cultural tourism in LGM.

In terms of the drivers of tourism development, the discussion in the literature review identified a number of factors that contribute to the growth and improvement of tourism by acting as drivers. Weaver and Lawton (2006) called these factors 'pull factors'. Therefore, drivers are seen as the factors that contribute to developing any kind of tourism. The literature review discussed many drivers of tourism development, based on examples from tourist destinations, and it identified several drivers. Numerous case studies have highlighted the importance of such drivers to achieving successful tourism development.

Examples for drivers of tourism development emerging from the literature review include: location of the destination, climate, destination accessibility and strong local industries. Other drivers include government policies to encourage tourism and sound planning for tourism development, and the availability of supporting resources and facilities (such as accommodation, transportation services, infrastructure, facilitating resources). Additional factors include: low prices, skilled human resources, cultural links, safety, and diversity of local culture (Porter and Yergin, 2006; Weaver and Lawton, 2006; Burns and Holden, 1995; Darrow, 1995; Fennell and Eagles, 1990; Unwin, 1996; Harriott, 2009; Hu and Ritchie, 1992; Prideaux, 2000; Jago, 2013; Swinscoe, 2000; Ritchie and Crouch, 2003). Many of these drivers have been identified in the case of LGM.

Drivers of tourism development vary from one destination to another; in one destination a factor can be considered a driver of tourism development due to its positive contribution to tourism development, whereas in a destination where it is lacking its absence is considered an obstacle. For example, infrastructure is considered a driver because it enhances the quality of the tourists' visits by meeting their needs. On the other hand, undeveloped infrastructure is considered an obstacle because it does not meet the tourists' needs.

According to this theme (drivers of tourism development in LGM) the study found several drivers that encourage tourism development in LGM. Its is important to highlight that these key drivers have been identified from stakeholders' views and perceptions. Some of these drivers gained a general consensus among all the cohorts of stakeholders. For example, all cohorts of stakeholders were agreed that good location, moderate climate, low cost and safety provide strong potential for developing tourism in LGM. On the other hand, some cohorts of stakeholders added other drivers, such as high national income of Libya. These drivers will now be discussed in more detail.

The study identified location of LGM as one of the key drivers for tourism development in LGM; it was confirmed that LGM has a good touristic location on the Mediterranean Sea, which makes the region very attractive to many tourists, especially European tourists. In fact, the majority of stakeholders in all cohorts mentioned this factor, in particular international tourists. This may be because Libya is near to Europe and travel from Europe to Libya is cheaper than to other destinations. Khalifa (2010) referred to the relatively low price of air tickets from England to Libya; whilst GMT-L provided further detail on the same point by stating that the cost of an air ticket from England to Libya is between £200 and £250, whereas the air ticket from England to Jordan costs between £350 and £450.

A similar point is made by Weaver and Lawton (2006: 97), who stated that the number of visitors from origin region to destination region will decrease as distance increases between origin region and destination region.

GPC-LGM (2005) reported that the location of LGM is considered one of the factors that could encourage international tourism development in the region because it is by the Mediterranean Sea and hence close to the major tourism market of Europe. Also, the region is located between two regions (Benghazi and Tobruk) that could encourage development of domestic tourism in LGM.

The study also found that culture links are one of the factors that encourage tourists to visit LGM. Many international tourists stated that they visit Libya and LGM not only because of their proximity but also because the built-heritage in Libya and LGM is part of their culture and their history. Also, some Arabic tourists stated that they visit Libya because it is an Arabic and Muslim country. Therefore, this factor is considered a driver for developing tourism in the region.

This finding was emphasised by Weaver and Lawton (2006), who mentioned cultural links as one of the factors that encourage tourists to visit a destination. Therefore, practitioners and decision makers in Libya and LGM should consider this factor for developing tourism in LGM through focusing both on European tourists (especially Italians) and Arabic and Muslim tourists.

This study identified moderate weather and climate as another feature of LGM that is a key driver for encouraging tourism development in the region, a finding supported by Becken (2010), Hu and Ritchie (1992) and Kozak *et al.* (2008). In some cases climate can be a main tourism resource, for example, in the case of beach destinations.

This finding is documented by Awad (2009), who emphasised that the weather in LGM is fair in the summer and spring, and although it is somewhat cooler in winter and autumn, the temperature rarely falls below zero degrees. This is in line with the findings of various governmental reports (see for example GPC-LGM, 2005; GBTTI, 2009) stating that the weather in LGM is the best in Libya in regard to tourism activities.

Another driver that emerged from the data analysis and which was also identified in the literature relates to the acceptability of prices of accommodation, transportation and food. This is considered a positive factor that contributes to the development of tourism through encouraging low income tourists who can enjoy a stay in LGM on a low budget.

This finding is reinforced by Forsyth and Dwyer's (2009) statement that when tourists are choosing a destination, they consider prices (cost of living) in the destination relative to the cost of living in the country of origin and substitute destinations. Sharpley (2006) also mentioned that accommodation is the largest and most important sector in the tourism industry because most tourists spend a considerable time in their accommodation and a high proportion of the cost of the trip is related to the cost of accommodation.

Peace, stability and safety are considered as key drivers in encouraging tourists to choose a tourist destination. The study identified Libya in general and specifically LGM as safe places to visit. None of the participants mentioned any crimes against tourists or signs of terrorism. GMT-L stated that Libya is a stable country. Many international tourists prefer to come to Libya because it is safe and there are none of the terrorist problems that are found in other destinations. Tourism reports in LGM (2009) and GBTTI (2009) did not record any incidents of attacks on tourists in 2008. Therefore, peace, stability and safety could encourage tourists to choose Libya for their holiday.

This conclusion is supported by Teye (1986) and Weaver and Lawton (2006) Jones (2010) and Pizam *et al.* (1997), who confirmed that peace, stability and safety are the most important factors affecting the tourism industry in any destination. Safety and security are the first requirements for tourists in choosing their holiday destination. This can be linked to various factors, such as political stability, harassment by local people, crimes against tourists, road accidents, lack of hygiene measures, disease and lack of health services

In fact, before the recent war that broke out in February 2011, Libya politically was stable and very safe for tourists due to the strong security grip of the Gaddafi regime, although in some instances concerns were expressed about security and harassment of tourists. Tourists' perspectives on the strong dictatorship and the radical socialistic image of Libya's regime would very likely have been influenced by the negative western media during the recent decades of conflict between Libya's regime and western countries.

A very important key driver has emerged from the case study, namely the attractiveness of other regions in Libya. In Libya, there are other attractions spread across many destinations that encourage tourists to visit them and also visit LGM as one of the Libyan attractions.

According to UNESCO (2011), Jones (2010), and Khalifa (2010), Libya is rich in tourism resources. There are five World Heritage sites in Libya; they comprise the Roman cities of Sabratha and Leptis Magna in the West of Libya, the Rock-Art Sites of Tadrart Acacus and the Old Town of Ghadamès in the South of Libya, together with the Greek ruins of

Cyrene in LGM. Also, there are relics from the Second World War in Tubroq province in the East of LGM. These assets are quite widely spread over the country, providing opportunities to spread tourism development over a wide area.

Some international tourists mentioned that they did not particularly come to LGM, but visited as part of a touristic package. Some other tourists said that they came to visit other places in Libya, such as the Great Desert, Leptis Magna, Sebrata and Ghadams. They discovered LGM along their way and many of them expressed high appreciation of the site's valuable natural and cultural touristic resources. This means that other attractive regions (that are near to the destination) can be considered as drivers for tourism development in this destination. This conclusion is supported by Otman and Karlberg's (2007) finding that the diverse attractions across the regions of Libya encourage tourism in all regions. Also Porter and Yergin (2006) state that the Libyan tourism cluster could consider developing other offerings to leverage Libya's other assets, such as the 2,000 km of Mediterranean coastline or the desert, to attract other types of tourists to Libya.

Based on the above discussion, drivers exist in LGM that could develop many kinds of tourism in the region. These factors affect tourism development in LGM positively and could contribute to developing eco-cultural tourism in the region.

Referring once more to the study framework, tourism practitioners, decision makers and planners in Libya and LGM should consider and take advantage of these positive factors for developing eco-cultural tourism in LGM. For example, they should exploit these factors in publicity and advertisement campaigns to promote tourism in LGM. Also, they should focus more on European tourists, especially Italian tourists, because of Libya's proximity to Europe and the links between European culture and Libyan culture. Next, they should focus not only on European tourists but also Arab tourists because Libya is an Arabic and Muslim country, moreover the cost of living is low.

7.4 Discussion of the Findings in regard to Barriers to Tourism Development in LGM

The literature review discussion identified a number of barriers to tourism development. These barriers are in general related to the destination's economy, assets, local communities, visitors, and other factors. Also they relate to the negative impact of tourism. A variety of authors (see, for example, Jenkins (1981), Naama *et al.* (2008), Abuharris (2005), Khalifa (2010), Tosun and Jenkins (1998), Adeleke (2008) have identified various barriers to tourism development, such as lack of clear policies, insufficient marketing strategies, and lack of recreational activities, museums and theatres. There are also weak links and cooperation between the tourism sectors and other sectors (such as craft industry, agriculture and public services sector). Additional barriers include the fluctuations in the prices of goods during the different seasons in the tourism sites, lack of economic and technical studies in planning and implementation of tourism projects, whilst there is also a lack of qualified and experienced tourism employees to manage the tourism sites. Meanwhile, the negative role of the government, absence of the basic infrastructure needed to permit tourism development, lack of financial support and investment encouragement, over-centralization of decision-making, and difficulties in implementation create other barriers.

Although the literature review discussed these barriers in a general context, this study groups the barriers identified from data analysis into three groups: 1) barriers relating to local residents; 2) barriers relating to the government; 3) barriers relating to infrastructure, facilities, supporting resources and investment; however, it is possible to discuss them in the light of previous studies presented in the literature review, and the researcher's opinion. These barriers can hinder any kind of tourism development in LGM, including eco-cultural tourism.

7.4.1 Barriers relating to Local Residents

The study identified a number of barriers relating to awareness among local residents of natural and cultural tourism resources and also of the significance of tourism development for them. These barriers are manifested in the neglect of natural and cultural resources by local residents (see Section 6.3.1 and photographs 6.1, 6.2 and 6.3), which is due to the lack of awareness among some of them of the value of natural and cultural tourism resources and of tourism development. This neglect is exemplified in activities such as throwing garbage away in touristic sites, destroying the relics of historical sites, cutting down trees, using protected areas and ancient cities that are surrounded by vegetation as pasture for sheep and goats. This also reflects the negative attitudes of some local residents toward touristic resources as potential sources of tourism development.

In fact, the majority of international and domestic tourists in this study emphasised that local people in LGM are friendly and hospitable to tourists. Evidence from Bloggers about this point is shown in the example below:

> *"There was no need to worry – the only comments we got were friendly greetings and people shouting out 'Welcome to Libya' although on the way back"* (Koshkha, 2010 - blogger) (see websites references No: 34).

Also, the majority of internal stakeholders in all cohorts stated that tourism can bring many benefits to local people, to LGM and for Libya in general. These benefits would encourage local residents to favour the development of tourism in LGM and to be friendly and hospitable to tourists. These benefits include economic, social and environmental benefits such as diversification of the national economy, job creation, increased foreign exchange earnings, and improvements in people's living standards. Despite the majority of internal stakeholders being in agreement with developing tourism in LGM, the study found that some local residents (13.5%) did not fully agree on this point (see Section 5.5.1) because they believed that tourism would cause negative impacts, whether to society or to the environment. These attitudes could strongly hinder any tourism development in the region. This finding is supported by researchers such as Poirier (1995), Waltz (1986), and Emragea (2011) who cite cultural, religious and social issues as among the main obstacles hindering development of tourism in communities which are conservative in culture and religion, such as many Islamic societies. For example, in the case of Afghanistan, Najimi (2011) argued that one of the main factors hindering tourism development is the belief of the local community that tourism can distort the religion and the culture of the nation. Some negatives were identified in the results as symptoms of distortion of conservative societal habits. Some of the local people who opposed development mentioned possible implications of tourism, such as drinking alcohol, wearing revealing clothing and eating pork, to justify their opposition to tourism development.

On the other hand, a very important related issue emerged in the case of LGM; these local people who not agree with tourism development in the region do not recognise the importance and value of natural, cultural and hence of the eco-cultural resources that are to be found in the area of LGM. This lack of appreciation of their importance and the value reflects a lack of awareness that is due to an absence of knowledge. This is to be expected in a country where the government and the related associations (national and international) play a weak role in terms of undertaking awareness programmes to define and clarify the value and importance of those resources, for example, programmes to explain that the relics have importance as part of our human heritage and are of historical and aesthetic as well as other value. On the other hand, it is possible to argue that those in the local community who do not recognise the value and significance of such resources are only reflecting the lack of awareness of the benefits that can be gained from such resources. This is due to the undeveloped nature of tourism in LGM, where local people do not receive any economic benefits from tourism. It is also possible to argue that the lack of experience of tourism activities, as a business, among locals means that they do not fully understand the economic benefits that can be gained from tourism.

Other problems related to local residents arose from conflict over land between the investors (whether public or private investors), who want to exploit the locals' lands for touristic activities and the locals (who own or use these lands for their living or business). This conflict may intensify if the locals begin to exercise violence toward investors, for example, by sabotaging machinery or destroying buildings, in opposition to what they consider to be an assault on their property. It is important to the government or private investors to achieve an agreement that satisfies the local residents before embarking on any action. This factor is considered important because it can contribute to stopping any touristic projects and thus can hinder any development process.

The researcher is of the opinion that there is a lack of recognition of the benefits that can be gained from exploiting such resources in tourism. In the researcher's opinion, it is possible to argue that in Libya, that was for more than 30 years closed to the world, the local community did not engage in tourism in its wider context. In other words, people do not recognise the wealth that they have because they do not benefit from it in their everyday life. The very limited tourism activity since the 1970s has not been sufficient to enable locals (residents and local governments) to understand the touristic value of natural and cultural resources. Also they have found it difficult to understand the economic benefits that can be gained from exploiting such resources for tourism. This lack of understanding is reflected in the widespread neglect and destruction of touristic sites.

Involvement of the local community is a significant element in terms of achieving tourism development in LGM. It is particularly important to involve local residents who are anti-development which is failing to pay the required attention to the tourism sector. Many studies cited in the literature review advocate the need for community involvement and outline community-based tourism development strategies (see, for example, Anderson, 1991; Murphy, 1988; Ioannides, 1995; Anderson, 1991), arguing that the local community might not always agree with tourism development. Failure to involve local communities in tourism development decisions along with inability of policymakers to form an integrated regional vision can be obstacles to achieving tourism development. Sinha (1998) stated that a key element to the success of eco-cultural tourism is local control over the planning, development and maintenance of these sites.

Hall and Richards (2003) argued that local communities can be part of the problem but can also provide potential solutions for sustainable tourism development. Dwyer (2001) asserts that the friendliness of the local population and attitudes towards tourists are important. Heat (2003) adds that the willingness of residents to provide assistance and information to visitors plays a positive role in destinations. Local communities' involvement and participation becomes essential in tourism development, particularly for emerging tourism destinations such as Libya (as cited in Khalifa, 2010: 4-37).

According to Davis and Softest (1995), as cited in Khalifa (2010), tourism projects that do not involve local communities in the preparation process are more likely to fail or will not have enough support, but if they are included and the framework protects their rights and respects their culture and interests, then the projects have a better chance of succeeding. Notably, locals may become unwelcoming to tourists, and can even become aggressive. Hence, friendliness among the local population in their attitudes towards tourists is important.

Local communities must participate in tourism decisions if their livelihood priorities are to be reflected in the way tourism is developed (Chok and Macbeth, 2007: 147). According to Zhao and Ritchie (2007), local communities can participate in the decision-making process; this can be achieved through involving local communities as members of public and tourism related decision making bodies.

In conclusion, many problems face tourism development in general in LGM, and in particular eco-cultural tourism, due to the fact that local residents are not involved in tourism development. Many authors, for example, Wallace and Russell (2004), have highlighted that the key element in the success of tourism development is participation of local community and local control over planning, development and maintenance of natural and cultural sites. Therefore, the local community should be involved in eco-cultural tourism development.

7.4.2 Barriers relating to the Government

The study identified a number of barriers relating to the Libyan government; these barriers can be summarised as neglect by the government of development of tourism in Libya and LGM. The government has ignored conservation and protection of touristic sites such as natural areas, cultural heritage and museums, ancient cites and relics...etc. This neglect by the government is also manifested in the lack of funding for tourism projects and the tourism sector as a whole.

The majority of stakeholders in all cohorts believe that the government does not have any real enthusiasm for tourism development in Libya and in LGM. This may be due to the availability of huge revenues from oil which relieve the government of any need to develop other income sources.

Conversely, some stakeholders (certain experts and officials) argued that Libya's high income can be considered a strong driver for tourism development in LGM as it provides Libya with the financial resources for developing tourism through the use of oil revenues to fund tourism projects and build related infrastructure. This is true, but the Libyan government has failed to take advantage of this factor as a driver for developing tourism, unlike countries such as Dubai.

Some officials also mentioned that there is no clear plan for developing tourism in Libya as despite the existence of a plan called (the long-term plan 2009-2025) this plan has not been implemented. As a result, there is a gap between announced plans and policies and their actual application. This point is important in terms of understanding the government's attitude towards development of the sector.

Neglect by the government can also be seen in the lack of attention to improvement of touristic services and infrastructure. This finding is supported by such researchers as Mathieson and Wall (1982). They argued that in developed countries the government usually provides the physical infrastructure necessary for tourism in terms of transportation, accommodation, recreation centres, and all the other facilities that are important prerequisites for the development of a touristic destination. However, Thompson *et al.* (1995) and Mathewson (2006) mentioned that in most of the developing countries national governments do not give much attention to improving infrastructure such as roads, airports, communications and other facilities, mainly due to managerial obstacles at the top and the widespread corruption. In this study it was clear that the government was not paying a lot of attention to improving the facilities and infrastructure needed for tourism development.

There is clear mismanagement of the tourism sector by the government. The study showed many specific problems related to Libyan government's management of tourism, such as lack of clear vision in planning for the sector, lack of administration stability, centralization, and weak information systems. On the other hand, government policies have not encouraged private sector involvement in running tourism projects; this has led to inadequacy of touristic services providers, and private accommodation and transportation businesses. Also tourism marketing is very weak, whilst there is also a clear lack of tourism research centres that could contribute to improving the sector. These problems affect the government's capacity to play a positive role in developing tourism.

The literature discusses some of the issues related to tourism sector management; for example, Naama *et al.* (2008) argued that the government in Libya lacks clear objectives for the different aspects of tourism and the lack of clear policy and planning is one of the major barriers hindering the development of tourism. Bizan (2009) stated that marketing of tourism products in many developing countries is very poor due to the lack of expertise, lack of funds, as well as inadequate distribution systems that are unfit for purpose. Abuharris (2005) identified over-centralization as a factor that hinders the success of tourism development in developing countries. In addition, the public institutions have failed to achieve their intended social and economic goals due to large scale corruption, itself resulting from a lack of transparency and accountability mechanisms in the unstable administrative systems (Otman and Karlberg, 2007).

One of the main problems hampering tourism development in Libya relates to the top decision makers (Gaddafi and his family). According to Porter and Yergin (2006: 1) 'the focus of Libya's top leadership has been on securing the country, in which it has been successful, and not so much on creating a positive business environment, which must be the next priority'. Pargeter (2010: 17) reported that the dominance of Gaddafi in the country's political and economic life has meant that Libya has always struggled to build effective institutions outside of the security sphere and that policy-making has always been arbitrary and subject to whim. The result of these oscillating policies was an increase in corruption and lack of trust in systems, in part due to the absence of transparency. This has further consolidated the country's position at the bottom of the international Transparency and Corruption Index, with Libya ranked in 2010 at 146 out of

178 countries, and its Corruption Perception Index ranking continuously declined between 2008 and 2010. This situation has adversely affected the confidence of investors and hampered the development of tourism along with many other sectors.

The tourism sector has been much affected by the negative image of the Libyan government as a terrorist regime. This is due to Libya's likely responsibility for several terrorist attacks, such as the bombing of Berlin's La Belle discotheque in April 1986, Pan Am Flight 103 at Lockerbie in December 1988, and UTA Flight 772 over Niger in Africa in September 1989 (Jentleson and Whytock, 2006). This has meant that Libya has been unable to expand its international tourist industry or to attract substantial investment in tourism projects, even after the lifting of international sanctions and the opening of the door to more foreign investment in 2003. Both the lack of trust in the political regime and the unstable administrative system has negatively impacted on Libya's tourism development.

Although the Libyan governmental has announced policies toward tourism development that are encouraging, the lack of funding and lack of attention in general reflects the lack of government interest in developing a successful tourist industry. This actually contradicts Libya's government declared intention to develop its international tourism capacity as part of a national strategy to achieve economic development. One key motivator in this respect was the desire to reduce the country's heavy economic dependence on oil (Abuharris, 2005). Oil accounted for more than 97.7% of export earnings and 88.5% of government revenues in 2008 (World Bank, 2010). Diversification of the national economy was one of the main goals to be achieved from developing non-oil sectors, and mainly the tourism sector. However, the study found that none of the policies in relation to tourism development have been implemented. Also many complex regulations have been imposed on tourism businesses, including complicated entry visa procedures, and rules related to running touristic business such as travel agencies and touristic services providers that reflect the lack of interest of the government in tourism.

In fact, the lack of attention paid by the government to tourism development can be seen in the lack of accessibility to Libya. At national level in Libya, poor accessibility has negatively impacted on the attractions in both case study areas and also on tourism generally in the country. This is despite the proximity of Libya to Europe, the main tourist market, which provides considerable competitive advantages in terms of the short travelling time. Travel from the UK to Libya, for example, takes only three and half hours.

But this advantage has not been properly utilised because of visa problems. For political reasons Libya's government imposed complicated regulations for gaining tourist visas, especially for Western tourists, Libya's main tourist market. In addition, tourists cannot apply online to gain an entry visa to Libya, making visa procedures inflexible, and that might discourage tourists from travelling to Libya. The visa regulations, together with technical problems, have overall reduced the country's accessibility to tourists, restricted the free movement of tourists, and as a consequence have limited the number of tourists visiting the country.

These barriers to development can be explained in terms of the government's failure to make any improvements to the tourism industry due to lack of awareness of the importance of tourism as one of the fastest growing economic sectors in the world. It can also be explained by the government's lack of desire for tourism. According to the literature, the type of government and political system can contribute to hindering tourism development. In North Korea, for example, tourism is very underdeveloped because of the radical dictatorial socialist regime which, in general, discourages tourism for security reasons, as the government claims (BBC News Online, 2003).

Another example can be found in Afghanistan, where the radical Taliban government interpreted religious faith for political benefits. This negative attitude was conspicuous in the absence of a governmental body for tourism; the Taliban believe that tourism is against Islamic teachings and beliefs. They even destroyed important relics, including, in 2001, the huge Buddha statues (UNESCO, 2001; Najimi, 2011).

This lack of attention to tourism development can be also understood in terms of the availability of oil revenues that reduce the government's desire to improve any other economic sectors. The literature identified that the high dependency on oil as the fundamental source of income explains why many countries, like Libya, do not pay much attention to developing non-oil sectors such as tourism (see, for example, Porter and Yergin (2006), Danis (2006) and Abuharris (2005). Libya, as an oil rich country, has an economy that is considered a 'Rentier' economy, heavily dependent on oil revenues as the core income resources (Abuharris, 2005). On that basis, the Libyan government does not have much enthusiasm for developing tourism. Libya should take advantage of this high income to develop other activities that can provide sustainable income, such as tourism.

In conclusion, tourism in LGM, in general, is under-developed because of the barriers that hinder tourism development. Some of these barriers relate to the Libyan government. The Libyan governments should pay more real attention to the tourism sector, such as by decreasing the restrictions on access for tourists to the tourism destinations and improving the infrastructure, facilities and investment. Therefore, the government needs to become involved in eco-cultural tourism development.

7.4.3 Barriers relating to Infrastructure, Facilities, Services and Investment

In fact, high quality service would leave a good impression on the tourists, and poor quality service would leave a negative impression. Poor infra- and super-structure are barriers that seriously undermine tourism development. The results highlighted clear weaknesses in infrastructure, facilities and supporting resources in LGM for example, the inadequate road networks, air transport and land transport as well as the poor communication systems and public services. There is also a clear lack of entertainment centres which in turn contribute to hindering tourism development in the region. Such a lack of tourism infrastructure and services can make the tourist's stay in the region both difficult and uncomfortable. Doswell (1997) states that a destination with natural and cultural attractions needs infrastructure in order to develop tourism. Thus, tourism development cannot be successfully accomplished with insufficient or otherwise deficient infrastructure (Lejarraja and Walkenhorst, 2007). The infrastructure related to tourism includes the road networks, airports, water supply, electricity, drainage and sewage systems, accommodation, restaurants and cafés, media and internet and communication services. All of these products and services support the primary tourism products that motivate tourists to select travel to certain places. Thus, they could include, according to Jansen-Verbeke's model (1986), the secondary and conditional products which supplement and enhance accessibility and comfort.

Libya in general is lacking in tourism-related infrastructure (Abuharris and Ruddock, 2005; Jwaili, *et al.*, 2005). 'Despite Libya's attractive location and high quality tourism assets, overall factor conditions for the tourism cluster are currently weak. Libya needs to improve its human and financial capital in this area, as well as the physical infrastructure' (Porter and Yergin, 2006).

Many authors and governmental reports (see for example Abdujalil, 2008; GBTTI-LGM, 2009; GPC-LGM, 2005) stressed that in LGM, such tourism infrastructure as hotels, resorts, airport, seaport, road networks, travel agencies and tour operators, cafés and restaurants, leisure and entertainment centres, and shopping centres are poor and need to be improved. In addition, tourism services such as cinemas and children play areas are insufficient. Next the public services such as WCs, public telephones and ATMs are not available in the region.

Moreover, there is no nightlife in LGM because pubs and casinos are prohibited by the Islamic culture. The nightlife activities for local people and international tourists are restricted to such places as cafes selling alcohol-free fruit juices, juice cocktails, mint tea, and water pipes, known locally as "sheesha", which open until quite late in the evening. Also, there are no cinemas and children's play areas in LGM.

The lack of such infrastructure in LGM has limited the length of tourists' stays, which usually last for a few hours on a day trip, with most tourists returning to their hotel in Benghazi. Weaver and Lawton (2006: 102) state that "Tourists will usually avoid attractions if affiliated services are unavailable or of poor quality". However, LGM does not have 5-star hotels; there are only two 4-star hotels, seven unrated resorts and two youth hostels. Therefore, the deficiency of tourism-related infrastructure has made it difficult to develop tourism in LGM. In fact, Libya in general has problems in relation to accommodation, as confirmed by Porter and Yergin (2006), who stated that Libya's accommodation capacity is the lowest in the Mediterranean region, at 21,000 beds, accounting for only 0.6% of the region's total capacity. The majority of large hotels are owned by the public sector (through the Social Security Fund) and their quality does not measure up to international standards.

As for transportation infrastructure in LGM, the road network is the main means of getting around for tourists who visit LGM, although Libya has improved several aspects of its transportation and communication infrastructure. For instance, Libya has at least three international airports, although Tripoli's airport is the only entry point for international tourists coming by air, while the other two airports in Benghazi and Sebha can be used for international departures only. There are two seaports, Tripoli and Benghazi, which can be used by cruise ships. Public transportation in Libya involves shared minibuses and coaches owned by public or private sector businesses, and small taxis for private rental by local people. By law tourists are forbidden from using the public or private shared transportation, and tour operators are forbidden by law from arranging shared public transportation for their clients.

The airport in LGM is small and has one terminal and one passengers' hall. It is for local flights only, and although there is a seaport in LGM it cannot be used by cruise ships. Therefore, international tourists usually arrive at Benghazi and come to LGM by coaches or arrive at Tripoli and come to LGM by local airlines through LGM's airport. This situation affects tourism development in LGM negatively and the region requires an international airport and seaport suitable for cruise ships in order to improve the accessibility of LGM.

Access to tourist destination information is necessary for tourism development and competitiveness. Buhalis *et al.* (2005) state that supply side Information Communication Technology (ICT) is vital for the marketing of tourism products and services and the distribution of information on a global scale, while on the demand side the penetration of ICT is largely consumer-driven as customers seek electronic interaction with the tourism industry. Thus, easy access to information about entry visas, prices, exchange rates, online hotel reservations, online transactions, and tourist feedback is important for tourism growth. However, these information areas are still major challenges for tourists intending to visit Libya and LGM, because of the lack of ICT infrastructure and use. Tourism ICT systems help to integrate the demand and supply sides, resulting in mutual information flows between suppliers and tourists and helping global transactions to be arranged at low cost. "Both demand and supply side are heavily dependent on electronic market places empowered by technological advances" (Buhalis *et al.*, 2005: 23). According to Internet World State, internet users in Libya make up only 5.4% of the population and this is the lowest level of user penetration in North Africa.

Access to information channels about LGM's tourist attractions is basic and inadequate. Tourist attractions are marketed mainly by tour operators and the government via their websites, brochures and books, and through irregular participation in international tourism exhibitions. Such weaknesses in information accessibility and validity might be linked to the lack of appropriate marketing policies and unskilled human capital, and the result is that tourists have difficulty gaining sufficient knowledge about tourist attractions in both case study areas and in Libya in general. Also, tour operators in Libya are local small and medium-sized enterprise SME and as many as 85% of them do not use credit card services due to difficulties in accessing them (Porter and Yergin, 2006). Therefore, they are facing major challenges in establishing e-commerce to enhance accessibility for their clients.

The lack of related infrastructure and supporting resources and services can be explained in terms of two factors: lack of governmental investment and lack of private investment. In regard to governmental investment, Jenkins (1981) identified obstacles that undermine tourism in developing countries and stated that lack of funding and government investment is among the major barriers. According to Potler and Yergin (2006), it is clear that foreign companies will need to play a major role in the future development of the cluster, given the lack of tourism expertise in the Libyan tourism cluster. However, foreign investors complain that they are faced with many regulatory and institutional hurdles, despite the existence of the TIDB, a government body dedicated to helping promote foreign investment in the sector. One example is the complicated procedure for getting FDI approval. The study revealed that the government did not fulfil its responsibility to improve the related infrastructure, despite Libya being a rich oil country.

The other factor affecting infrastructure development relates to the lack of private investment, whether local or international investment. The private sector plays an important role in national economies; Eja *et al.* (2011) argued that tourism involves the interaction of various components, such as transportation, communication, accommodation and other related services and infrastructure. These constituent pillars of tourism development cannot be singularly handled by the government. Therefore, the private sector must, of necessity, be involved in tourism development in any country that intends to make tourism the mainstay of its economy. However in a country like Libya, where the private sector has a very limited role in the economy (Al-Mansuri, 2005), private investment in tourism services, facilities, infrastructure and superstructure is also very limited. The study argued that local private tourism businesses are suffering due to the strict restrictions and regulations imposed on their businesses and the lack of financial support, for example, loans have very stringent conditions attached.

The attitude of top government leaders toward foreigners (see Section 6.4.2 above) is considered to be negative, and foreign investors are not very welcome in the country, basically because of security reasons. Despite the recognised reforms initiated in the 2000s and the efforts to open up the economy, the country is still not very open to the international world, and imposes very difficult regulations and procedures on foreign tourism businesses. These measures reduce the role of private investment in establishing the necessary infrastructure, services and facilities, thereby hindering the development of tourism.

Porter and Yergin (2006: 85) mentioned certain necessary actions for developing tourism in Libya. 'Improved air access, easier visa processing, and more and better hotels would all make a difference for this group. Second, the development of tourism-related infrastructure and supporting industries will also improve the local business environment and the general quality of life for the local population'.

In conclusion, the barriers to tourism development in the case of LGM that were identified by the various stakeholders are barriers related to local residents, barriers related to the government and barriers related to services and infrastructure.

Although there was almost total agreement among the stakeholders regarding the importance of tourism development to the local community and the region of LGM, some local residents did not agree with tourism development or were not aware of the significance of the resources or indeed the importance of tourism development. Their views were mainly affected by religious beliefs and cultural traditions as well as by lack of understanding of the value and importance of the resources and tourism development. Therefore, it is essential to involve the local residents in order to achieve eco-cultural tourism development in LGM.

The stakeholders' views also reflected some barriers in relation to the government's role in tourism development. On this point contrasting views were expressed among the cohorts of stakeholders; the experts, local tourism industry providers, local residents and officials felt that the government does not pay much attention to developing tourism, and this is mainly due to their lack of interest in developing tourism because of the availability of an easier and continuous national income source in the form of oil revenues. Therefore, the government needs to play a more active role in eco-cultural tourism development in LGM.

These cohorts also felt that the government is in fact hindering the development process, for example, through imposing difficult procedures and regulations on tourists and investors, neglecting natural and cultural resources, as well as ignoring improvement of tourism infrastructure and substructure. However, while some officials felt that the government is paying significant attention to developing tourism, as evidenced by plans and polices that the government prepared for future development, the experts argued that these policies are only propaganda, and few of the prepared plans have been put into practice. Also, the cohorts of experts and tourism services providers felt that the government is not aware of the value and the importance of tourism and tourism resources, as evidenced by the recognised neglect of tourism destinations which should be protected and exploited by the government authorities.

As for barriers relating to the lack of supporting resources, facilities, infrastructure and investment, there was general agreement among all cohorts that LGM is suffering from a significant lack of touristic services and infrastructure; however, all cohorts blamed these shortcomings on a lack of attention and investment on the part of the government. Therefore, the government and investment are seen as the key drivers for improving tourist sites, facilities and infrastructure and, hence, for eco-cultural tourism development.

Referring to the study framework, the barriers of tourism development should be addressed in order to highlight the main elements that should be involved in achieving eco-cultural tourism development, namely the local community and investment.

7.5 Conclusion

Referring to the study framework, consideration of the potential of eco-cultural tourism development as well as drivers of and barriers to tourism development is important to achieving eco-cultural tourism development.

The chapter discussed the results that emerged from data analysis in light of previous literature relevant to the topic, the researcher's opinion and the scoping study of the case study area in regard to the potential of eco-cultural tourism development and the drivers of and barriers to eco-cultural tourism development.

In regard to the potential for eco-cultural tourism development in LGM, the region has combinations of natural and cultural resources which can be considered as eco-cultural sites. These sites have 'capital' value in terms of attracting tourists to see or use them, tourists will pay to see or use them, and therefore these sites can be developed for eco-cultural tourism development. Also, these sites are 'critical capital' in terms of importance for stakeholders, they are unique and non-substitutable; therefore, these sites should be protected as well as developed. Thus, LGM has potential for sustainable development through eco-cultural tourism development.

Regarding drivers of tourism development, in LGM there are drivers for many kinds of tourism development in the region. These factors could contribute to developing eco-cultural tourism in the region and include good location, moderate climate, cultural links, low cost, safety, attractions in other regions in Libya, and the country's high national income. Therefore, tourism planners and practitioners should consider these factors in order to achieve eco-cultural tourism development in LGM.

Regarding barriers to tourism development, barriers exist in LGM that could hinder any kind of tourism, including eco-cultural tourism. These barriers, which relate to local residents, the government, infrastructure, facilities and services, affect eco-cultural tourism development in LGM negatively and therefore need to be addressed.

In conclusion, in developing eco-cultural tourism in LGM, it is important to identify and evaluate eco-cultural resources in terms of capital and criticality in order to identify the potential of eco-cultural tourism and its characteristic. Next, it is important to determine the drivers of and barriers to tourism development to highlight the main elements that should be considered and involved in achieving eco-cultural tourism development in LGM. One of the main factors in achieving eco-cultural tourism development in LGM is involvement of the local community (local residents and the government). In addition, investment is required to resolve the barriers relating to infrastructure, facilities and services, whilst advantage should be taken of the drivers of tourism development in LGM.

Chapter 8: Conclusion and Recommendations

8.1 Introduction

This chapter wraps up the various issues that have been discussed in the thesis, summarises the research and presents explanations of how the research questions were answered and the research objectives were addressed, after first reviewing the research methodology and the key findings of the study. It also presents a set of recommendations for developing eco-cultural tourism in areas that have a combination of natural and cultural resources and where eco-cultural tourism is at an early stage of development as in LGM. Furthermore, it considers the significance of the study and the contribution to knowledge. Finally, the chapter discusses the limitations of the study and identifies opportunities for further research.

8.2 Summary of the Research

The researcher reviewed the literature in regard to determining potential for eco-cultural tourism development. The researcher extended the literature review to include sustainable-, natural-, eco-, cultural-, and in particular focusing on eco-cultural tourism by discussing the relevant resources and the value and significance of such resources. Eco-cultural resources were also considered in terms of capital and criticality. In addition, in order to gain an in-depth understanding of the process of eco-cultural tourism development, the researcher found it appropriate to review the drivers of and barriers to tourism development.

Through reviewing the literature the researcher developed a conceptual framework for evaluation of eco-cultural resources to identify ECTC and CECTC in order to identify the potential of eco-culture tourism development. However, as consideration of tourism potential alone cannot suffice in a discussion of tourism development, eco-cultural tourism development was demonstrated in the framework through arguing the barriers to and drivers of tourism development to highlight the main elements that should be considered and involved for achieving eco-cultural tourism.

After employing the chosen methodology (see Section 8.3 below), the researcher applied the framework to the case study area of LGM. Through analysing the collected data, the researcher arrived at a number of results (see Section 8.4). The researcher believes that these results provide answers to the research questions and help to achieve the targets of the study (see Section 8.5 below).

8.3 Overview of Research Methodology

The researcher employed a defined methodology to meet the research objectives and answer the research questions. As a theoretical approach, the research adopted mixed approaches as an epistemology. It used both qualitative and quantitative method but mainly qualitative, deductive and inductive, as well as exploratory research as a research type.

In regard to the practical approach, case study technique was adopted. LGM was chosen as a case study for this research. What makes LGM an interesting case for this research is that it has a recognised and significant combinations of natural and cultural features which have potential for development in eco-cultural tourism destinations, but tourism is under-developed.

The study collected the views, perceptions and opinions of different cohorts of stakeholders (internal and external stakeholders) to identify and evaluate the natural, cultural and, hence, eco-cultural resources for identifying ECTC and CECTC, which indicate eco-cultural tourism development potential, as well as to determine the drivers of and barriers to tourism development for highlighting the main elements that should be considered and involved in achieving eco-cultural tourism development. The researcher also used his own photographs as well as secondary data to support the primary data.

The study applied qualitative and quantitative methods (focus group and face-to-face interviews, semi-structured questionnaires, photographs and documents) to collect both qualitative and quantitative data. Data was collected from key stakeholders, including internal stakeholders (local residents, local experts, officials and local tourism industry providers) and external stakeholders (international and domestic tourists). The qualitative and quantitative tools used for analysing the data included NVivo software, SPSS software and manual analysis. In this study, thematic analysis was adopted to classify the analysis and the findings.

8.4 Meeting the Research Objectives and Answering the Research Questions

In this section, the research reviews the research aims, objectives and questions as well as the key findings as an aide-memoire for the reader, also to explain how the research objectives have been addressed and how the research questions have been answered.

The aim of this study is to consider the concept of 'Eco-Cultural Tourism Capital' (ECTC), with particular focus on 'Critical Eco-Cultural Tourism Capital' (CECTC) within the scope of eco-cultural tourism development. This study develops a new, integrative framework for the identification and evaluation of ECTC and CECTC, which indicate potential for eco-cultural tourism development, also, determine the drivers of and barriers to tourism development for achieving eco-cultural tourism development. These concepts will be tested in, and the framework applied to, the case study area of Libya's Green Mountain (LGM) by the views and perceptions of different cohorts of stakeholders.

The core question of this research was: how can eco-cultural tourism development in LGM be achieved? The researcher assumed that to answer this question, three sub-questions need to be addressed: what is the potential for the development of eco-cultural tourism in LGM, what are the drivers of the development of tourism in LGM and how do they affect eco-cultural tourism development and what are the barriers to the development of tourism in LGM and how do they affect eco-cultural tourism development in the region?

The first objective of the study is to review and assess the literature on sustainable tourism development, natural tourism, cultural tourism and ecotourism, to explain the concept of eco-cultural tourism and eco-cultural tourism resources. The next is to discuss the value and significance of natural and cultural resources and the capital value and criticality of such resources and to review the drivers of and barriers to tourism development and how they affect tourism development.

This objective was accomplished through undertaking a critical review of the relevant literature and previous studies relating to sustainable tourism development, natural-, cultural-, eco- and eco-cultural tourism. Moreover, the study reviewed natural and cultural resources as well as the value and significance of such resources and then turned to eco-cultural resources and their value and significance. The study also reviewed the capital value and criticality of such resources. Next, the study reviewed the drivers of and the barriers to tourism development and how they affect tourism development. The study fulfilled its first objective in Chapter 1 'general introduction', Chapter 2 'literature review' and Chapter 4 'scoping study to the case study area of LGM'.

The second objective of the study is to develop a framework to identify and evaluate ECTC and CECTC. The latter indicates eco-cultural tourism development potential. They also determine the drivers of and barriers to tourism development. The framework ultimately aims to achieve eco-cultural tourism development. The framework is intended for other researchers interested in eco-cultural tourism development and to help practitioners of tourism in destinations where eco-cultural tourism is under-developed (as in LGM).

The researcher developed a framework from the literature review to identify and evaluate ECTC and CECTC. This framework includes considerations of the impact and influence of economic, environmental, and social environments on host community stakeholder- and tourist stakeholder values and perceptions of NC-, CC- and, hence, ECTC with a view to identifying CNC-, CCC- and, therefore, CECTC and the implications of this for eco-cultural tourism development potential. After identifying the potential for eco-cultural tourism development, the framework explains how eco-cultural tourism development can be achieved by considering the drivers of and barriers to tourism development. This framework is considered one of the main contributions of this research. The study fulfilled its second objective in Chapter 2: 'literature review'.

The third objective of the study is to test the concepts of ECTC and CECTC in, and to apply the framework in, the context of LGM, which has a combination of natural and cultural resources and where tourism development (including eco-cultural tourism) is at a very early stage of development. Applying the framework in LGM will help the research to achieve the overall aim via the next two objectives.

Before applying the framework in the case study area of LGM, a scoping study was conducted of the region in terms of identifying and describing the available natural, cultural and eco-cultural assets or resources as well as assessing such resources in terms of 'capital' and 'critically'. The scoping study confirmed the existence of natural, cultural and eco-cultural resources in the region. On the other hand, many of these resources proved to be 'tourism capital' in terms of attracting tourists to see or use them as well as economic benefits can be obtained from exploiting such sites for tourism. Furthermore, much of this tourism capital is 'critical capital' in terms of being regionally important, unique and non-substitutable. The study clarified this in 'Chapter 4: scoping the study to the case study area'.

The framework was applied to the case study area of LGM and results were highlighted regarding elements of framework and its goals. This is made clear in the next objectives: 'objectives four and five'.

The fourth objective of the study is to evaluate stakeholders values and perceptions of natural and cultural resources to identify 'natural tourism capital' (NTC), 'cultural tourism capital' (CTC), in turn, the notion of 'eco-cultural tourism capital' (ECTC), with a view to identifying 'critical natural tourism capital' (CNTC), 'critical cultural tourism capital' (CCTC), and 'critical eco-cultural tourism capital' (CECTC) and the implications of this for the eco-cultural tourism development potential of LGM.

Regarding this objective, the views and opinions of internal and external stakeholders with support from secondary data confirmed that LGM has a combination of natural and cultural resources. Natural resources include such as caves, forests, plains, valleys, wildlife, deserts, mountains and beaches. Cultural heritage resources include such as historical and ancient buildings, archaeologicalancient cities, religious sites, castles and museums. Cultural traditions resources include such as folklore, traditional food and costume and hand-made crafts. Meanwhile, eco-cultural resources include the above natural and cultural resources (cultural and built heritage features found in natural areas). This is evidenced by bloggers, by photographs taken by the researcher and by the scoping study.

The study also found that many sites in LGM have touristic value (which refers to recreational, historical, cultural, and health and other value); also, they have commoditisation value because there are economic benefits that can accrue from exploiting such resources for tourism, thereby creating 'natural, cultural and eco-cultural tourism capital'. Furthermore, these resources are regionally important, unique and non-substitutable.

The study confirmed that potential for eco-cultural tourism development has two characteristics; first: tourism capital; second: critical capital. Therefore, thse potential need to be developed and, on the same time, conserved (by another word, developing them sustainably). The study identified sites in LGM as CECTC such as Cyrene, Apollonia, Saint Mourkus Cave and Al-Koof National Park. In conclusion, these sites are potential for eco-cultural tourism development. Therefore, CECTC indicates potential for eco-cultural tourism development.

The study fulfilled the fourth objective and answered the first sub-question in Chapter 5: 'analysing the data regarding the potential of eco-cultural tourism development' and Chapter 7: 'discussion'. In addition, these results are supported by the results of the scoping study for the case study area of LGM described in Chapter 4.

The fifth objective of the study is to subsequently consider the drivers of and barriers to tourism development to identify the main elements that should be considered and involved in achieving eco-cultural tourism development in LGM and also in other areas where tourism is under-developed.

Regarding the drivers of tourism development in LGM, the study determined drivers that encourage tourism development in LGM in general and in particular eco-cultural tourism. The key drivers of tourism development in LGM (besides the availability of eco-cultural tourism resources) are good location, moderate climate and cultural links as well as low cost, safety and the attractions of other regions in Libya. These drivers can contribute to developing tourism industry in LGM in general and specifically eco-cultural tourism.

Tourism practitioners, decision makers and planners in Libya and LGM should consider and take advantage of these factors in developing eco-cultural tourism in LGM. For example, they should exploit these factors in publicity and advertisement campaigns to promote tourism in LGM. Also, they should focus more on European tourists, especially Italian tourists, because Libya is near to Europe and there is a link between European culture and Libyan culture. Next, they should focus not only on European tourists but also on Arabic tourists because Libya is an Arabic and Muslim country and the cost of living is low. Moreover, they should take advantage of the high income of Libya to develop tourism because tourism provides sustainable income. Therefore, drivers of tourism development should be considered, to highlight the main elements that should be considered in achieving eco-cultural tourism development in LGM.

Regarding barriers to tourism development in LGM, the study determined barriers that hinder tourism development in LGM in general and specifically eco-cultural tourism. These barriers were classified into three groups: barriers relating to local residents, barriers relating to the government and barriers relating to the supporting resources, facilities, infrastructure and investment.

First, there are barriers related to the local community in LGM. These barriers are linked to the lack of awareness among some local people about the importance of tourism and the value and significance of the natural and cultural resources. The lack of awareness could have a number of implications; it could lead to sabotage of the resources by local residents, whether on purpose or not. Some of the local people oppose development, thus, ignoring them in the planning process can impede the implementation of tourism development. Therefore, the involvement of local residents is a significant element in terms of achieving tourism development in LGM.

Second, there are barriers relating to the government in LGM. The government contributes to hindering tourism development in LGM. These barriers can be found in the lack of encouragement of tourism development in LGM, neglect of natural and cultural resources, lack of awareness within the government of the importance of tourism and the value and significance of the natural and cultural resources and lack of maintenance of the resources. Other barriers are instability of governmental administrations, failure of the Libyan government to encourage foreign investment in the tourism sector in LGM and complex governmental procedures and regulations such as the visa regulations. In addition, there are restrictions on the movement of tourists and also restrictions on international investors. Also, centralization is one of the main problems that hinder tourism development in regions far away from the capital city and there is a lack of clear vision in tourism planning. Therefore, involvement of the local community is a significant element in terms of achieving tourism development in LGM. The most important people to involve are local residents who are anti-development and the government (at decision maker level) who do not pay the required attention to the tourism sector.

Third, there are barriers related to infrastructure and tourist facilities in LGM. There is a lack of tourism facilities, including a lack of appropriate accommodation such as 5-star hotels and resorts, absence of public services such as public WCs and insufficient infrastructure relating to roads, and poor transportation systems, including airports and public transportation. There is also lack of touristic services in terms of recreational and entertainment centres such as parks, cinemas, night clubs, etc. In addition, there is a considerable lack of infrastructure relating to information services. Therefore, despite the availability of natural, cultural and, hence, eco-cultural resources in LGM, such resources will be less attractive to tourists due to the lack of required facilities, services and infrastructure. Investment in improving tourist sites, facilities and infrastructure is a key element in the process of tourism development in LGM. These barriers can hinder tourism development in LGM in general and specifically eco-cultural tourism. Therefore, investment is required to achieve eco-cultural tourism development in LGM.

The drivers of and barriers to tourism development in LGM were confirmed by different cohorts of stakeholders and by photographs taken by the researcher. The study fulfilled its fifth objective and answered the second and third sub-questions in Chapter 6: 'analysing the data regarding the drivers of and barriers to tourism development in LGM' and Chapter 7: 'discussion'. The scoping study of the case study area of LGM identified many of these barriers.

The discussion of the research findings proved that identification and evaluation of natural, cultural and, hence, eco-cultural resources in LGM highlighted ECTC (eco-cultural resources that have touristic value in terms of attracting tourists to see or use them as well as commoditisation value in the sense that people will pay to see or use the resources) and also highlighted CECTC (eco-cultural capital that is important, non-substitutable and unique). CECTC was used to clarify the characteristics of eco-cultural tourism development potential in LGM. Identification of ETC and CETC allows for resources to be more carefully focused and a more sustainable approach to resource management to be achieved.

Therefore, developing eco-cultural tourism in LGM cannot be achieved without considering its potential through identifying and evaluating natural and cultural resources. As mentioned before in the framework, identification and evaluation of natural, cultural and then eco-cultural resources in terms of capital and criticality not only identify eco-cultural tourism development potential but also help to highlight the drivers of and barriers to tourism development which are important for achieving eco-cultural tourism development. In addition, it is important to understand and determine the drivers of and the barriers to tourism development to highlight the main elements that should be considered and involved for developing eco-cultural tourism in LGM. These elements include involving the local community (local residents and the government), investment, as well as taking advantage of factors that encourage tourism development in LGM. Therefore, after identifying the potential for eco-cultural tourism development these three elements are important for developing eco-cultural tourism in LGM. Through the discussion above, the study answered the main research question.

Identifying the potential for tourism development alone is not enough for achieving tourism development (Porter and Yergin, 2006: 84). Therefore, it is important also to link potential with drivers and barriers in relation to developing tourism as there is an integrated relationship between these three dimensions in regard to developing tourism in general and in particular eco-cultural tourism.

In conclusion, for developing eco-cultural tourism in LGM, it is important to identify and evaluate eco-cultural resources in terms of capital and criticality to identify and explore the potential of eco-cultural tourism. Next, to determine drivers of and barriers to tourism development to highlight the main elements that should be considered and involved for achieving tourism development. The main factors that should be considered and involved are the local community (local residents and the government). Next, investment is required to resolve barriers relating to infrastructure, facilities and services. Finally, advantage should be taken of the factors that encourage tourism development in LGM.

8.5 Research Recommendations

Obviously the following recommendations are based on the discussion of findings and the literature review. The recommendations relate to developing eco-cultural tourism in destinations that have natural and cultural assets but where exploitation of such assets for tourism is low and where eco-cultural tourism is under-developed (as in LGM).

The main recommendation is that in order to develop eco-cultural tourism in destinations where tourism is under-developed, the characteristics of eco-cultural resources in terms of 'capital' and 'criticality' and drivers of and barriers to tourism development should be considered. Touristic practitioners, decision makers and planners in such destinations who look to develop eco-cultural tourism development should consider these elements before initiating eco-cultural tourism development plans.

More specific recommendations are:

- Eco-cultural resources are 'critical capital' in terms of important, unique and non-substitutable. Therefore, such resources should be particularly focused on as well as managed and developed sustainably. In other words, such resources should be developed for tourism but protected from damage, loss or vandalism.
- Advantage should be taken of the drivers of tourism development to develop tourism and encourage more tourists to visit the destination.

- The local community should be involved in eco-cultural tourism development. Furthermore, their culture, religion, environment and socio-economic system should be taken into consideration.

- Supporting resources, facilities and touristic superstructures such as hotels, restaurants, resorts and services should be established in tourism destinations. Such facilities and services can be provided through local and foreign investment. Foreign and local investment should be encouraged through issuing the necessary laws, providing all facilities required and providing loans for local investors.

- The government should pay more attention to the tourism sector through such measures as decreasing the restrictions on access of tourists to the tourism destinations and improving infrastructure and public services.

- The views and opinions of different cohorts of stakeholders (internal and external stakeholders) should be considered and taken into account.

It is essential to draw the attention of the new Libyan government (after the popular uprising during 2011) to these recommendations and that they take them into consideration and give urgent priority to developing tourism in Libya in general and specifically eco-cultural tourism in LGM.

More specific recommendations for developing eco-cultural tourism in LGM are:

- LGM has eco-cultural resources. Such resources attract people to visit and use them. On the other hand, such resources are 'critical capital' in terms of uniqueness and non-substitutability. Therefore, decision makers and planners in Libya and LGM should develop this kind of tourism in the regions while preserving the resources.

- There are factors in Libya and LGM that could contribute to developing the tourism sector, including good location, moderate climate, cultural links, low cost, safety, attractions of other regions in Libya and the high national income of the country. Therefore, decision makers and planners in Libya and LGM should consider and take advantage of these factors for developing eco-cultural tourism in LGM. For example, they should exploit these factors in publicity and advertisement campaigns to promote tourism in LGM. Also, they should put more focus on European tourists, especially Italian tourists, because Libya is near to Europe and there are cultural links between Europe and Libya.

- Local people in LGM should participate in eco-cultural tourism and should protect natural and cultural resources in the region. Also, decision makers and planners should take the culture, religion, environment, and socio-economic system of local people into consideration.
- Awareness of tourism development should be enhanced among tourism staff and programmes delivered in the media to enlighten the local residents about maintaining natural and cultural tourism resources, and about the positive sides of tourism.
- The Libyan government should make clear plans for developing eco-cultural tourism in LGM. It also should give more attention to the tourism sector through improving the infrastructure, facilities and public services as well as decreasing the restrictions on access of tourists to Libya.
- Investment is needed and should be encouraged to establish and improve the infrastructure, facilities and services such as 5-star hotels, resorts and to meet all the tourists' needs.
- Libya should take advantage of its high income to develop tourism in regions that have tourism potential, such as LGM, because tourism is a sustainable form of income. Also, it should take advantage of all available factors that encourage tourism development.

8.6 Wider Implications and PhD Contribution

Anderson (2004) stated that research can be finding out things in a systematic way in order to increase knowledge. Sekaran (1992) argues that every research project has two major purposes, firstly, to resolve a presently existing problem in the work setting, secondly, to put in or contribute to the broad body of world knowledge in an exacting area of concern to the scholar.

From the literature, it is apparent that there is a certain lack of academic research relating to tourism development that focuses on eco-cultural tourism. From this side the research contributes to filling the gap.

The idea of natural capital, critical natural capital, cultural capital and critical cultural capital is not new. The study found that it is possible to recognise interrelationships between these concepts. The notion of giving natural and cultural resources a capital value in the process of commoditisation for tourism (attracting tourists to see or use them and economic benefits can be obtained from exploiting such sites for tourism) and the parallel idea of conceptualising eco-cultural tourism as a combination of natural and cultural resources give rise to the idea of 'eco-cultural tourism capital' (ECTC) that can be developed for tourism where NC and CC assets coincide. The idea of CNC and CCC occurring where capital is perceived to be important, unique and non-substitutable suggests that within the identification of ECTC it will be possible to identify CECTC. This might allow for resources to be more carefully focused and a more sustainable approach to resource management to be achieved. Explaining these ideas (ECTC and CECTC) and using them for developing eco-cultural tourism is a novel contribution of this research.

Another contribution to knowledge made by this study is that the study developed a framework for identifying and evaluating ECTC and CECTC, which indicate eco-cultural tourism development potential. They also determine the drivers of and barriers to tourism development. The framework ultimately aims to achieve eco-cultural tourism development. The framework is intended for other researchers interested in eco-cultural tourism development and to help practitioners of tourism in destinations where eco-cultural tourism is under-developed (as with LGM).

It is well-understood that developing eco-cultural tourism requires consideration of the potential of eco-cultural tourism and the drivers of and the barriers to tourism development. However, this study provides more explanation and clarification of such dimensions in destinations that have, like LGM, a combination of natural and cultural resources and where tourism is under-developed. Clarifying and determining these dimensions can help the decision makers and practitioners of tourism to achieve eco-cultural tourism development.

There is a lack of literature about tourism (especially eco-cultural tourism) in Libya; this lack is particularly notable in relation to LGM. This research also makes a contribution in literature towards a process theory of the tourism sector in general and specifically of eco-cultural tourism in Libya and LGM. For example, from the researcher knowledge, there are few Master dissertations relating to tourism development in LGM, all of which are in

Arabic language. Also, there is only one PhD dissertation relating to tourism development in LGM. Furthermore, from the researcher knowledge, this research is the first research in the field of eco-cultural tourism in Libya and LGM. Therefore, this research contributes to filling this gap in the literature regarding tourism sector in general and in particular eco-cultural tourism, its potential and also regarding the drivers of and barriers to tourism development in Libya in general and in LGM in particular. The researcher also thinks that the study could help policy makers and planners at national and regional levels to improve life in Libya and LGM's tourism sector.

This study introduces practical implications for tourism development. The results of the study can be applied by other interested researchers in eco-cultural tourism development elsewhere in the world, particularly in areas where tourism is under-developed. Certainly, it might help the decision makers and the planners of tourism development and allow for developing eco-cultural tourism. Therefore, this study is significant not only for LGM and Libya context but also for the worldwide context. The study can be applied to many areas, especially sites in Arabic countries such as Siwa in Egypt, Halab in Syria and Al-Batra in Jordan.

The idea of using the views and perceptions of stakeholders in tourism research is not new. On the other hand, little of the research into tourism has been based on the views and perceptions of different cohorts of stakeholders. This research has used the views and opinions of six cohorts of stakeholders (local experts, officials, local residents, local tourism industry providers, international tourists and domestic tourists) with support by secondary data and the researcher's photographs to identify and determine the potential of eco-cultural tourism as well as drivers of and barriers to tourism development, which enhanced the research results and gave the data and the research results more reliability and validity.

Finally, this study derives its importance from its use of three parameters. First, the research focuses on tourism development, as the tourism industry is one of the rapidly growing industries in the world. Second, it focuses on the potential of eco-cultural tourism development with more emphasis on the value and significance of such resources in terms of 'capital' and 'criticality', as well as the drivers of and barriers to tourism development as these three factors play the most important roles in developing eco-cultural tourism. Third, the research concentrates on the views and opinions of different cohorts of stakeholders towards these factors. Therefore, this research makes a contribution to the knowledge and literature relating to these parameters.

8.7 Future Implications for Research

Exploratory theses such as this one pave the way for further research. As Stebbins (2001: 49) asserts, all exploratory research "lacks the sense of finality". Validity and transferability can only come through following researchers taking the theories posited in this study and applying them to their future work. Further research in the area of eco-cultural tourism development, the value of eco-cultural resources and the ideas of ECTC and CECTC is needed.

8.8 Limitations of the Research

In the course of conducting this research, besides the research limitations relating to the research methodology (see Section 3.12), the following limitations were encountered:

- There is a lack of literature about tourism in Libya and in LGM, especially literature in English language. There is also a lack of appropriate and valid information relevant to the tourism sector in Libya and in LGM in particular. There are no accurate statistics in Libya in general and in LGM specifically, such as the number of visitors and supporting resources.

- Difficulties in access to some key stakeholders because of certain barriers; for instance, the researcher could not survey the viewpoints of the foreign tour operators companies since these companies have no branches in Libya; rather, they just have partnership contracts with the local tour operating companies. The foreign tour operators usually send tourists to Libya and the local tour operators companies receive them and take them on sight-seeing tours. Also the researcher had difficulties in gaining access to some people in government at the top levels of decision making.

- The unexpected changes in the supervisory team from the Faculty of Development and Society, which originally had no academic justification, after the researcher had successfully passed the RF2 stage (confirmation of the PhD registration). This change has affected the research and delayed the research timetable by more than one year.

- The researcher has suffered psychological problems due to the Libyan conflict that started on the 17th of February 2011. The researcher's family were under gunfire, and he has lost many of his friends and cousins, which affected his studies. Also, after Ghaddafi's regime collapsed, the researcher could not collect additional secondary data.

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Appendixes

Appendix A:

Postgraduate Certificate in Research Methodology

Sheffield Hallam
University

Abdalsalam Mohamed

has been awarded the

Postgraduate Certificate

having followed an approved programme in

Research Methods in Sociology, Planning and Policy

10 April 2013

Robert Winston.

Chancellor

Vice-Chancellor

Appendix B:

Attending the NVivo Workshop in 20/12/2012 in Sheffield Hallam University

Hello Lisa

I hope you are well.

I'm e-mailing you to confirm, as per the e-mail below, that Mr Mohamed attended the Nvivo 'training' session yesterday. He asked me to confirm this with you. In the session he covered importing data, basic coding, query/search and report generation. We had a twenty minute discussion prior to the training about the nature of qualitative data, and how selections might be made from data. With his particular project, I recall that I suggested that he further discuss his particular ideas/approach with his supervision team, given the particular requirements/approach of his project, which appears to be some kind of mixed methodological approach using questionnaires.

Best wishes for 2013,

Dr Nigel Cox
Senior Lecturer
Department of Nursing
Manchester Metropolitan University
Elizabeth Gaskell Campus
Hathersage Road
Manchester M13 0JA

From: Nigel Cox <N.Cox@mmu.ac.uk>
To: abdalsalam mohamed <abdalsalam_2007@yahoo.com>; "l.m.hopkins@shu.ac.uk" <l.m.hopkins@shu.ac.uk>
Sent: Thursday, December 20, 2012 12:40 PM
Subject: RE: Nvivo workshop

Appendix C:
Articles Publicised in Journal Papers and Conferences
Journal Paper
Dear Mr Abdalsalam Mohamed,

Thank you for submitting your article entitled "Valuing natural and cultural resources for Eco-Cultural Tourism development: Libya's Green Mountain, Libya" (Submission code: IJACMSD-73686) for the International Journal of Arab Culture, Management and Sustainable Development (IJACMSD).
Your article has been processed to be refereed.

You can track the progress of your article by logging in at the following Web page:
URL: http://www.inderscience.com/ospeers/login.php
Username: mohamed145
Password: abdalsalam

How long will take to review your article?
Between three to six months. You should directly contact to the editor of the Journal if your article is still under review after five months of submission. If you do not receive a satisfactory reply from the journal editor, please contact submissions@inderscience.com
Thank you for your interest in our journal.

Best regards,

pp. IJACMSD Editor
Inderscience Publishers Ltd.
submissions@inderscience.com

from:	Online Submissions submissions@inderscienceemail.com
reply-to:	Online Submissions <submissions@inderscienceemail.com>, Submissions Manager <submissions@inderscience.com>
to:	Mr Abdalsalam Mohamed <A.A.Mohamed@student.shu.ac.uk>
date:	17 January 2014 04:51
subject:	IJACMSD_73686 Submission Acknowledgement
mailed-by:	inderscienceemail.com

Conference Paper

Dear Abdalsalam Mohamed,
This is regarding your paper:
Title: Conceptualising and Measuring 'Eco-cultural tourism capital': the Case of Libya's Green Mountain
Code No.: 130202
Thank you for submitting your revised paper.
Congratulations! In communication with the article review team, the ERPBSS committee has now decided to fully accept your paper. We kindly urge you to download the conference application form, located on this link: http://www.mdx.ac/conference/submission.html, and then to fully complete and please return to me at the same address: erpbss@mdx.ac
NOTE: in case your co-author(if any) wishes to attend the conference as well, then he/she will have to separately register and make separate payments.
We will then contact you directly concerning the final payment arrangements.
Please return this form as soon as possible.
Thank you
Regards,

Keya Patel
Conference Assistant
Middlesex University Dubai
United Arab Emirates
Tel: +97143616252
Fax: +97143672956
erpbss@mdx.ac

from:	**ERPBSS** erpbss@mdx.ac
to:	"A.A.Mohamed@student.shu.ac.uk" <A.A.Mohamed@student.shu.ac.uk>,
date:	13 October 2011 09:18
subject:	paper-130202
mailed-by:	mdx.ac
:	Important mainly because of the people in the conversation.

Appendix D:

Chosen the Samples

The field study took place in Libya between July and October in 2010. The time for the researcher conducting the field study was purposely chosen; because it was within the summer holiday period, so international and domestic tourists were available to be involved. Due to the huge number of questionnaires, about 630 questionnaires in total, he required helpers. A team of five persons were involved in the distribution of questionnaires after they had been trained and informed about the methods of questionnaire distribution among targeted groups of people. To increase the validity, credibility and accuracy of data collected, the necessary procedures in collected data were followed, such as insuring reassuring interviewees and respondents and also clarifying the questions to be asked to avoid any misunderstanding or nebulosity.

As mentioned before, the researcher conducted face-to-face and focus group interviews with a number of targeted people. The researcher employed his personal relationships to gain access to interviewees (officials and experts - see Section 3.7.1). These interviews were conducted in Arabic at the key informants' place of work. Each interviewee in the face-to-face interviews and each group of focus group interviews were asked certain questions. It is important to clarify that the interviews were not recorded on tape; rather the researcher had to write down on paper what the interviewees said. The reason goes back to personal security as the interviewees wanted reassurance that if they said something against the ruling elite it would not be recorded. The questionnaire samples were grouped into four groups (international tourists, domestic tourists, local residents and local tourism industry providers). The distribution methods were planned to find the people targeted. Both oral and written explanations were provided to the participants by the researcher and assistant team members.

Sample size is a sensitive concept that may influence the validity of the results and the ability to use certain statistical techniques. There are some factors that determine the size of the sample such as the cost of the survey as well as the general limits of time (Krejcie and Morgan, 1970). However, in this research the size of samples was influenced by limitations of time due to the limited time available to conduct the field study in LGM. There were also limited financial resources as all expenses were paid by the researcher.

According to Kitchin and Tate (2000), the selection of sampling units is based on the informants' experience in that they are expected to give the required data. Samples are taken to make generalizations (Tabachnick and Fidell, 1996). In the literature, sampling procedures are usually divided into two groups, sample designs which are based on the mathematical assumption of probability and those that are based on subjectivity and referred to as non-probability (Floyd and Fowler, 2002). The samples in this research were based on both mathematical assumption and subjectivity.

As for the sample size of local residents, LGM is divided into four administrative districts or municipalities, which are: Derna, Al-Quba, Al-Jabal Al-Akhdar and Al-Marj. The population of the municipality is approximately 552355 people, with 83243 families (Libyan General Authority for Information, 2007). The samples were selected equally from each village and each city in accordance with the random sampling technique. 250 questionnaires were distributed proportionally based on the estimates of the population living in each municipality. Given the large size and scope of the surveyed area, the researcher devised a method which could include all villages' and cities' inhabitants in order not to favour any village or city over the other. This method entailed distributing the questionnaire among secondary school students (with the permission of parents/guardians). These secondary schools are found only in cities and attended by students from villages and cities. These questionnaires were completed by students' parents coming from various villages and cities.

The following table shows the distribution of the sample among the four municipalities of LGM:

Al-Marg municipality (25,550 families / 83,243 families) x 250 = 76
Al-Jabal Al-Akhdar municipality (31,120 families / 83,243 families) x 250 = 93
Darna and Al-Quba municipality (26,573 families / 83,243 families) x 250 =81

Note:
The total of families in LGM = 83,243
The total of families in municipality of Al-Marg = 25,550 families
The total of families in municipality of Al-Jabal Al-Akhdar = 31,120 families
The total of families in municipality of Darna and Al-Quba = 26,573 families
(Libyan General Authority for Information, 2007)

As for the sample size of local tourism industry providers, according to GPC-LGM (2005), it was clear that the touristic facilities and accommodations in LGM are limited. As well as it was noted that all these facilities are owned and operated locally, whether by the public or private sector. Also, there is no evidence for any foreign investors in the tourism sector in LGM. These facilities are accounted for and classified as the following: 16 hotels, seven resorts, 11 restaurants, 28 tour companies and 63 travel and tour operators (Abdujalil, 2008; GBTTI-LGM, 2009). All of them are privately owned except for one hotel and two resorts owned and run by the state (GBTTI-LGM, 2009).

Thirty-five facilities were selected to represent tourist business of local business persons and these included hotels, resorts, cafes, restaurants and travel agencies (tour operators). The samples were selected according to a judgmental sample, which is identified as a purposing sample. The selection of sampling units was based on the famous hotels, resorts, cafes, restaurants and travel agencies in the province. Thus, the selected sample included resorts in Susa, Al-Hamama, Al-Henya, Ras Al-Helal, Darna and Shahhat. Another sample included two hotels four star hotels, the Marhaba in Al-Bayda city and Al-Manarah hotel in Susa town, and five three star hotels, located in the cities of Al-Bayda and Darna, were also included in the sample. Also a total of ten tour agencies from the cities of Al-Bayda, Shahhat, Darna, and Al-Marg were included. Furthermore, the sample included two touristic restaurants and cafes from each of the cities of Al-Bayda, Shahhat, Darna and Al-Marg, Susa, and two touristic restaurants on the coast road linking Benghazi and LGM, totaling twelve touristic restaurants and cafes. All these hotels, resorts, cafes, restaurants and travel agencies in LGM are well known. Therefore, the sample of Local tourism industry providers in LGM included six resorts, seven hotels, 10 tour agencies and 12 touristic restaurants and cafes. In addition, a total of 35 questionnaires were distributed among local tourism industry providers.

Meanwhile, the international tourist sample was selected from the cities of Al-Beida, Shahhat (Cyrene) and Susa (Apollonia). Cyrene is the most targeted tourist destination for tourist groups visiting LGM because it is rich in historical monuments and has wonderful natural resources, such as the sea, forests, valleys, caves and others. In fact, most questionnaires of international tourists were distributed to hotels where international tourists reside, such as Al-Manarah 4-star hotel, which is located in Susa (Apollonia) town, and Marhaba 4-star hotel, which is located in the city of Al-Bayda and is considered the best hotel in LGM.

The support team was divided into three groups to distribute questionnaires to international tourists. One of the assistants and the researcher distributed 125 questionnaires to international tourists residing in the Marhaba hotel, located in the city of

Al-Bayda, while the second group, which consisted of two members of the support team, distributed 75 questionnaires to international tourists residing in Al-Manarah hotel in Susa town (Appolonia). The third team, which consisted of two members, distributed 50 questionnaires to international tourists in the nearby cafés in Shahhat City (Cyrene). Most of the questionnaires were distributed in the hotels so that tourists could find enough time to fill them out, which might not have been the case when they were touring around.

Due to the multi-national aspect of the international tourist survey sample, the need for questionnaire translation into multi-languages was essential in order to capture more relevant and precise data (Abuharris, 2005: 166). More than 150 questionnaires were printed in English language and more than 100 additional printed in other languages (Italian, French and Arabic languages). The reason why some international tourists' questionnaires were translated into Italian language is that a large percentage of tourists come to Libya from Italy. This is confirmed by GBTTI (2008) Taib (2001) and Danis (2006). Also some international tourists' questionnaires were translated into French language since French is a widespread language in the world, especially in Africa and America. As well, some international tourists' questionnaires were in Arabic language because many Arabic tourists visit Libya and LGM, especially from Gulf Arabic countries (GBTTI, 2008).

In the case of domestic tourists, the sample was selected from Appolonia, Al-Hamama, Ras Al-Helal resorts, as domestic tourists favour staying in resorts rather than hotels. The researcher found that domestic tourists favour staying in resorts, as they enjoy the sea and beautiful natural scenery nearby. Another reason is the number of family members, which is relatively high as the average LGM family has approximately 4.5 members (GAIC, 2008), therefore, the chalets suit them best. Thus, most of the questionnaires for domestic tourists were distributed in resorts. Some questionnaires were distributed in natural and archaeological sites and beaches. The questionnaires were distributed in proportion with the number chalet rooms as follows:

- Apollonia summer resort: (100 chalets / 170) x 175 = 103 questionnaires.
- Al-Hamama summer resort: (20 chalets / 170) x 175 = 21 questionnaires.
- Ras Al-Helal summer resort: (50 chalets / 170) x 175 = 51 questionnaires.
- questionnaires were distributed in natural, historical and archaeological sites 75 questionnaires

A total of 250 questionnaires were distributed among local residents, international and domestic tourists, 50 questionnaires were discarded because of their being incomplete and so the final number of analysed questionnaires was 200. Also, five questionnaires from local tourism industry providers were discarded for the same reason.

As for the focus group interviews, the experts were selected based on the researcher's personal experience as a member of teaching personnel at Omar Al-Mokhtar University and Director General of the Corporation of Parks, Gardens and Tourist Affairs in LGM (As mentioned before). Thus, the researcher was acquainted with many university professors as experts in the fields of tourism, society, economy and ecology. Thus, the researcher selected three experts from each field for the focus group interviews. They were selected according to the targeted sample, which was identified as a purposive sample because the researcher expected to get the desired results from them.

Appendix E:

Interviews and Questionnaires Questions and with whom and why the Researcher Used these Questions

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Closed question in questionnaires to international and domestic tourists:

Q- Purpose of the visit:

1	Tourism - vacation/holiday		4	Visiting friends or relatives	
2	Business		5	Others:	
3	Meeting, conference				

This question is related to themes two and three.

Closed question in questionnaires to international and domestic tourists:

Q - What sources of information did/do you use to plan your entire trip?

Circle all that apply.

1	Travel agencies	2	Recommended by friends/relatives
3	Previous experience	4	Website
5	Newspapers/Travel magazines	6	Radio/TV Advertising
7	Exhibition	8	Others (Please specify) ....

This question is related to themes two and three.

Closed question in questionnaires to all respondents:

Q - Could you please rate the following characteristics of Libya's Green Mountain on a scale of 1 to 6 where 1 is you do not know, 2 is poor, 3 is average, 4 is fair, 5 is good, 6 is very good.

	1	2	3	4	5	6
1-Has scenery/nature sites						
2- Has heritage and historical sites						
3- Has cultural traditions resources such as folklore						
4- Has cultural and heritage sites in natural areas						
5- Friendliness of people/hospitality						
6- Nice climate						
7-Good Location						
8-Low Cost						
9-Very Safety						
10- Other (Please specify)?						

This question is related to themes one and two.

Open-ended question in interviews and questionnaires to all interviewees - officials and experts, and all respondents - internal and external stakeholders

Q- What characterizes Libya's Green Mountain with respect to its natural and cultural resources as well as the cultural and natural resources in the same sites? Could you explain your answer and give examples and names please

Regarding the questionnaires, the researcher gave respondents the following titles and enough space to answer the question.

- Natural resources
- Cultural and heritage resources
- Eco-cultural resources (Natural and cultural sites together in natural area)

This question is related to themes one and two.

Open-ended question in interviews and questionnaires to all interviewees - officials and experts, and all respondents - internal and external stakeholders

Q- How would you evaluate the natural and cultural resources (in the table below) in LGM in terms of importance for you? Could you explain your answer and give examples please?

For questionnaires, the researcher gave respondents about 20 natural and cultural resources and enough space to write their values and perceptions about these resources.

This question is related to theme two.

Closed question followed by Open-ended question to interviewees and to internal respondents (experts, officials, local residents and local tourism industry providers);

Q6- Do you agree or do not agree with developing tourism in Libya's Green Mountain?

(Agree) (Not agree)

Could you clarify your answer and give examples please?

Note: the researcher gave respondents to questionnires enough space to answer the question.

This question is related to themes one, two and three.

Closed question followed by Open-ended question to external respondents (international and domestic tourists):

Q- Do you think that you will come to Libya's Green Mountain again?

1 • I think so/Yes 2 • Too early to know/Maybe 3 • I do not think so/No/Never.

- Could you explain your answer please?

Note: the researcher gave respondents enough space to answer the question.

This question is related to themes one, two and three.

Closed question in questionnaires to external respondents (international and domestic tourists):

Q- How much did you pay?

For international tourists

How much did you pay for this trip including international, accommodation, transport, domestic airfare, food, admission and souvenirs?

500€	1000€	1500€	2000€	2500€	3000€	3500€	4000€	More than4000€

For domestic tourists

What is the average amount of money spent daily in this tour? (Including all the expenses of renting a room, cost of food and drinks, entertainment, and other)

50 L.D	100 L.D	150 L.D	200 L.D	250 L.D	300 L.D	350 L.D	400 L.D	More than400

This question is related to theme one.

Closed question in questionnaires to external respondents (international and domestic tourists):

Q- What are the levels of tourist facilities and services below in Libya's Green Mountain?

	I do not know	**Very Bad**	**Bad**	**Average**	**Good**	**Very Good**	**Comments**
1- Cleanliness							
2- Accommodation							
3- Communication							
4- Transportation & roads							
5- Hotels & restaurants services and staff							
6- Outside public services such as public W.C and others.							
7- Airport/Border service							
8– Food and drink							
9– Entertainments							
10- Tour guides							
11- Health services							
12- Police services							
13- market servicer and friendliness of sellers							

This question is related to theme three.

Closed question in questionnaires to internal respondents (local residents and local tourism industry providers):

Q - What do you think about the general infrastructure such as electricity, water, roads, airports....etc. in Libya's Green Mountain?

I do not know	Very bad	Bad	Fair	Average	Good

This question is related to theme three.

Closed question in questionnaires to internal respondents (local residents and local tourism industry providers):

- What do you think about the tourist superstructure such as hotels, restaurants, resorts ....etc. in Libya's Green Mountain?

I do not know	Very bad	Bad	Fair	Average	Good

This question is related to theme three.

Closed question in questionnaires to internal respondents (local residents):

Q- A- Do you like to interact with international tourists, meet them, talk with them, and to know more about their culture?

1	Yes	2	No

(Do not worry if you cannot understand them as the accompanying tour guide will translate everything).

If No,

B- Are there any deterrents forbidding you to meet them, talk with them, and to know more about their culture?

Social deterrents	
Cultural deterrents	
Religious deterrents	
Other (specify)	

This question is related to themes one, two and three.

Closed question in questionnaires to external respondents (international tourists):

Q- Do you like to interact with the local residents, speak with them, and to know more about their culture? (Yes) (No)

This question is related to themes one, two and three. .

Question in interviews to officials and experts

Q- What resources should be developed and what resources should be protected and why?
This question is related to theme one.

Question in interviews to experts

Q- Do you think the natural and cultural resources in LGM are non-substitutable and non-renewable? Could you explain your answer and give examples please?

This question is related to theme one.

Question in interviews to all interviewees - officials and experts:

Q- What is the strategy to be followed for developing natural and cultural tourism, could you explain why and give examples please?

This question is related to themes two and three.

Open-ended question in interviews and questionnaires to all interviewees - officials and experts, also to all respondents (internal and external stakeholders);

Q- What are the barriers or obstacles to tourism development (natural and cultural tourism) in Libya's Green Mountain?

This question is related to theme three.

Open-ended question in interviews and questionnaires to all interviewees - officials and experts, also to all respondents (internal and external stakeholders);

Q- Do you have any suggestions for developing tourism (natural and cultural tourism) in Libya's Green Mountain?

This question is related to themes one, two and three.

Open-ended question in interviews and questionnaires to all interviewees - officials and experts, also to all respondents (internal and external stakeholders);

Q- Do you have any comments to add?

This question is related to themes one, two and three.

Note:

The researcher gave respondents enough space to answer the open questions in questionnaires.

Appendix F:

Sample of Entering the Transcription of Interview into the NVivo Software

This sample is from the interview with RMT-LGM regarding just the question (Do you agree or not agree with developing tourism in LGM? Could you clarify your answer and give examples please.

<table>
<tr>
<td>The Regional Manager of General Board for Tourism and Traditional Industry in Libya's Green Mountain (RMT - LGM)</td>
<td>Of course I agree with developing tourism in Libya's Green Mountain, I hope, this is my dream.

Developing tourism is very important since it will solve many economic problems in Libya and in Libya's Green Mountain such as unemployment also it will solve social and environmental problems in the province.

These resources attract domestic and international tourists to visit them, so that provides job opportunities for the local residents, develops sources of income, in the face of poverty and unemployment via the availability of the touristic services.

For example, it is supposed that Libya will acquaint the world with Saint Marquis Church in order that it becomes a pilgrimage site for the Christians; it is expected that one million Christians will attend Libya's Green Mountain annually to visit this holy church; a large number of the tourists who come to the province inquire about this church, but unfortunately, this church lies in a deep valley and it is not possible to get there by car. This is a vital tourism source for the province. This church is not known to the world; in fact, only a few know about it. This site is expected to be a source of economic benefit to Libya's Green Mountain and its local residents.

Also there are social benefits as well. In fact these resources attract international tourists to visit them, so that drives the local residents to interact with the international tourists, allowing them to get acquainted with their culture: On the other hand, it will permit the international tourists to familiarize themselves with the Arabic and Islamic culture and to learn from it. Also developing tourism in LGM will maintain the natural and cultural resources.</td>
</tr>
</table>

Appendix G:

Sample of the Manual Categorizing or Grouping of Respondents' Answers and Obtaining the Results

Local residents justified their answers about the question (Do you agree or not agree with developing tourism in LGM?) as the following:

Local residents	Regarding explanations of respondents' answers about the question (Do you agree with developing tourism in Libya's Green Mountain and why?) Out of the 200 local residents 173 (86.5%) reported that they agreed with developing tourism in LGM. Most of them think that developing tourism may bring some benefits to LGM and to its local community. These local residents justify their answers as the following: 147 answers mentioned economic benefits, examples of these perceived benefits were cited as: increasing local residents' income, exterminating unemployment (providing job opportunities for the local residents), decreasing the poverty in the province, taking proper care of the infrastructure such as the roads and transportations and communication channels, developing the airport and the harbour and maintaining them, implementing many projects that serve the province, increasing the national income and diversifying it and saving hard currency, activating national and international business and investment 78 answers mentioned social benefits, examples of these perceived benefits were cited as: get acquainted with tourists' cultures, permit the international tourists to familiarize themselves with the Arabic and Islamic culture, maintain historical and archaeological sites., make local residents spend quality time and enjoy the nature and explore their culture., put local residents in touch with their history, their culture and their religion, improve people's behaviour, encourage reverse immigration from the crowded city centres to the towns and villages where natural and cultural resources are found. 43 answers mentioned environmental benefits, examples of these perceived benefits were cited as: maintain the natural resources, directs the attention of the government to cleaning the streets, cities, villages and the tourist sites, directs the attention of the government to establishing gardens, parks and protected areas, taking care of the environment will bring many environmental benefits such as breathing clean air and good health. 34 answers mentioned other benefits, examples of these perceived benefits were cited as: giving opportunity for improving other sectors in LGM such

	as health and education, identifying Libya and LGM to the entire world, making the government take care of LGM in everything. 7 of the local residents who agreed with developing tourism gave no answer. Out of the 200 local residents 27 (13.5%) reported that they disagreed with developing tourism in LGM. Most of them think that developing tourism may bring some disbenefits to LGM and to its local community. These local residents justify their answers as the following: 22 answers mentioned social and religious problems leading to the decline of moral standards and religious values including damage to their Libyan culture and religion, 'drinking alcohol', 'eating pork', 'wearing revealing clothing' 'encouraging prostitution'. 6 answers mentioned economic disbenefits, including increases in price levels in food and accommodations, may lead to land seizure and confiscation, and expelling local inhabitants from their lands to give them to investors 4 answers mentioned environmental disbenefits, including urban expansion for resort development', deforestation' (due to tourists lighting fires and barbecuing), tourism development may cause environmental problems such as overcrowding, air and water pollution. 3 of them said that Cyrene in Libya's Green Mountain as the new protected area is being set up while some inhabitants oppose it; this is due to building hotels and resorts on the property of the local inhabitants without compensating or consulting them. 2 of the local residents who disagreed with developing tourism gave no answer.

(Note: some respondents mentioned one factor to justify their answer, some respondents mentioned two factors, some respondents mentioned three factors or more and some of them did not mention any factors).

Appendix H:

Samples of the Researcher's Photographs Identifying Natural, Cultural and Eco-Cultural Resources in LGM

Natural sites in Libya's Green Mountain

Ras Al-Hilal Area

Susa Area

Source: The researcher's photographs

Natural Forests in Al-Usaita Area

Valley in Cyren

Source: The researcher's photographs

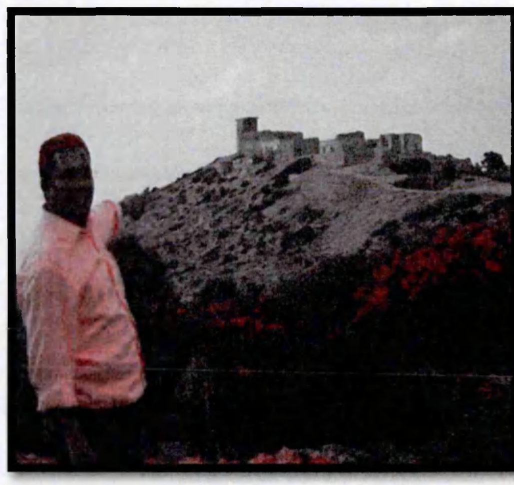
Cultural Heritage Sites in Libya's Green Mountain

Italian Silo in Albieda City. **The Old City of Darna**

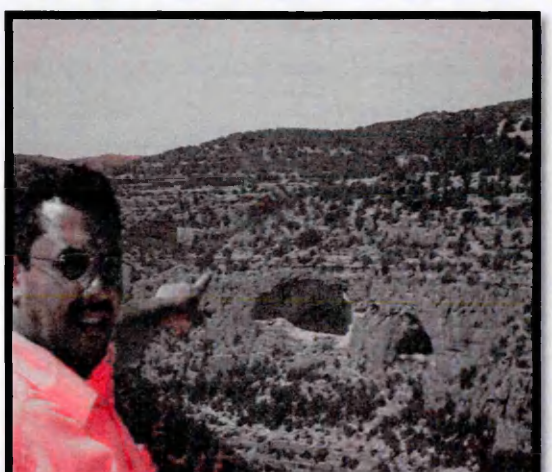
Source: The researcher's photographs

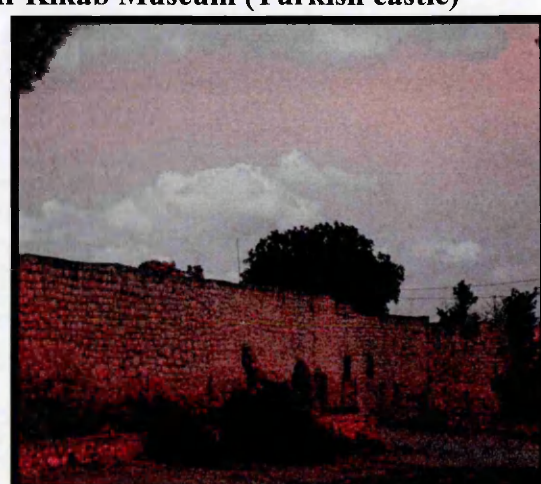
Eco-cultural sites in Libya's Green Mountain

Cyrene **Otman Castle in Apollonia**



Al-Koof National Park **Al-Kikab Museum (Turkish castle)**





Source: The researcher's photographs