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**The use of Sustainable Development Indicators for promoting mechanisms to
develop Tourism at Natural Heritage Sites of Bethlehem and its effect on local
communities**

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**The use of sustainable development indicators for promoting mechanisms
to develop tourism at Natural Heritage Sites of Bethlehem and its effect
on local communities**

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Declaration

I certify that this thesis submitted for the degree of Master is the result of my own research, except where otherwise acknowledged, and that this thesis (or any part of the same) has not been submitted for a higher degree to any other university or institution.

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Abstract

This study was implemented during January 2019 to February 2020, the main goal of this study is to examine adapting the international sustainable indicators to develop the tourism in Natural Heritage sites in Bethlehem and its effect economically on the local communities. This study was implemented in Bethlehem Governate. The study targeted locations are Mar Saba Monastery Area, Salomon's Pools Area, Town of Battir and Wadi Khreitoun Area. This study targeted the key players and managers in local governmental and non-governmental organizations who work for alternative types of tourism in Bethlehem. The main data collection method was used is the questionnaire. The data was analyzed by SPSS.

In the Middle East region and in Palestine, they are recognized as an attractive tourism destination because they contain religious, historical, cultural and natural heritage sites. To specify Bethlehem is considered a site that contains international assets to attract alternative types of tourism such as Natural Heritage tourism. Natural Heritage Tourism means; the total of the elements of biodiversity, including flora and fauna, ecosystems and geological structures. The aim of this tourism is to raise the number of tourists, let them stay longer and to be involved with the local communities. All of this circle will benefit the local communities socially and economically.

This study worked to adapt the international sustainable development indicators for promoting mechanisms to develop tourism at Natural Heritage Sites of Bethlehem because tourism is the major industry in Palestine that contributes to raising the percentage of GDP and offer job opportunities to the local communities.

The previous studies showed that the Palestinians researchers and authors agreed on the importance of sharing the work of tourism with stakeholders to promote different types of tourism also to ensure the sustainability. On the other hand, the studies showed that Palestine need to work for; developing local legislation and regulations in order to save its heritage places and to work for a master plan of tourism.

According to the previous studies, interviews, and researches, there are international indicators to adapt and to ensure sustainability of natural heritage sites. These Indicators are; Economic, environmental, social and governance. The researcher adapted these indicators to the Palestinian situation, and the

results showed that the most important indicator to work for is the environmental, the second is the social, the third is the economic and the final indicator to work for is the governance.

In Addition, the previous studies were agreed on setting international components to be available in the natural heritage places to be listed as world natural heritage site, these components are; environmental, climate, biodiversity and cultural aspects such as heritage and religious sites. These components were adapted to the targeted sites and the results showed that those places can be considered as natural heritage sites. The results showed that Battir is number one to be considered as a natural heritage site, the second is Mar Saba Monastery Area, the third is Salomon's Pools Area and the final one is Wadi Khreitoun Area. In addition to the international components, the previous studies summarize that there are standard elements to be included in natural heritage sites, these elements are; the location of the site, the availability of public services, to have rest areas or walking paths, the local communities' involvement and the final is to work for decreasing the effect of the external threats to ensure the development of tourism. Most of the targeted population weighted for the importance to work for decreasing the effect of the local restrictions of the targeted sites such as; the political division of the areas, the settlers sudden visits and the closed management of some areas.

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Glossary and Terminology

Built Heritage: Historic Buildings and sites which have been preserved and which have architectural, historical or other significant value (Wei Ren and Feng Han, 2018).

Cultural landscapes: Are areas of cultural and heritage importance that have a long term history of human interactions with the environment, which has species of distribution (Farina, 2000; UNESCO, 2011)

Economic development: Is the process by which a nation improves the economic, political, and social well-being of its people, a policy intervention endeavor with aims of improving the economic and social well-being of people. (Arndt, H. W. (1981).

Heritage: Is that which is inherited from past generations, maintained in the present, and bestowed to future generations. (Journal of Cultural Heritage, 2010)

Natural heritage sites: The total of the elements of biodiversity, including flora and fauna, ecosystems and geological structures. (Journal of Cultural Heritage, 2010)

Natural heritage: Derived from "natural inheritance", pre-dates the term "biodiversity." It is a less scientific term and more easily comprehended in some ways by the wider audience interested in conservation. (Journal of Cultural Heritage, 2010)

Sustainable development: development that meets the needs of the present without compromising the ability of future generation's to meet their own needs (WCED, 1987)

Tourism: It comes from the human need for rest, take a breath, feel a natural beauty, the interest of living in beautiful places and contact other communities, from it the trade and industry are derived (GWI, 2018)

Abbreviation list

ATG- Alternative Tourism Group

CCHP - Centre for Cultural Heritage Preservation

EQA- Environmental Quality Authority

GDP- Gross Domestic Product

GNI- Gross National Income

IBA- Important Bird Area

JSCTD- Joint Services Council for Tourism Development

MIAK- Masar Ibrahim Al Khalil

MOA- Ministry of Agriculture

MoTA- Ministry of Tourism and Antiquities- Palestine

NGO- Non Governmental Organization

PCR- Palestinian Center for Rapprochement between people

PWLS- Palestine Wildlife Society

RIWAQ- Riwaq Center for Architectural Conservation

SWOT- Strengths- Weakness- Opportunity- Threats

UNDP-United Nation Development Program

UNESCO- United Nations Educational, Scientific and Cultural Organization

UNWTO- United Nation-World Tourism Organization

WFTO- World Fair Trade Organization

WHS-World Heritage Sites

WTO – World Trade Organization

WTTC- World Travel and Tourism Counsel

Chapter 1: Background

1.1 Introduction

Tourism is one of the leading economic sector in the world, and represent a major source of income, employment, exports and taxes. (Farid, 2011). Tourism is an essential sector for many countries worldwide. Tourism sector is the largest common area of export income and foreign direct investment across the world's poorest countries. Tourism in these countries is growing at twice the rates of industrialized markets. No sector spreads wealth and jobs across poor economies in the same way as tourism. (CREST, 2010).

Tourism has always been and it will be the major industry in Palestine since it constitutes approximately 15 percent of the GDP. More than one-quarter of the working population is employed and involved directly or indirectly in the tourism industry. During 2017 more than 2.7 million tourists visited Palestine, with the first half of the year witnessing the most dramatic rise in tourism, according to data published by the UN World Tourism Organization. (Salsa, 2018)

In 2010, The Palestinian Ministry of Tourism and Antiquities (MoTA) released a national strategy defining a vision of “promoting the national image of Palestine as a safe, hospitable, independent destination, rich in religious, cultural, historical and natural resources”. The objectives of the strategy are to increase the number of visitors, diversify the type of visitors, increase the time and money spent in the host communities, and to increase the geographical tourism throughout Palestine. The main goal is to grow tourism as a sector which might lifts the Palestinian economy beyond the traditional hub of Bethlehem area (which presently attracts the large majority of visitors) and it will open opportunities to rural areas where socio-economic development is lagging. While Christian pilgrimage will remain at the core of West Bank and Gaza's tourism offer, the tourism industry has identified other segments as potential opportunities, including cultural heritage tourism, eco-tourism, and community based tourism that may attract domestic and foreign independent travelers (MoTA 2010).

Palestine offers a unique mixture of tangible (places/sites) and intangible (experiences) tourism that revolve around religious, cultural and historical sites with other intangible elements such as Palestinian hospitality, local products and modern culture heritage, but the West Bank has only recently started to recognize and develop potential tourism products beyond religious tourism. The Palestinian Center

Bureau of Statistics, in collaboration with the Ministry of Tourism and Antiquities (MOTA), indicated that more than 3.2 million visited tourist sites in the West Bank in the first half of 2017, which included 1.40 million visits by inbound visitors and 1.86 million visits by domestic visitors. The number of inbound and domestic visits increased by 47.2% and 66.5% respectively compared to the same period in 2016, and this number is expected to continue to increase in the upcoming years unless the political situation degenerates and the episodes of violence increase. (MoTA, 2011).

Most inbound visits were to Bethlehem Governorate (which presently attracts most of the visitors), followed by Jericho Governorate, Nablus and Jenin. Also, on average, tourists tend to stay for very short periods (primarily one day) in Palestinian cities (MoTA, 2011).

Natural Heritage and Community Based Tourism is now common in Palestine, though it has roots back to the 2000s where some organization's made effort to introduce this concept to practice in Palestine. Palestine distinct and complex reality is always the main challenge; currently, Palestine is going through the initial phases of constructing the country and developing strategies (Abu Kumail, 2010). Moreover, it is continuously facing environmental challenges and aggressive practices imposed by the Israeli occupation. Yet efforts did not stop; during on recent years of 2013 till now, many local non-governmental organizations (NGO) started to work on community-based tourism in Palestine as a new trend of tourism to attract local and national tourists. Walking the county side in the West Bank is not new approach, whether as an individual activity for leisure, and for exploring nature and navigating the Holy Land, as a religious pilgrimage, or as an educational tool. Even in recent years, walking remains an important means of connecting people to the land and learning about heritage, nature, culture, and local communities.

In Palestine, due to the absence of laws, regulations and a master plan, many natural heritage sites are neglected, exploited or polluted. Indicators are an important tool to provide means toward sustainability and to develop a master plan for natural heritage sites promotion. Indicators involve the identification of the key assets and potentials associated in different development fields. It also involve assessing and identification actual problems and impacts to document the current and expected actions which may affect development (WTO, 1996).

There are different local, national and global conflicts in the management of holy sites, heritage and overall tourism sector owing to a variety of stakeholders and their interests or exercise of power. It is

possible to develop some management schemes for MoTA and World Heritage Sites (WHS). The researcher advised to improve the cooperation between stakeholders to implement a (glocal) approach- Globally and Locally. This approach is to set up a body that promotes, monitors and integrates the management, preservation and marketing of holy sites, attractions and heritage within tourism while including different interests. This approach must include 6 major themes that need to be carried out in the future management of WHS: Improvement of Marketing and Information, Management and Marketing of WHS, Assurance of Sustainability, Development of Attractions, Upgrade of Infrastructure, and Maximization of Economic Benefits (Hussmann, 2012).

For assisting effective linkage between natural heritage sites (NHS) tourism and economic development, this study aims to adapt the international indicators of sustainable development to promote tourism in natural heritage sites of Bethlehem for benefiting both the local community and the national interests.

1.2 Problem Statement

The Palestinian official governmental and non-governmental organizations (NGOs) are working towards developing the cultural heritage sites tourism in Palestine to achieve sustainable development, especially that Palestine has a very rich heritage, natural, historical, antiques and religious components. At the same time, there are many touristic and natural areas especially in Bethlehem need to be promoted. Thus in this study, the researcher will adapt and evaluate the international indicators of sustainable development, and components of local natural heritage sites in four targeted sites of Bethlehem area, toward raising the tourism in these places and for benefiting both the local communities and the national economy.

1.3 Study Justification

The justification of this study are based on the following reasons:

1. The growing interest in activating alternative and non-traditional types of tourism in Palestine such as natural heritage tourism, eco-tourism and, community-based tourism, in addition to a growing number in NGOs promoting these types of tourism.
2. The necessity to adapt the international indicators of sustainable development and components of NHS to promote tourism in the targeted sites in West Bank- Palestine.
3. The importance of linkage between sustainable development in NHS and economic development of the local communities of Bethlehem areas.
4. The necessity of conservation of natural heritage sites in Palestine: natural contents and historic heritage.

1.4 Study importance

The importance of this study is based on the possible achievement of the following results:

1. This study will help the local organizations working in natural heritage tourism in their decision making and strategic planning to raise the number of visitors to the targeted sites and to increase the time of their staying in Bethlehem too.
2. The study will highlight the unique and fascination of the targeted sites of Bethlehem as natural and heritage sites that reflect the Palestinian culture and history.
3. The study will try to discover ways and methods to promote the natural heritage tourism and link it with the role of local communities to develop their economy.
4. The study will point out the need for conservation of natural heritage sites in Palestine.

1.5 Study objectives

The main goal of this study is: To adapt the international sustainable indicators to promote tourism in natural heritage sites of Bethlehem and discover its effect on the local community.

The objectives of this study are:

1. To examine and evaluate the work of local communities, organizations and the Tourism Authority in developing the tourism in natural heritage sites of Bethlehem.
2. To examine and evaluate the international indicators of sustainable development in natural heritage sites and link it with local economic development.
3. To promote environmental awareness among tourists & visitors about conservation of nature in heritage sites.

1.6 Study questions

The main study question is: How can we adapt the international sustainable indicators to promote tourism of natural heritage sites of Bethlehem, to raise the number of visitors and to work for listing the targeted places to be world natural heritage sites.

The sub-questions are:

1. Are there distinctive characters of the targeted tourism sites in Bethlehem qualify them to be natural heritage sites?
2. What are the mechanisms and indicators of natural heritage tourism that are used by local organizations and Tourism Authority in developing the tourism?
3. What are the necessary steps to be taken in order to develop the action plan for promoting the natural heritage tourism in Bethlehem?

1.7 The study Hypothesis

This study will test the following hypothesis;

1. There are no natural heritage sites in Palestine (especially in Bethlehem) that has an international assets to attract tourists
2. There are no local efforts or plans by local organizations and the Tourism Authority towards developing the natural heritage tourism.
3. The international sustainable indicators can't be adapted to develop the natural heritage tourism in Bethlehem.

In addition, this study will test these statistical hypothesis to examine the sample specifications relation to their answers.

1. There is no statistical differences, at the significance level ($\alpha \leq 0.05$) in the international components at the natural heritage sites, and in the importance of international sustainable indicators to develop the tourism in the targeted natural heritage sites, returns to gender.
2. There is no statistical differences, at the significance level ($\alpha \leq 0.05$) in the international components at the natural heritage sites, and in the importance of international sustainable indicators to develop the tourism in the targeted natural heritage sites, returns to Knowledge by tourism, from the respondent point view.
3. There is no statistical differences, at the significance level ($\alpha \leq 0.05$) in the international components at the natural heritage sites, and in the importance of international sustainable indicators to develop the tourism in the targeted natural heritage sites, returns to The relation between the job and tourism, from the respondent point view.
4. There is no statistical differences, at the significance level ($\alpha \leq 0.05$) in the international components at the natural heritage sites, and in the importance of

international sustainable indicators to develop the tourism in the targeted natural heritage sites, from the respondent point view, returns to Age.

5. There is no statistical differences, at the significance level ($\alpha \leq 0.05$) in the international components at the natural heritage sites, and in the importance of international sustainable indicators to develop the tourism in the targeted natural heritage sites, from the respondent point view, returns to Educational degree.
6. There is no statistical differences, at the significance level ($\alpha \leq 0.05$) in the international components at the natural heritage sites, and in the importance of international sustainable indicators to develop the tourism in the targeted natural heritage sites, from the respondent point view, returns to nature of organization.
7. There is no statistical differences, at the significance level ($\alpha \leq 0.05$) in the international components at the natural heritage sites, and in the importance of international sustainable indicators to develop the tourism in the targeted natural heritage sites, from the respondent point view, returns to years of experience.
8. There is no statistical differences, at the significance level ($\alpha \leq 0.05$) in the international components at the natural heritage sites, returns to the interaction between the gender and the age, from the respondent point view.
9. There is no statistical differences, at the significance level ($\alpha \leq 0.05$) in the international components at the natural heritage sites, returns to the interaction between the gender and the educational degree, from the respondent point view.
10. There is no statistical differences, at the significance level ($\alpha \leq 0.05$) in the international components at the natural heritage sites, returns to the interaction between the experience and the educational degree, from the respondent point view.

1.8 Study structure

The study is divided to the following chapters:

- Chapter 1: Introduction, problem statement, study justification, study importance, study objectives, study questions, hypothesis and study structure;
- Chapter 2: Theoretical Framework and previous studies
- Chapter 3: Natural Heritage Tourism and study location
- Chapter 4: Study methodology and Procedures
- Chapter 5: Results and Hypothesis Analysis
- Chapter 6: Conclusions and Recommendations.

Chapter 2: Theoretical Framework & Previous Studies

2.1 Sustainable Development of Tourism

Most of the countries around the World benefit from tourism development through increasing their Gross National Income (GNI) besides increasing the income of the population and to develop the other life aspects of culture, nature, human and economic. Thus Tourism development leads to economic development, Tourism Development is to upgrade tourism services to gain growth in the tourism sector at a low cost.

Sustainable tourism means making optimal use of environmental resources which consider a key element in tourism development, maintaining essential ecological processes and helping to conserve natural heritage and biodiversity. Also, it means accepting the socio-cultural authenticity of host communities, conserve their built and living cultural heritage and traditional values. (Tanguay, et al - 2011).

Sustainable tourism development meets the needs of the present tourists and host regions while protecting and enhancing the opportunity for the future. It is envisaged as 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 (WTO, 1996).

The main goals of tourism development are; to develop the capacity of people who will give the services to the tourists by empowering them socially and economically. Furthermore, to gain more social, natural, cultural, political and economic benefits for the whole country. (Taleb, 2012).

Types of tourism development; Tourism development must be related to all life aspects e.g. sustainable tourism development, social tourism development, local tourism development, national tourism development, and international tourism development. (Taleb, 2012).

Factors that affect Tourism Development:

1. Linking between tourism and technology.

2. The world interest in tourism lead to social and economic development
3. The existence of some local problems that might affect tourism, and the promising market of tourism

Other elements that affect tourism development such as; environment, transportation, cultural and natural sites, on the other hand, there are human elements such as parks, museums, good infrastructure, and educated local communities. (Taleb, 2012).

Aspects of tourism development;

- Vertical; which is to promote the human resources through education by local universities and centers, the support from the local government and organizations, the national legislation policies and taxes to encourage tourism and in coordination and integration between the government and organizations.
- Horizontal; aspect which is to support the infrastructure of tourism sites, make expansion projects, the diversity of tourism products, the interest in promoting the natural and cultural heritage and in promoting local festivals and programs (Taleb,2012).

Principles for Sustainable Development (Guzman, et.al 2018)

1. 'Sustainable development' should be clearly defined
2. Sustainability should be viewed in a holistic sense, including economic, social and ecological components;
3. Notions of equity should be included in any perspective of sustainable development;
4. Time horizon should span both human and ecosystem timescales, and the spatial scale should include local and long-distance impacts on people and ecosystems;
5. Progress towards sustainable development should be based on the measurement of a limited number of indicators based on standardized measurement.
6. Methods and data employed for assessment of progress should be open and accessible to all;
7. Progress should be effectively communicated to all;
8. Broad participation in action plan is required;

9. Allowance should be made for repeated measurement to determine trends and incorporate results of experience;

10. Institutional capacity to monitor progress towards sustainable development needs to be assured

To measure sustainability there is a need for indicator, indicators quantify change, identify processes and provide a framework for setting targets and monitoring performance, indicators provide critical information about current trends and conditions and help to track progress toward goals (Wei et al, 2007). It is important to note that indicators are not intended to accomplish the required change, but rather they act as catalysts for change, providing an ‘early warning system’, flagging up areas of concern thus enabling decision-makers to initiate the necessary policy changes and remedial measures (Farid, 2014). Indicators of sustainable development should provide a continual assessment of the overall sustainability of a system and the indicators themselves will require constant review and updating over time, as changes occur; implementing indicators is a dynamic process. (Cherplan, 2013)

Sustainable tourism development guidelines and management practices are applicable to all forms of tourism in all types of destinations, including mass tourism and the various niche tourism segments. Sustainability principles refer to the environmental, economic, and socio-cultural aspects of tourism development, and a suitable balance must be established between these three dimensions to guarantee its long-term sustainability.

Thus, sustainable tourism should:

1. Make optimal use of environmental resources that constitute a key element in tourism development, maintaining essential ecological processes and helping to conserve natural heritage and biodiversity.
2. Respect the socio-cultural authenticity of host communities, conserve their built and living cultural heritage and traditional values, and contribute to inter-cultural understanding and tolerance.
3. Ensure viable, long-term economic operations, providing socio-economic benefits to all stakeholders that are fairly distributed, including stable employment and income-earning opportunities and social services to host communities, and contributing to poverty alleviation.

Sustainable tourism development requires the informed participation of all relevant stakeholders, as well as strong political leadership to ensure wide participation and consensus building. Achieving sustainable tourism is a continuous process and it requires constant monitoring of impacts, introducing the necessary preventive and/or corrective measures whenever necessary.

Sustainable tourism should also maintain a high level of tourist satisfaction and ensure a meaningful experience to the tourists, raising their awareness about sustainability issues and promoting sustainable tourism practices amongst them (UNWTO).

2.2 The relationship between Nature and Heritage

Natural Heritage tourism is an umbrella concept, and ecotourism focused on nature, as well as Agritourism focusing on agricultural lifestyles, can be considered subsets. Ecotourism focuses on local culture and wilderness adventures and understanding how people in other parts of the world are living off the land around them. An important element to most Eco-tourists is how sustainable development can best meet the social, economic, and environmental needs of an area and promote biological biodiversity. Agritourism focuses on learning about and direct experience of agricultural operations of all types, often emphasizing the relationship of having agriculture to biodiversity, wildlife compatibility, and local culture or cuisine (Land Conservation Assistance Network) (Becken, 2017).

Tenets of natural heritage tourism: (Becken, 2017).

- Minimize impact.
- Build environmental and cultural awareness and respect.
- Provide positive experiences for both visitors and hosts.
- Provide direct financial benefits for environmental and cultural conservation.
- Provide financial benefits and empowerment for local people.
- Raise sensitivity to the host area's political, environmental, and social climate.

2.3 The relationship between Tourism and Economy

Tourism is considered as important as any other sector in increasing the economic value of the city. Tourism like other sectors links with services and productivity. All of the sectors can increase the gross domestic product and increase the number of job opportunities. Many types of researches (Al Fallah, 2012) showed that tourism is very dynamic in increasing the economic value of the country and can bridge the budget deficit, especially in the financial crises.

Palestine is considered as an important touristic area because it contains many components of tourism such as; religious sites, cultural sites, natural sites, heritage sites beside the good weather. All of these components can lead to an increase in the tourism sector in Palestine and to diversify tourism products to attract tourists and to let them spend more days in Palestine.

According to World Travel and Tourism Council (WTTC) in its yearly statistics for the year 2018, they mentioned main indicators of the economic value of global tourism, they showed that gross domestic product has increased by \$10.4m during the year 2018, creating 319 million jobs opportunities around the world.

According to the Palestinian Bureau of Statistics, the main indicators of foreign tourist visits number in 2009 are visitors spending and their length of stay on average. So in increasing the types of tourism such as; religious, cultural, heritage, natural and community-based tourism will lead to an increase in the number of tourists and increase their average daily spending.

In general, tourism contributes to; (Turgut, Yilmaz, 2015) (Arndt, 1981)

1. Balance of payments: can be seen as the main source of foreign capital inflows.
2. Regional development: provides for spreading economic activities into the country.
3. Variety of economics: contributions to the economy by affecting different areas.
4. Income level for the individuals of the local communities: provides many people income opportunities.
5. Creating job opportunities: provides employment especially for areas where the unskilled labor force is available.
6. Government support: assures funds for certain expenditures

2.4 Smart Tourism

The Smart tourism concept is a very recent concept due to the information and communications technology, its innovation which opened up a variety of new tools for tourists. Smart tourism is reliant on four core information and communication technologies: IoT, mobile communication, cloud computing and artificially intelligent technology, which are all pre-existing in the smart city. These technologies connect the physical, information, social and commercial infrastructure of tourism. (Wesley P., Smith R., 2013)

Tourism destinations are an area selected by visitors which encompasses all necessary amenities such as accommodation, restaurants, and entertainment. There are 6As of a tourism destination: (Wesley P., Smith R., 2013)

1. Attractions: natural, artificial and cultural
2. Accessibility: transport systems consisting routes, terminals, and public transport
3. Amenities: services facilitating stay, accommodation, and activities
4. Available Packages: information center
5. Activities: which motivate tourist's visitation to a specific place
6. Ancillary services: secondary needs such as Banks and medical.

The overall aim is to enhance tourism experience, improve the efficiency of resource management and maximize destination competitiveness, additionally increase consumer satisfaction whilst implementing sustainability aspects to the destination.

The principles of smart tourism destination are to enhance the tourist travel experience, provide more intelligent platforms to gather and distribute information within destinations, and facilitate efficient allocation of tourism resources and to integrate tourism suppliers at both micro and macro level aiming to ensure that benefits from the sector are well distributed to the local society. (Wesley P., Smith R., 2013)

The benefits of destinations: attract foreign direct investment, economic rewards through investment in new innovations, promotion of Brands and preserve or rebuild cultural heritage. The benefits for tourists; offer up to date information, enrich tourist experience, connect to free Wi-Fi services, translation, and navigation. (WesleyP. Smith R., 2013)

2.5 Current status of Eco- Social Tourism in Palestine

Eco-tourism is not common in Palestine, but it's currently receiving great deal of interest because its advantages: economic incentives and conservation benefits. Palestine possess great potentials for ecotourism development. Some important potentials are: first, geographical position of Palestine. It's at the terrestrial meeting point between Eurasia and Africa, made it rich of plants and animals. Second, diversity of ecosystems, these are semi coast, central highlands, eastern slopes and the Jordan valley. Third, Diversity of landscapes such as desert and forests. Fourth, rich of Biodiversity of Flora and Fauna such as herbs- sage- thyme and there are 70 of wild mammalian species such as red fox, hyiena, wolves and rocky hyrax. Fifth, the natural forests and natural reserves, they represent Mediterranean forests which are considered to be biologically valuable. There are 48 natural reserve in Palestine; in Jenin, Nablus, Tubas, Bethlehem, Jericho, Jerusalem, Tulkarem and on in Wadi Gaza. The final one is Religious, cultural and Historical places, these places represent the Canaanites Ancient Greeks, Romans, Arab Caliphates, Crusaders, Othman's, British mandate, Hashemite's up to the Israeli occupation **(Quttaineh, 2015)**.

The governmental bodies have different roles in ecotourism development in Palestine. Starting with the Ministry of Agriculture (MOA) who integrated the ecotourism concepts in the nature reserves and forests management plans. Furthermore, Environmental Quality Authority (EQA) worked in 2014 to raise awareness about ecotourism and nature conservation concepts. While MoTA, has taken actions to deliver inventory of cultural and natural heritage sites of outstanding universal value in Palestine. Seventeen cultural and three natural sites were chosen that met the criteria and requirements for the inscription on the UNESCO World Heritage List **(Quttaineh, 2015)**.

Table no 2.1 1 below shows some of the touristic places in Palestine and its classifications (Mahmiyat.ps)

Table 2.1: Touristic Places in Palestine

No	Place	Location	Classification
1	Saint Theodosius Monastery	Bethlehem	Historical and religious Place
2	Palestinian Heritage Center Art & Craft	Bethlehem	Center
3	Mar Saba Trail	Bethlehem	Trail
4	Beitillu Reserve Trail	Ramallah	Trail
5	Wadi Qelt Reserve Trail	Jericho	Trail
6	The Old City of Hebron Trail	Hebron	Trail
7	Masar Ibrahim Al Khalil	West Bank	Trail
8	Wadi Al Makhrou- Battir Trail	Bethlehem	Trail
9	Al Khawas Shrine Trail	Beit Rima	Historical Place
10	Wadi Al Makhrou	Bethlehem	IBA
11	Dead Sea Ein Feshkha	Jericho	IBA
12	Jerusalem Wilderness- Mar Saba	Bethlehem	IBA

2.6 Previous studies

The following selective published literature (studies) are outlined:

Odeh, Ayman Y. (2011) - The elements of Tourism Sector in Bethlehem, Master Thesis, Al Najah University- Palestine

In his conclusion, he advises relating to the National Strategy to promote the tourism sector in Palestine, to coordinate with the local organizations and non-organization institutes, to involve the private sector in promoting the tourism and the importance of local government donation or work in this sector to be developed. Also, he added the importance of local community involvement and awareness in the tourism sector to protect it for the coming generations.

Hussmann, Sarah (2012) -the Future Management of World Heritage sites in Bethlehem –a necessity of going ‘glocal’ in a Multi-Stakeholder Environment-Master Thesis, NHTV Breda University of Applied Sciences

In conclusion, the overall tourism in Bethlehem owing to a variety of stakeholders and their work and interest is power and the diversity of touristic sites in Bethlehem is a competitive advantage. From her study, she mentioned that the Ministry of Tourism and Antiquities needs some management to develop projects of heritage sites in Bethlehem. In addition to her advice to collaborate with stakeholders to implement a glocal (global-local) multi-stakeholder approach to set up a body that promotes, monitors and integrates the management, preservation, and marketing of holy sites, attractions, and heritage within tourism while including different interests. Additionally, the activities the body (working groups, joint collaborative initiatives, and national commission) needs to carry out will be adjusted in a ‘glocal’ management plan. It includes 6 major themes that need to be carried out in the future management of WHS: Improvement of Marketing and Information, Management and Marketing of WHS, Assurance of Sustainability, Development of Attractions, Upgrade of Infrastructure and Maximization of Economic Benefits.

Ajaj, Lubna M (2007), Planning and development of Heritage Tourism in Nablus- Master Thesis for Al Najah University not published in Arabic

The researcher studied Heritage tourism in Nablus, its components, role, and obstacles. The researcher used the descriptive method and her target was the tourists and the tourism companies in Nablus. She used the questionnaire as a tool of research. She noticed that tourism was prospective during 2000 then decreases due to many factors such as the Israeli Occupation. She suggested improving the heritage tourism in Nablus by coordinating with the local Ministry of Tourism and coordinate with all the stakeholders in the tourism sector to develop a plan to attract more tourists and to diversify in tourism products.

Sayej, Ghattas J. (2010). Palestinian Archaeology: Knowledge, Awareness and Cultural Heritage. Norway: Present Pasts Vol 2, No. 1, p 58-71

The researcher remark that the Palestinians are aware of the national cultural heritage in the past two decades. There are institutions who work to support the Palestinian cultural identity. He suggests to the good impact that will arise if there is solid cooperation with foreign, local and ministries in Palestine to empower the cultural heritage tourism. They must achieve a common goal of Palestine in protecting the cultural heritage as universal heritage.

Shomaly, Qustandi (1999), Cultural Tourism in the West Bank and Gaza (Arabic)

This book discussed the cultural tourism in Palestine and how to develop tourism in general in Palestine. He mentioned the components of cultural tourism in Palestine, the forms of cultural tourism, sustainable tourism and the Palestinian efforts in promoting cultural tourism. He pointed out the necessity to; develop a national strategy about the heritage tourism, to develop laws and rules that promote tourism, heritage planning and controlling by the Authority, rehabilitation of the heritage sites, awareness campaigns, establishing museums, coordination between local organizations in promoting the tourism, promoting the heritage sites to be listed as World Heritage sites and writing and documenting the local history and culture.

Naif Haddad, Fakhoury Leen (2016), towards developing a sustainable heritage tourism and conservation action plan for Irbids Historic Core- a Research Pape

Their study was aimed to develop the key heritage buildings with a high cultural significance of the area and the main related open spaces. In the end, they found that the area provides an excellent opportunity for Irbid to embark on a bold conservation strategy. And if the project they are studying is successful it will put the city on the map of innovative city planning of the 21st century. They found that there is an urgent need for the core area rehabilitation and revitalization approaches that maintain the collective memory, identity and life quality of the historic core.

Asbir, Maysa (2014) - Involve the tourism role in Rural Development- Thesis- Teshren University Syria

She concluded that the interest in Rural Tourism is not the goal, but it is a tool to develop the socio-economic welfare of rural communities. For example, tourism gain more income than agriculture in some rural places, in addition to women's development and promoting local handicrafts. All of those will lead to a decrease in the poverty rate, decrease the migration from the rural communities to the cities and develop the educational level of the people. She mentioned that there are many types of rural tourism and many components that affect the number of tourists such as the cooperation between the private sector, public sector, local communities, and local institutions.

Raja Irfan Sabir, Aniq Komal, Khinza Khalid. Promoting Tourism and Cultural heritage through Marketing Strategies in Areas of Low Tourism Patronage: A Perspective of Pakistan Tourism Growth 2014.

The researchers found that there is a positive relationship between the variables they used of Tourism, Cultural Heritage and Marketing Strategy, thus their hypotheses were accepted. They used the survey research methodology for primary and secondary data collection. They found that there is more effect of cultural heritage and tourism and a good impact of tourism on marketing strategies in Pakistan and the role of companies to make their customers- tourists satisfied to maximize their revenues.

Wei Ren and Feng Han (2018) - Article about Indicators for Assessing the Sustainability of Built Heritage Attractions- Chinese Study. China: Sustainability Journal 10, 2504.

This research identified the variations in terms of the importance of key sustainable indicators between the UK and China, by comparing the current situation, questionnaire survey results, and case studies. It has defined sustainability in relation to built heritage attractions, it has developed four indicators to examine the relative importance of various aspects of sustainability. The traditional dimensions of sustainability are economic, social and environmental, but this research has also considered governance as an independent dimension when applying to heritage. It should be an interaction and integration among these four dimensions to gain sustainability.

Guzman Paloma, Roders Ana, Colenbrander Bernard (2018), Impacts of Common Urban Development Factors on Cultural Conservation in World Heritage Cities: An Indicators- Based Analysis. Netherlands: Sustainability Journal, 10, 853

This paper addressed the need to develop methodologies that enable understanding of the dynamics between heritage conservation and urban development. The writers used both quantitative and qualitative methods. In their study, they used three dimensions of sustainability are Environmental, Social and Economic. From the results of collecting the data, they priorities the most frequencies of indicators such as; Air Pollution, Public Green Space, Urbanized land, electricity, disasters in the last 10 years, consumption of water per capita, median travel time, cost of rent and availability of natural resources. The results confirmed that the interdisciplinary analysis could provide insights on the dynamics between urban development factors and heritage conservation in correlation with local management practices, desired and undesired impacts, but also on the extent practices promote a systemic approach to sustainability.

Nocca Francesca, the Role of Cultural Heritage in Sustainable Development: Multidimensional Indicators as Decision- Making Tool- October 2017

Her study is about discovering the relationship between cultural landscape and sustainable development. The researcher built a matrix of multidimensional indicators about the impacts produced by the targeted

cultural heritage conservation projects in 40 case studies. She used the three dimensions of economic, social and environmental impacts. In conclusion, tools to evaluate the contribution of cultural heritage to the achievement of sustainable development (considering the multidimensional benefits that it is able to produce) and the identification of a new effective model for sustainable management of cultural heritage are necessary. Indicators and evaluation methods to assess the contribution of cultural heritage to increase city multidimensional productivity still represent a gap and thus an open field of experimentation.

Wiesmann U., Liechti K. (2004) – The Contributions of World Natural Heritage Sites to Sustainable Regional Development- Two case Studies from the North and the South. Switzerland: Journal of alpine research 2004 No.3.

This paper examines the question of the extent to which protected areas and in particular World Natural Heritage Sites- enhance sustainable development in mount regions. The focus is on a comparative assessment of the effects of protected areas of global significance on regional development in the north and the south, particularly in the Alps and the tropical mountains of Africa. They concluded that the mountains in Kenya differ in terms of the economic, socio-cultural and ecological dynamics of their surrounding regions. In other cases in Kenya, the cultural landscape is more endangered than the protected natural landscape of the World Heritage Site. In the south- Alps, World Heritage status can ensure the protection of the natural landscape in ecological terms, but the potential losses for the population in terms of primary production are compensated only to a very limited degree.

Conradin K., Wiesmann U. (2014). Does World Natural Heritage Status trigger sustainable regional development efforts? Switzerland: eco. mont – volume 6, number 2.

A global survey and interviews of all the listed World Natural Heritage Sites (WNHS) were conducted in spring 2012 to find out how WNHS status contributed to sustainable development and which factors influenced this contribution. The surveys and the interviews show that WNHS status is, in fact, effective in promoting benefits beyond conservation that contribute to sustainable regional development. They are a result of careful planning and a complex interplay of hard and success factors; appropriate management strategy. Sustainability must constantly be redefined for specific local settings. As a

specific zone, managers must take the necessary steps to conserve the outstanding universal value of a site, whilst integrating it into the social, environmental and economic ecology of the region.

2.6.1 Comments on the previous studies

In Palestine the researchers agreed on the importance of sharing the work with all the stakeholders in the area to promote the different types of tourism, the good impact will rise if there is solid cooperation with foreign and local ministries. In Addition, to promote cultural tourism, Palestine Heritage sites need to be rehabilitated, to establish museums and promote the heritage sites to be listed as the World Heritage site.

On the other hand, the researchers agreed on the need for coordination with the Ministry of Tourism and Antiques to manage the work and regulations. They concluded that Palestine needs a national strategy of promoting the Cultural and Natural Heritage Tourism.

In the national cases, in Jordan- Irbid, for example, they are working hard to develop the key heritage buildings with a high cultural significance to put it on the map as innovative city and to reach universal standards to be listed as World Heritage Sites. On the other hand, a researcher from Syria mentioned that the goal is not communities' tourism but it is to develop the socio-economic welfare of rural communities.

In international cases; they are studying the importance of promoting the sustainability of heritage tourism by working on four dimensions; economic, social, environmental and governance. In other papers, they examined the question of the extent to which protected areas and in particular World Natural Heritage Sites to enhance sustainable development in different regions, for example in Kenya, the cultural landscape is more endangered than the protected natural landscape of the World Heritage Site. In the south- Alps, World Heritage status can ensure the protection of the natural landscape in ecological terms, but the potential losses for the population in terms of primary production are compensated only to a very limited degree. To conclude, sustainability must constantly be redefined for specific local settings. As a specific zone, managers must take the necessary steps to conserve the

outstanding universal value of a site, whilst integrating it into the social, environmental and economic ecology of the region.

2.6 .2 Common Ideas from the previous studies

We can summarize the important steps in order to develop tourism in natural heritage places, first of all, to work for coordination with all the tourism stakeholders each in his role and responsibility, and work for the rehabilitation of the sites to attract investors, donors, and visitors. Second, the managing authority, local organizations and local communities must work for universal standards of world heritage sites to develop its sites and communities. Third, these stakeholders must work for sustainable development to ensure tourism sustainability. Find the figure 2.1;

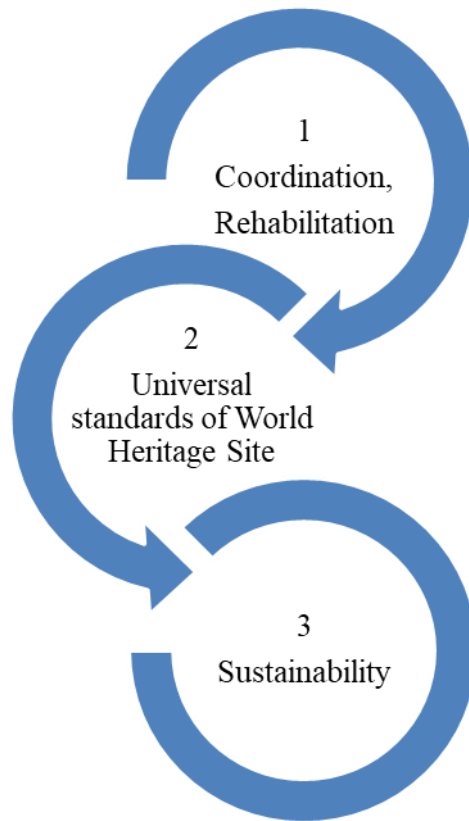


Figure 2.1: Sustainable Development steps

Chapter 3: Natural Heritage Tourism and Study Location

3.1 Natural Heritage Sites Tourism definition

Natural Heritage Sites: is the total of the elements of biodiversity, including flora and fauna, ecosystems and geological structures. Natural Heritage sites which contain social structure landscape and associated ecological systems

Natural Heritage Tourism (or geo-tourism as defined by National Geographic) is defined as tourism that sustains or enhances the geographical character of a place-its environment, culture, aesthetics, heritage, and the well-being of its residents.

Heritage Places have local communities, social structures landscape and, associated ecological systems. Especially in Palestine most of the Heritage sites are surrounded by natural sites.

For Natural Heritage sites, four main criteria were defined relating to; are unique natural features, natural history, biological biodiversity, and natural beauty (UNESCO).

3.2 Natural Heritage sites of Bethlehem

There are in Palestine many cultural, religious, heritage and natural sites. They are distributed all around Palestine and especially in Bethlehem. These sites tell Palestine history and culture, as it is an open museum of heritage that reflects the living culture. (Shomaly, 1999). Rehabilitation, building the needed infrastructure, marketing, and tourism products will lead to promoting tourism in these sites.

These touristic sites are divided to (Shomaly, 1999)

1. Heritage sites represent history, different cultures and different religions in Palestine.
2. Natural sites such as mountains, deserts, and the coast, Palestine have many natural sites that attract tourists besides its beautiful and its enjoyable weather.

- Cultural sites such as the historical cities, old markets, rural villages, handmade markets and museums, all these attract tourists to explore the local communities' life. All the diversity in touristic sites attracts the tourists to come and discover Palestine but in general the Palestinian faces the Israeli unjustified control of some areas that limits the move and action of the Palestinian associations and tourism companies. For example, they control the number of buses that enter Palestine, they control borders, in addition, they control the local Palestinian guides who would like to work in the areas under the Israeli control.

The author listed and classified the touristic places in Palestine into religious, historic, natural, heritage and cultural. Here are on table 3.2 some places in Bethlehem Governate and its classification (Shomaly, 1999).

Table 3.2: list of some of the Palestinian- Bethlehem touristic places and their classification.

The site	Governate	classification
Nativity Church	Bethlehem	Religious\ Historic
Al Burak Castel	Bethlehem	Historic\ Natural
Sulaiman Pools	Bethlehem	Historic\ Natural
Al Khader	Bethlehem	Religious\ Cultural
Saint Elias	Bethlehem	Religious\ Historic
Mar Saba Monastery	Bethlehem	Religious\ Natural
Al Ferdes Mountain	Bethlehem	Historic\ Heritage\ Natural
Wadi Khretoun	Bethlehem	Heritage\ Historic
Battir	Bethlehem	Heritage\ Natural

As the researcher is studying the Natural Heritage Sites of Bethlehem, here are some benefits of natural heritage tourism in Palestine; protecting natural areas, enhance local and tourist awareness of Biodiversity and conservation issues. In general, tourism reduces poverty by stimulating business development and job creation that is in principle compatible with biodiversity conservation as well as enhancing local services and through improved education, empower the local community to advocate for the protection of the natural environment. However, if tourism is badly planned and not managed

carefully, it might on the contrary lead to biodiversity loss and leave a negative impact on the environment and on the local community. (Farid, 2011)

On the other hand, there are long term benefits that can contribute to benefit Palestine politically; by introducing the heritage and cultural sites to the world, it introduces Palestine history and culture, it can prove to the world that Palestine deserves the right to have a state, how was Palestine before occupation and how the Israelis are occupying the land and stealing it. In addition, it makes the Palestinian culture well known for appreciation and does real intercultural dialogue, mutual respect and solidarity and there are local problems that need to be addressed such as the lack of water in Palestine.

3.3 Importance of Natural Heritage sites Tourism

Every country in this world has some kind of heritages upon its distinctive culture. It includes Museums, beautiful Architecture, old palace, forts and so on. Whenever you visit any natural heritage, you get to know about so many things, about history, how people used to live a hundred years ago, about their culture, religion, customs, and traditions.

All countries around the world are interested in improving and increasing their tourism industry and also preserve the natural, cultural and heritage for the future generation. To preserve natural heritage for future generations, about 157 countries collectively established the World Heritage Convention in 1972 and 582 sites are registered for the prevention of the cultural endowment on the UNESCO World Heritage List.

Natural Heritage is to conserve the diversity of life on Earth which is critical to global human welfare. Thus, to be inscribed on the World Heritage List, a site must have values such as superlative natural phenomena; represent major states of earth's history, demonstrate significant ecological and biological processes and contain important natural habitats. The World Heritage Convention has provided international recognition to well over 10% of the total area of protected areas in the world, providing crucial protection to our planet's most important natural resources. (UNESCO). For Natural Heritage Sites, four main criteria were defined relating to unique natural features, natural history, biological diversity and natural beauty (Borges et al, 2011).

The components of Natural Heritage Tourism are: Natural and Cultural Landscapes (Jyrwa, 2017)

1. Natural Ecological Factors: biological systems of nature, like the earth surface and what it contains mountains, valley, forests, rivers, reserves, and deserts, or what is done by humans such as gardens and parks
2. Climate factors: climate seasons and how we can benefit to watch sunrise and sunset, watch the sea, ski or stars watch.
3. Biodiversity Factors: which includes Flora (aromatic, trees, plants and medicinal plants) and Fauna (mammals, birds) of the site.
4. Bird watching, some of the sites are considered important bird area, thus you can watch the bird migration or the soaring birds.
5. Cultural Factors: most of the heritage sites surrounded by water sources or water pipes and wells made by humans to have a garden or animals and birds. In addition to religious sites or monuments and antiques.
6. Traditional life of the local community.

3.4 The Benefits of Natural Heritage Tourism

Natural Heritage Tourism will come up with many benefits for the local communities and Bethlehem Governate in general, such as:

- Creating Jobs especially in rural communities. For example, creating homestays, involving women centers, handmade food, handmade industries, local restaurants and local guides. This will invert benefits to the local community economically and socially.
- Improving the infrastructure in these sites. The managing authority will take action to build the needed infrastructure to attract tourists and investment opportunities.
- Protecting the Cultural and Natural Heritage sites of the country. For example, Battir considered as World Heritage Site and this name by UNESCO protect it from building the Israeli Wall for controlling.

- Introducing the Palestinian Culture and nature to the public and achieving cultural and social communication to other generations.
- Promote community involvement in protecting the area and in sharing the benefits of raising awareness about nature conservation and link it to sustainable development.

3.5 The elements of Natural Heritage Tourism

The elements of Natural Heritage Tourism are: (De-Asceniis, et. al, 2018)

1. Space Objects: the place or location or geographic area and how to connect between them.
2. Functional elements: contains travel, residence and services.
3. Cultural elements: the cultural information that the tourist will get
4. Entertainments elements: rest and recreation, local festivals and activities and walking paths
5. Community elements: local community involvement.

3.6 The role of Natural Heritage Tourism

Heritage is seen as cultural treasures and as a non-renewable resource in most of the world countries. When heritage management is controlled by a national entity and well planned, then the historical buildings, archaeological sites are protected and valued. They become national resources that contribute to increasing historical knowledge, community pride, and tourism attraction.

Whenever you visit any heritage place, you get to know about so many things, about history. You get to know how people used to live a hundred years or thousand years back. When you get a glimpse of it through such heritages, most of the things are quite inspiring because your mind travels through a different world. When you get into such heritage, which reminds you of a much better society than today. You start feeling rich and start dreaming to live in that environment, which used to be there for a long time (Bader, 2016).

Palestine constitutes an enormous resource of heritage sites, historical places, cultural places, religious places. Those places are a valuable part of community national awareness, it is vital in developing the economics of the local communities and it considered as a touristic attraction for foreigners.

Most of the heritage sites, historical places, cultural places, and religious places in Palestine are located in rural communities, and they are excluded from the mainstream tourist routes. For Palestine to successfully compete and get its share of regional tourism arrivals, it needs to diversify its tourism offering and promote its richness in cultural, historical and natural resources (Kassis, 2008).

3.7 Sustainability of Natural Heritage Tourism

Sustainability of Natural Heritage Tourism reflects the importance of economic, environmental and social factors in taking decisions by policy makers. Few indicators are universally accepted for the appraisal of the sustainability of heritage attractions. The traditional three pillars of sustainability are economic development, social development, and environmental protection. The sustainable tourism should be aimed at maintaining cultural integrity, essential ecological processes, and biological diversity and life support systems, on the other hand, it demands long-term commitment by all parties in terms of social, environmental and economic factors (Ngamsomsuke et al, 2011).

The fourth pillar of sustainability is governance according to the United Nations Development Program (UNDP), it defines as managing economic, political and social affairs through interactions within and among the state, civil society, and private sector (Wei et al, 2007).

According to an article about Indicators for Assessing the Sustainability of Built Heritage Attractions-Chinese Study for Wei Ren and Feng Han (2018), (Table 3.3) shows that they worked in the same pillars of sustainability are: Economic, Environmental, Social and Governance, and the indicators are;

Table 3.3: Dimensions and indicators of sustainability

Pillar	Indicator
Economic	Providing local employment
	Growth in annual gross income of attraction
	External funding support
Environmental	Efficient amenities
	Waste and pollution management
	Possessing an environmental management system
	Historic buildings conservation and preservation
Social	Support from attraction to local communities
	residents satisfaction
	Traffic congestion during peak tourism periods
Governance	Involvement of key stakeholders
	Producing sustainability documents
	Urban planning
	Legal basis for heritage protection

3.8 The role of local communities in Natural Heritage Tourism

The Host Community is the center of any tourism in planning, development and operational process. It is based on an ideology of socio-economic inclusion of such communities, public participation in decision making, planning, and bottom-up development approach. The relationship between natural heritage tourism and local communities is multifaceted. Thus, their complexity may determine their possible success in pursuing their interest. The leading question is how to maintain socio-economical sustainability in host communities and share natural heritage assets.

Tourism sustainability ideologically entails that all tourism attractions will be environmentally socio-culturally and economically balanced. This must ensure that all community interests, sensitivities, heritage background, and culture identity accept tourism in their community. The question is what kind of goals should be set for the community to satisfy both parties and to ensure that the community's interest is well kept. Thus, the decision-makers and planners are responsible in designing commonly acceptable community sustainable goals.

There are some Palestinian efforts in developing alternative types of tourism in Palestine such as community-based tourism; its main objectives are fair participation of the community, improve the standards of living of the community by sustainability utilizing the natural resources and to run and owned by a group of community members and having social development objectives such as improving their livelihoods, in addition to economic ones (Rose meijer, 2001). This type of tourism involves and develops the role of local communities in taking the responsibility in tourism management and raising the number of visitors. For example, Masar Ibrahim Al-Khalil (MIAK) is working to develop the role of community-based organizations (CBOs) by involving the youth and women in tourism sector, furthermore its working to create job opportunities by training local guides and marketing the local products of women centers internationally. Ghaida Rahhel the project manager of MIAK added by creating walking paths in Palestine, we are involving the local community and they are taking the role of responsibility in raising the tourism in their village, she added that they are working especially in the most marginalized communities in Palestine to strengthen their resilience.

The most common goals of the Palestinian organizations are; focusing on Environmental level, Economic level, socio-cultural level and quality of life level such as; (Mansfeld, 2018)

1. Minimize negative environmental impacts generated by tourism.
2. Involve the local community with the planning and management of consequent environmental impacts.
3. Integrate communities into the local tourism economy using training, financial incentives, business incubators, homestay, guest house and marketing the local handmade products.
4. Use conservation and preservation of heritage properties as leverage for cultural revival (involving mainly the local young generation).

5. Using the presence of tourists to create recreational, leisure events and services that need minimal economic thresholds.
6. Minimize any potential distraction to daily life.
7. Minimizing or eliminating all forms of pollution generated by attracting tourists to natural heritage sites.

According to Mansfeld Paper, he explained how the role of local communities can affect the tourism positively or negatively, the steps of involving the local community are demonstrated in table 3.4

Table 3.4: levels of possible community engagement in Tourism

Ignoring	Leaving the community out of the process and fully ignoring its attitude and expectations
Informing	Planners and decision-makers inform the community about the process, expect the community not to take part in the planning, development, and management of the site tourism.
Involving	Listening to the community voice and interest and consider them as part of the overall process.

3.9 The role of local organizations in promoting the Natural Heritage Tourism

The Palestinian Ministry of Tourism and Antiquities (MoTA) is the main governmental body that has the responsibility for all issues related to tourism in Palestine. Its responsibility to implement the Palestinian government's national strategy for tourism. The bulk of the currently applicable Palestinian tourism laws were established during Jordanian rule over the West Bank in 1965. Subsequently, and as an additional legislative layer, military orders have been introduced by the occupying power to serve Israeli interests. The main tourism laws are roughly 40 years old and still applied today. The applicable tourism legislation does not specify the rights and duties of all sectors that organize and influence the Palestinian tourism sector, including MoTA. Palestinian tourism law also fails to consider environmental

dimensions in its protection of touristic and archaeological sites or the creation of nature reserves. Moreover, it does not include a mechanism to protect the local community or the rights of workers in the tourism sector or make any efforts to include local populations in the design and promotion of Palestinian tourism. (Kassis; 2013) (Assi, 2006).

Here are some local organizations in Bethlehem working in the field of Cultural, Natural and Heritage Tourism such as;

Palestinian Center for Rapprochement between People (PCR), established in 1988, is a non-profit organization licensed by the Ministry of Tourism, their goal is to encourage international visitors to immerse themselves in Palestine: to experience the hospitality, cultural heritage and unspoiled nature in a life-enriching exchange of understanding between Palestinians and visitors from other cultural, religious and social backgrounds.

Masar Ibrahim Al-Khalil (MIAK), established in 2013, is a non-profit community-based tourism initiative that delineates and develops Masar Ibrahim in and around different Palestinian localities. The organization endorses cultural diversity and exchange, safeguards tradition and heritage, inspire storytelling and encourages friendships based on the advancement of human values and the preservation of the surrounding environment and the people's needs for further growth and education. MIAK works closely and jointly with local communities to cultivate their resources, capacities and the opportunity for a better life.

Center for Cultural Preservation Heritage (CCHP), Since its establishment in 2001, the Centre for Cultural Heritage Preservation (CCHP) has been privileged to lead the way in preserving tangible and intangible cultural heritage resources and targeting towns and villages in Bethlehem governorate in efforts to link the past with the present and safeguard our heritage as a manifestation of Palestinian culture, history, and identity. To complement these efforts, CCHP implements awareness-raising campaigns to draw attention to the importance of cultural heritage preservation for the future of Palestinian society. CCHP also formulates conservation plans for towns and villages and conducts research and studies on cultural heritage and its role in sustainable development. CCHP played a fundamental role in the preparation of the Nomination Dossiers for inscribing Bethlehem and Battir on the UNESCO World Heritage List.

Alternative Tourism Group (ATG) - Study Center is a Palestinian NGO specializing in tours and pilgrimages that include critical examinations of the history, culture, and politics of the Holy Land. Established in 1995, ATG operates according to the tenets of “justice tourism”, that is, tourism that holds as its central goals the creation of economic opportunities for the local community, positive cultural exchange between host and guest through one-on-one interaction, the protection of the environment and political/historical education. ATG works to encourage all tourism operators to abandon exploitative mass tourism and to adopt practices that positively affect the host population. Through these methods, ATG seeks to promote a positive image of Palestine and its people and to contribute towards establishing rightful peace in the area. Since its establishment, ATG has provided its services to thousands of people from all over the world.

Palestine Wildlife Society (PWLS), established in 1999, is an active and professional NGO and non-profit organization working in research and education in nature conservation among the Palestinian society and the region. It has strongly focused on developing clear and strategic objectives regarding environmental educational concepts and conservation of nature and biodiversity. This Society has proved to be both dedicated and effective in its objective of raising environmental and wildlife awareness.

Joint Services Council for Tourism Development in Bethlehem Governorate (JSCTD), a body corporate under the Ministry of Local Government. The council was established in December 2016 based on an official letter issued by his Excellency Minister of Local Government Dr. Hussein Al Araj. This official letter issued upon a MoU between seven local municipalities in Bethlehem Governorate (Bethlehem, Beit Sahour, Beit Jala, Ubedieh, Battir, Alkader and Aldoha) with the main objective of developing the tourism sector in Bethlehem Governorate. JSCTD aims to meet its main objective through strengthening the local municipalities’ cooperation towards improving tourism sector and implementing joint programs and activities, contribute to providing development environment in tourism sector, develop tools and channels for promoting the governorate as a destination locally and internationally, and encourage fair tourism and coordination with MoTA and stockholders working in the tourism sector.

The previously mentioned bodies are working on the following fields;

- Education: spreading the awareness of tourism benefits to the local communities and spreading cultural and nature conservation concepts to visitors
- Tourism Development: diversification the number of tourism types to increase the number of visitors and to stay longer in the Palestinian Sites
- Trail Development: making and marking trails along the west bank for hikers and bikers to enjoy the diversity of Flora and Fauna of Palestine
- Nature Conservation: spreading the awareness of local nature conservation that is rich and awareness of Migratory Soaring Birds protection.
- Job creation: indirect ways, alternative types of tourism increased the number of job creation by training local guides, making hostels, restaurants, and guest houses.
- Women Empowerment: training of women in Food Security and production, handicrafts for selling to increase their economic development.
- Political Empowerment: spreading the culture of Palestine to the tourists and putting the rural communities in focus and support the existence of people in areas C that are under the Israeli Control and promoting advocacy to the Palestinians.

3. 10 Natural Heritage Sites Tourism SWOT analysis

According to the previous studies: there are general Strengths, Weaknesses, Opportunities, and Threats (SWOT analysis) that affect the tourism in Bethlehem Governate and in Palestine as total: (Odeh, 2011) (Bethlehem Chamber of Commerce and Industry 2010) (Al Fallah, 2014) (interviews with PWLS, MIAK, and PCR) Mention Table 3.5.1+ 3.5.2

Table 3.5.1: Tourism in Palestine SWOT analysis

Strength	Weakness
Palestine is an active tourist destination	The weak work in developing the infrastructure, laws and private sector investment in tourism, thus it's hard to measure the results.
There are many touristic areas, good weather and natural sites in Bethlehem	The weakness in strategic planning and development led by the local Ministry
Safety- a hospitable and welcoming people	The focus on religious tourism- poor linking between the touristic areas of Palestine such as Heritage- cultural, natural- heritage, religious- cultural
There are private interest in tourism investment in Bethlehem such as PADECO	The low interest of the Ministry to implement and market the local festivals to attract tourists
Non-Governmental, not for profit organizations and networks interested in the tourism sector	Israeli Military Control and Classification
The good role of tourism and antique police in the touristic areas	Private sector is not motivated or encouraged to invest in tourism
Opportunities	Threats
The recognition of Palestine as a non- member state in the United Nation, thus to market its touristic areas and products	The control of Israel on borders and check points, thus limit the number of tourists

Table3. 5.2: continued -Tourism in Palestine SWOT analysis	
The increasing interest of international donors to promote the tourism sector in Palestine	The bad reputation that the Israeli occupation gives in marketing about the Palestinian people.
Economic growth for the marginalized communities	Customs and traditions of the local communities
Attract new visitors local & International	Political situation

3.11 Stakeholder Analysis

In general, many stakeholders are involved in tourism in Palestine. They have indirect or direct effect of tourism in a positive or in a negative way. When making a plan these stakeholders according to the following diagram has to be involved.

These stakeholders are as on figure 3.2:

1. Public Sector; Ministry of Tourism and Antiques, Local Authorities
2. Private Sector; Local Non-Governmental Organizations and Networks
3. Community Based Organizations
4. Local Communities
5. Religious Groups
6. Donors Organizations
7. Local Guides

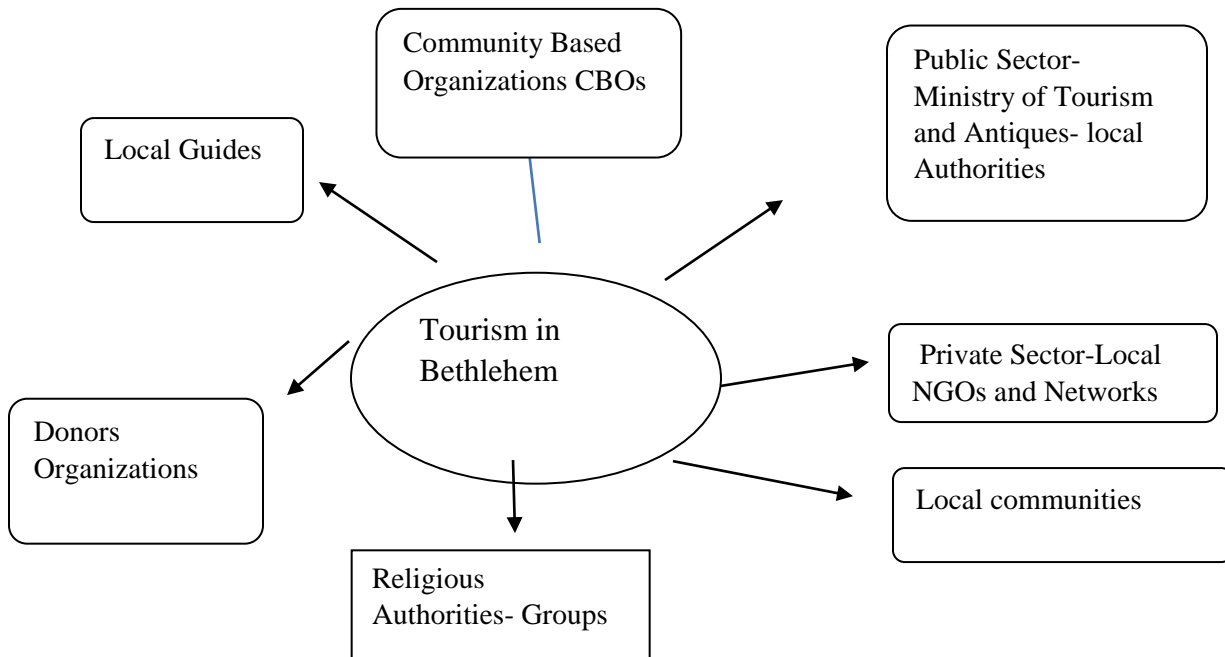


Figure 3.2: stakeholder analysis of tourism sector in Bethlehem

3.12 Study Location

3.12.1 Mar Saba Monastery Area



a



b



c



d

Figure 3.3: a-d: Mar Saba Monastery Area

Few photos of this site are presented in Figure 3- a: natural view, b: Monastery, c: steppe eagle, d: bird watching event. (PWLS, 2019)

This Greek Orthodox Monastery, Mar Saba Monastery, located only 15 km from Bethlehem, is named after Saint Saba (439-532 CE) who settled in a cave opposite the actual site of the Monastery, in complete seclusion that lasted 5 years. Mar Saba Monastery is located in the eastern slopes with

attractive view facing the Jordan Valley and Dead Sea, the natural area is rich of biodiversity, plants and animals. (Enjoy Bethlehem.com) (Education Development Center 1997) (Bethlehem City Guide- 2010).

Few of the Byzantine desert monasteries can match the serenity and beauty of this place. Linking to the cliff face of the Kidron Valley, this immense and spectacular Church evokes a thrilling shock when it first comes into view in the midst of a desert landscape. The Monastery was built in 484 AD by 5000 monks, followers of St. Saba (Mar Saba in Arabic). The Monastery contains two churches - the first is dedicated to St. Nicolas and was built in 491 AD, and the second main church is dedicated honoring the Annunciation of the Mother of God in 502 AD.

The body of Saint Saba can be seen in the main church, while his tomb is paved in the courtyard outside. Although Mar Saba is reputed for its hospitality to strangers, women have never been allowed to enter. Hence they can enjoy a glimpse of the chapel and building from a nearby two-story tower known as the Women's Tower.

This site is listed as natural reserve, it contain pastoral areas, slopes, rich of wild plants, historical sites and mountains. It is 250 m above sea level (IBA book 2018).This site is listed as a Heritage and Archeological Sites in Palestine but is not yet listed as a World Heritage Site according to the Palestine Liberation Organization- Negotiations Affairs Department. On the other hand, this site is listed as Important Bird Area by BirdLife International because wild birds such as lesser kestrel live and breed in the site, Black Kite and Egyptian Vulture (IBA book 2018).

3.12.2 Salomon's Pools Area



a



b



c



d

Figure 3.4: Salomon's Pools. Pictures sources

Few photos of this site are presented in Figure 4 - a: water collection pool, b: water collection pool, c: ducks, d: nature view. (PWLS, 2019)

Salomon's pools are located on the main street between Bethlehem and Hebron and on the entrance of Ertas Village, about 4km away from Bethlehem. It contains Salomon's pools and the Castel from the Othman era in the seventeen century that is called Al Berak Castel. (Enjoy Bethlehem.com) (Education Development Center 1997) (Applied Research Institute Jerusalem 2010).

The Pools are located as a series of pools go from east to west. Part of it is carved from the stones. The aim of these pools is to collect water from springs and rain to cover the need of the local community.

According to the popular myth these pools are from King Suleiman, but the historical studies refer it to the Roman era. But the current pools are constructed by the Othman King Suleiman Al Kanoune in the sixteen century.

The Castel: is located in the left side of the Pools, known as Al Berak Castel, the Othman Turkish built this castle in order to save the pools and water pipes and to secure the main road between Jerusalem and Hebron. This castle contains 50 rooms and a mosque, it is used to be guarded by 40 soldiers. But lately, this castle is used by the local community of Al Khader to raise their sheep's, and the Pools are used as a public park.

This site contain agricultural areas, water springs, wild forest, water collection system and natural path. In addition, this site is considered important for bird immigration, some bird like Palestinian sunbird and white stork passes through the site to rest and drink water. It contain mammals such as; foxes, mongoose and rocky hayricks. This site is listed as a Heritage and Archeological Sites in Palestine but is not yet listed as a World Heritage Site according to the Palestine Liberation Organization- Negotiations Affairs Department. On the other hand, this site is considered as natural site that contains domestic trees as artificial forest such as wild pears, pistachio, and hawthorn. It contains birds such as sunbirds and it contains natural path for eco-tourism.

3.12.3 Town of Battir



a



b



c



d

Figure 3. 5: Battir. Pictures sources

Few photos of this site are presented in Figure 5 - a: natural terraces b: old houses, c: natural flowers, d: roman pool (PWLS, 2019)

Battir is a town located 5 km west of Bethlehem and 3km south of Jerusalem on the western slopes toward the Mediterranean Sea, Battir is in the list of UNESCO World Heritage Sites in Palestine, famous in water springs from Roman age. Battir has a unique irrigation system that utilizes man-made terraces and a system of manually diverting water via sluice gates since Roman-era is still in use, water is fed by seven springs which have provided fresh water since 2,000 years. The irrigation system runs through a steep valley near the green line with Israel where the section of the Ottoman-era Hejaz railway was laid, Israel still use it for train from Jerusalem to Tel Aviv and part of the valley inside Israel still used by Battir farmers, Israel tried to build wall in the Battir side to join the part where railway and mentioned

land, but the municipality of Battir have succeeded with UNESCO in 2014 to join Battir among the villages covered by the program of World Heritage Preservation. (Battir.org)

In the old town of Battir, an assembly of small charming buildings gather around a Hosh, or a courtyard, to form the Seven Widows Quarter. The quarter was referred to as such only recently after it was known as Al Butma Quarter, from the time when its residents were predominantly from the Al Butma family. In general, women in Battir are known for their resilience and determination and are as industrious as the men. For the seven widows, as hard as it was to have lost their husbands and backbones, let alone the many social challenges they were confronted with, yet they participated in all the chores and duties around Battir, hence the name of the quarter was attributed in their honor. The intriguing quarter overlooks a valley of plantations, which were the bread and butter of the town residents, and the famous Jerusalem-Yafa train line, which was built by the Ottomans and inaugurated in 1892. In recent years, especially after the renovation of the Old Town in 2008, many visitors make their way to Battir, and the Seven Widows Quarter is at the top of their agenda. (Enjoy Bethlehem.com) (Education Development Center 1997) (Applied Research Institute Jerusalem 2010).

In Addition to its archeological and agriculture richness, Battir valley was also used to connect the western area of Bethlehem with the city, including the destroyed Palestinian villages during the Nakba of 1948. The site is 890 m above sea level, it contain natural water springs, natural forests, agricultural terraces, irrigation channels and natural paths. This site is listed as a World Heritage Site according to Palestine Liberation Organization- Negotiations Affairs Department. In addition, the site is considered as natural reserve, its rich of biodiversity such as; Pistachia and Almonds sps. In addition, it's important for bird immigration, they pass by the site to drink water (it contain springs and wild trees) and rest such as; European Turtle Dove and steppe Eagle. (Palestine Wildlife Society, 2018).

3.12.4 Wadi Khreitoun Area



a



b



c

Figure 3.6: Wadi Khreitoun.

Few photos of this site are presented in Figure 6 - a: wadi view b: natural view c: old caves (Center for Cultural Heritage Preservation, 2011)

Wadi Khreitoun: Named after the Greek author Chariton, who lived in one of the caves in the area and founded the Souka Monastery. Wadi Khreitoun, or Khreitoun valley, is an adventure in the great outdoors, located southeast of Bethlehem, directed to the Dead Sea. It contains many natural caves,

which shows how the first man used to live, they used to hunt animals and collect wild plants. It contains Roman and Byzantine history, then it used to be homes for monks. In the twentieth century, the local community on the site depends on farming (Enjoy Bethlehem.com) (Education Development Center 1997) (Applied Research Institute Jerusalem 2010).

This site contain natural views, very ancient caves, walking paths and wild forest, it is considered a Heritage and Archeological site that is under full Israeli Control (area C according to Oslo agreement) in the Bethlehem Governorate according to Palestine Liberation Organization- Negotiations Affairs Department.

Chapter 4: Study Methodology and Procedures

This chapter includes a detailed description of the study methodology, procedure, tools development and design, their validity, study sample, study boundaries, data collection procedure.

The researcher collected the data from local interviews with experts and tourism organizations and I participated in an exchange program about cultural heritage in Jordan. This participation helped me to collect data and analyze the work of natural heritage tourism. Thus I was able to prepare a questionnaire for collecting primary data about the natural heritage tourism in Bethlehem.

4.1 Study Methodology and tool

The descriptive approach was used. In order to provide a rationale and context for the study objectives, the researcher collected primary data from the questionnaire, interviews and workshop participation then secondary data from various resources such as books, studies, researches, journal articles, institution reports, and electronic articles. The methodology is detailed as Figure 4.7.

The main tool used to collect data is the Questionnaire; it was examined for its validity. The names of experts can be found in appendix (4.1). The questionnaire attached (4.2) is broken down into four main parts. Each part contains a number of structured questions. Table 6 clarifies the questionnaire design. The first part covered the demographics of the targeted groups such as their age, education, type of the organization, years of experience, their experience in natural heritage sites and their work relation with tourism. The second part is to evaluate the targeted natural heritage sites of its components by evaluating as available, part available and not available. The third part is to evaluate the international sustainable indicators and their relation to developing tourism in natural heritage places. And the final part is to rank the elements of natural heritage places in Bethlehem from one to five as giving them the weight of importance to work for developing the tourism in that targeted sites.

The questionnaire design is presented on the table below no 4.6

Table 4.6: Questionnaire design

No	Section	Statements	Question Type
1	Background Information	8	7 closed- 1 open
2	Components analysis in each site	20	20 closed
3	Indicators analysis	20	20 closed
4	Elements analysis	20	20 closed
Total indicators		60	
Total statements		68	

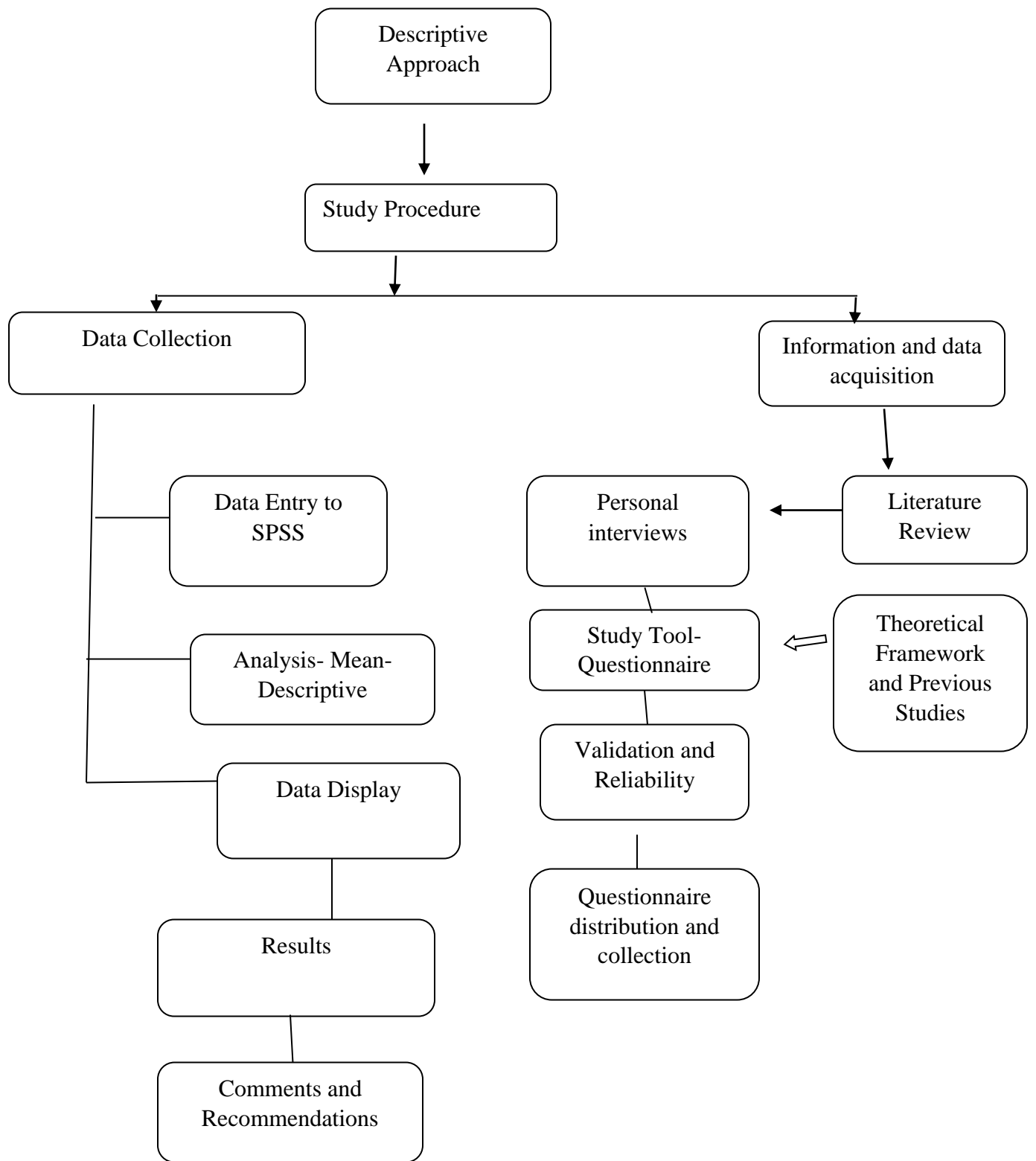


Figure 4. 7: Study Methodology

4.2 Study Population and Sampling

This study targeted the key players and managers in local governmental and non-governmental organizations who work on alternative types of tourism in Bethlehem. The study population was first identified through the references of local organizations working on alternative tourism in Bethlehem, and personal networks of the author through her work in community based tourism. A random selection of the most active organizations in Bethlehem was done. Thus, the study sample is defined and known. The Questionnaires were distributed during October and November 2019. The following table 4.7 will summarize the organizations; (Bethlehem Municipality, 2014)

Table 4.7: List of Organizations working on Tourism in Bethlehem (study population)

No	Organization	status
1	Bethlehem Municipality	GOs
2	Applied Research Institute Jerusalem- ARIJ	NGOs
3	Center for Cultural Heritage Preservation	NGOs
4	Peace Center	NGOs
5	Water Environment Development Organization	NGOs
6	SIRAJ Center	NGOs
7	Rozana Association	NGOs
8	Riwaq Center for Architectural Conservation	NGOs
9	Palestine Wildlife Society-PWLS	NGOs
10	Joint Advocacy Initiative-JAI	NGOs
11	Alternative Tourism Group- ATG	NGOs
12	Masar Ibrahim Al Khalil- MIAK	NGOs
13	Palestinian Center for Rapprochement between People- PCR	NGOs

No	Organization	Category
14	Bethlehem University- Institute of Community Partnership	Private sector
15	Al- Obeydia Municipality	GOs
16	Hebron Rehabilitation Committee	NGOs
17	Joint Services Council for Tourism Development in Bethlehem Governorate	NGOs
18	Artas Center for Palestinian Folklore	NGOs
19	Battir Municipality	GOs
20	Balladi for Culture and Arts	NGOs
21	Ministry of Tourism and Antiques	GOs
22	Ministry of Culture	GOs

The targeted organizations table 4.8.1+4.8.2 which are Intentional random sample;

Table 4.8: Distribution list of Questionnaire (study sample)

No	Organization	distributed	Collected
1	Bethlehem Municipality	3	2
2	Center for Cultural Heritage Preservation	3	2
3	Palestine Wildlife Society-PWLS	3	3
3	Alternative Tourism Group- ATG	3	2
4	Masar Ibrahim Al Khalil- MIAK	3	3
5	Palestinian Center for Rapprochement between People-PCR	2	2

Table4. 8.2:continued- Distribution list of Questionnaire (study sample)			
6	Al- Obeydia Municipality	2	1
7	Joint Services Council for Tourism Development in Bethlehem Governorate	2	2
8	Artas Center for Palestinian Folklore	2	2
9	Battir Municipality	2	2
10	Ministry of Tourism and Antiques	3	2
11	Ministry of Culture	2	2
	Total	30	25

4.3 Study Boundaries

Following is the summarize list of the study boundaries

Study time (duration): It was implemented during January 2019- February 2020

Study location: Bethlehem Governate

The study targeted group: Managers, project coordinators and decision-makers in Tourism Organizations

4.4 Study Demographics Sample

This section covers the demographic characteristics of the targeted sample such as sex, age, study degree, study major, type of work organization, years of experience, how their work related to tourism and their knowledge of natural heritage tourism. For more clarification the Figures 4.8-4.12 are below. Table 4.9 clarifies the frequencies and percentages for the demographic variables of the sample

Table 4.9: frequencies and percentages for the demographic variables of the sample

Variable	Category	frequency	percentage
Gender	Male	15	60.0
	Female	10	40.0
Age	30 or less	4	16.0
	31 – 40	9	36.0
	41 – 50	5	20.0
	51 or more	7	28.0
Educational degree	Bachelor	11	44.0
	master	12	48.0
	PhD	2	8.0
Nature of the organization	Gov	4	16.0
	NGO	13	52.0
	semi gov	6	24.0
	other	2	8.0
Years of experience	10 or less	7	28.0
	11-20	4	16.0
	21-30	14	56.0
Knowledge by tourism	medium	13	52.0
	big	12	48.0
The relation between your job and tourism	medium	6	24.0
	big	19	76.0

Most of the targeted population are male's on percentage of 60 % in total 15 and female's percentage of 40% in total 10 that sums up of 25 persons. The analysis showed that the most workers as managers are males in their middle age.

In the study degree section, 11 persons are having Diploma or bachelor degree of total 11 in percentage of 44%, 12 persons are having their master degree in percentage of 48% and 2 of them are holding a Ph.D. degree in percentage of 8% as the sum to be 25 persons in total percentage of 100%. Most of the population years of experience range between 21-30 years in the percentage of 48% and 10 years or less -7 in the percentage 28%, the year's range of 11-20 are 4 in the percentage of 16% and the years range 31 or more is 2 in the percentage of 8%. This assures that tourism requires good experience and a good educational degree to be active in tourism development and sustainability.

The population specialization is in Human Development and International Cooperation, Business Administration, Sociology, Tourism, Agriculture, Civil Engineering, social studies, and sustainable development.

Most of the population works for Non-Governmental Organizations in the total number of 13 and in governmental organizations in total 4 and 6 of them work for semi-governmental organizations and 2 in the field of other, this sum up of 25 persons in total 100%. This clarify the high number of non-governmental organizations in Bethlehem who work for tourism, thus they have a vital role in tourism development and sustainability.

As on figure 10, Most of the population in the percentage of 76% mentioned that they work in natural heritage tourism field and 20% of them said that their work is related to the field and 4% of them said that their work is not related to the Field of NHT.

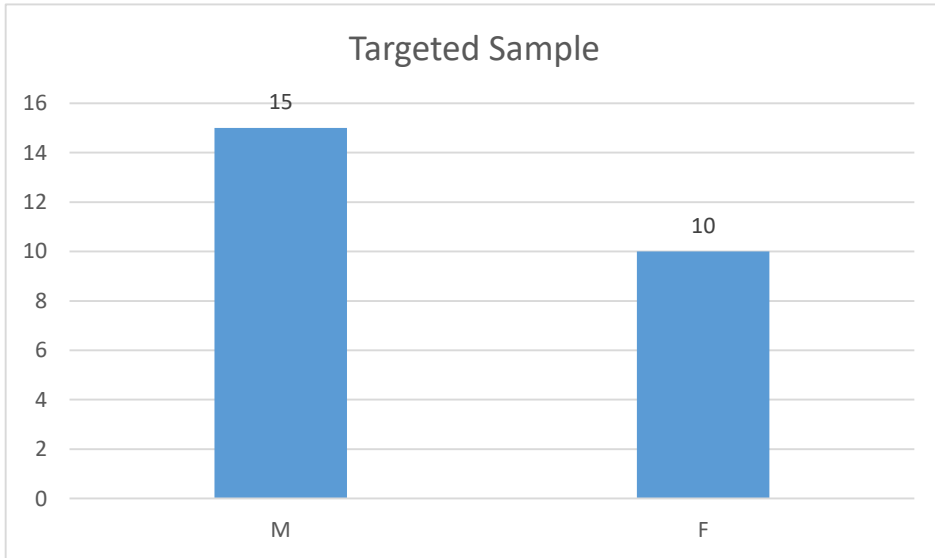


Figure 4.8: Distribution of Population according to their Sex

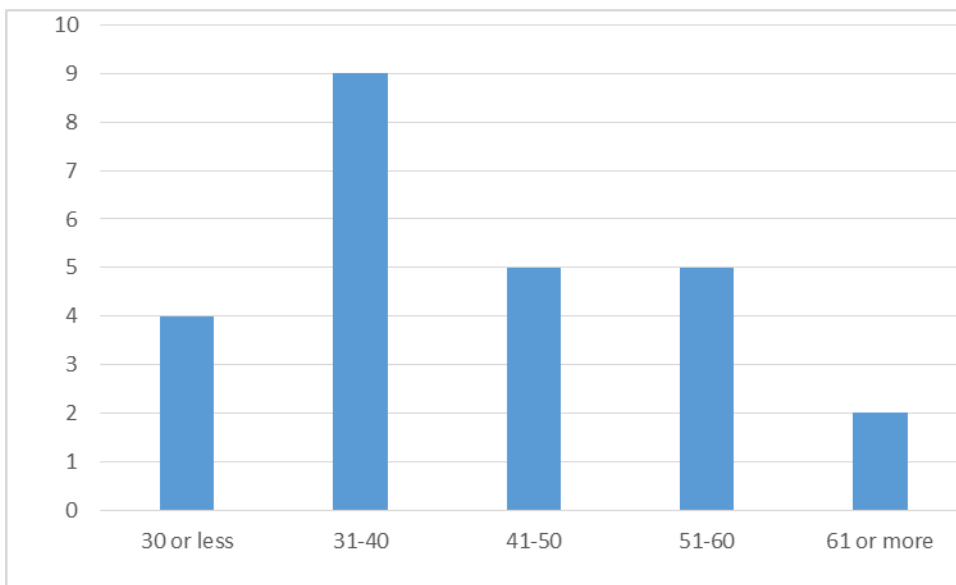


Figure 4.9: Distribution of Population according to their ages

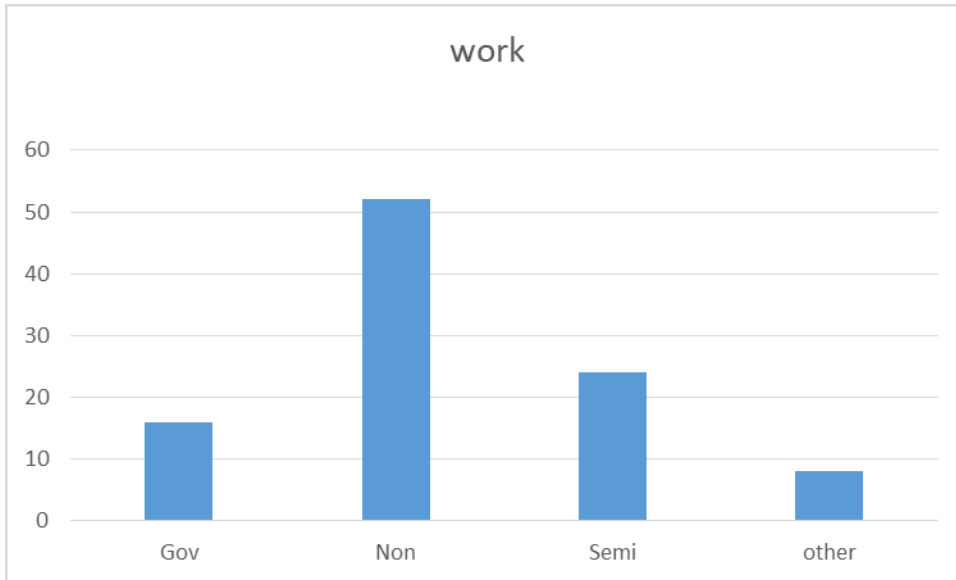


Figure 4.10: Distribution of Population according to their Work Organization

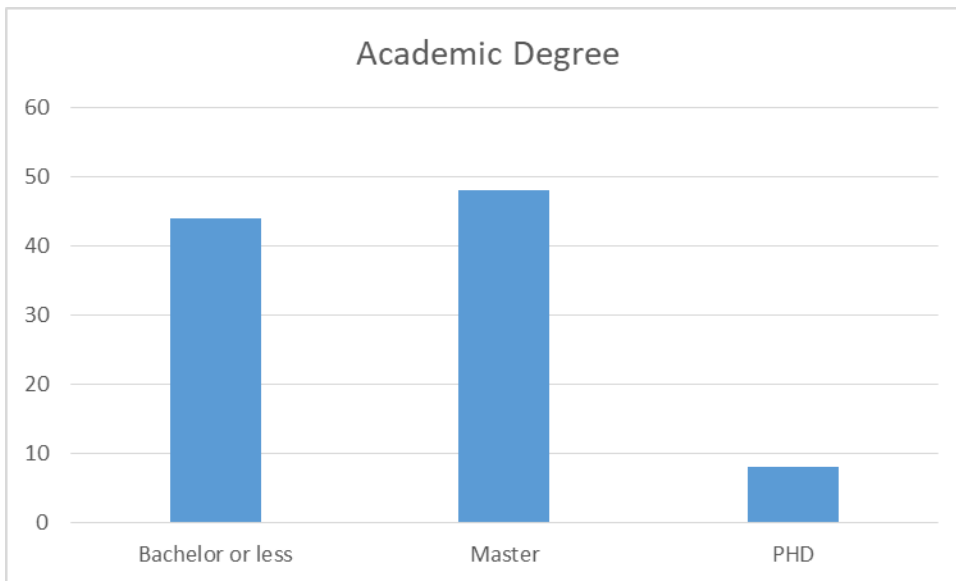


Figure 11: Distribution of Population according to their academic Degree

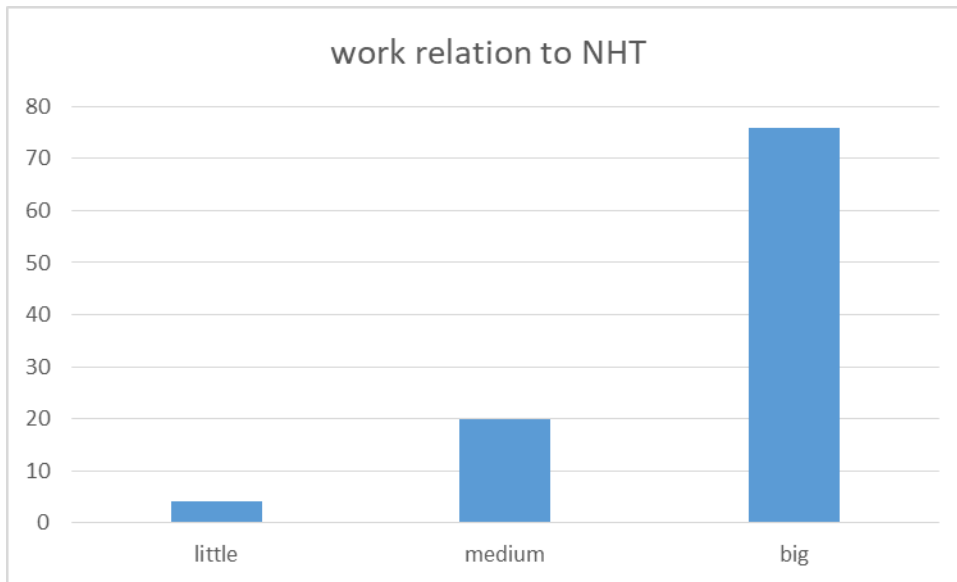


Figure 4.12: Distribution of Population according to their work and NHT relation

4.5 Tool Validation

The Tool validation was examined by two ways; first the Questionnaire was examined and reviewed by specialists and experts before they were transmitted to the study samples. The researcher considered all the adjustments made on the questionnaire. The names of experts could be found in Appendix 4.1.

4.5.1 Reliability of the study tool

Reliability is known as how well the data collection instrument measures whatever it is supposed to measure in terms of consistency and stability of the instrument (Sekaran & Bougie, 2016). Second, the Questionnaire was examined statically by SPSS program to calculate the Cronbach's Alpha Coefficient, To investigate from the reliability of the study tool, the researcher computed Alpha Cronbach's coefficient, and the values are on table 4.10.

Table 4.10: Cronbach's alpha coefficients' values

The field	Cronbach's Alpha	N of Items	Percent of consistency
Mar Saba	0.697	5	69.7%
Wadi Khreitoun	0.647	5	64.7%
Solomon	0.640	5	64%
Battir	0.727	5	72.7%
international components at the natural heritage sites	0.850	20	85%
importance of international sustainable indicators	0.943	20	94.3%
Over all degree of the 1 st and 2 nd section	0.916	40	91.6%

The data at the previous table 10 give a very good and high Alpha Cronbach's coefficients, which indicates that the results of the study are stable, by the percent that appear at the last column for each field, as example the result of the 1st and 2nd sections together is stable by 91.6%.

4.6 Data Analysis

The main approach used for data collection was on-line completion of the questionnaire. Which were sent by emails to get their response in their free time, 30 questionnaire were distributed and 25 questionnaires were reviewed back with full response. The sample population is defined, known and limited, thus no need for complicated analysis. The researcher used the Statistical Package for Social Science (SPSS) to analyze the data. The researcher used the means, standard deviations, descriptive statistics, t-test, Cronbach's Alpha and K-S test.

Results of the study:

The study, and to answer the questions that related to the postulated aims, the researcher used the means and the standard deviations for each paragraph according to the third Likert scale for the first field, and fifth Likert scale for the second and the third fields, so that the of analyses is:

For the third Likert scale:

Available = 3, partly available = 2, Not available = 1, and the means can be evaluated upon this key as:

1 – 1.66 not available

1.67 - 2.33 Partly Available

2.34 – 3 Available

For the fifth Likert scale:

Always = 5, mostly = 4, sometimes = 3, rarely = 2, never = 1, and the means can be evaluated upon this key as:

1 – 1.80 never

1.81 – 2.60 rarely

2.61 – 3.40 sometimes

3.40 – 4.20 mostly

4.21 – 5.00 always

4.6.1 Normal Distribution test

The researcher analyzed the normal distribution test Kolmogorov-Smirnov Test and the results as the table no 4.11 below:

This table showed that $Pv < ,05$ - reject H_0 thus there are relationship between the variables. And the distribution is Normal.

Table 4.11: Kolmogorov-Smirnov Test

No	Item	N	Sig
1	Natural Heritage Components	20	0.000
2	Sustainable Indicators	20	.0000
3	Natural Heritage Elements	20	.0000

Chapter 5: Results and Hypothesis Analysis

5.1 Results

In this section we are going to analyze the study questions; the main study question is: How can we adapt the international sustainable indicators to promote tourism in natural heritage sites of Bethlehem, to raise the number of visitors and to work for listing the targeted places to be world natural heritage sites.

And the sub-questions are:

1. Are there distinctive characters of the targeted tourism sites in Bethlehem qualify them to be natural heritage sites?
2. What are the mechanisms and indicators of natural heritage tourism that are used by local organizations and Tourism Authority in developing the tourism?
3. What are the necessary steps to be taken in order to develop the action plan for promoting the natural heritage tourism in Bethlehem?

From the previous studies, the researchers in Palestine and internationals agreed on the importance of sharing the work with all the stakeholders in the area and with the Ministry of Tourism to promote the different types of tourism, then the good impact will rise if there is solid cooperation with foreign and local ministries. On the other hand, these stakeholders must work for sustainable development to ensure tourism sustainability. In Addition, to promote cultural tourism, Palestine Heritage sites need to be rehabilitated to establish museums and promote the heritage sites to be listed as the World Heritage site.

From the previous studies and literature review, there are four main indicators to study to develop the tourism in Natural Heritage Sites; economic, social, environmental and governance. From the Statical analysis, the author found that the most important indicator to work for in Bethlehem situation; is the environment which means to keep the site clean and beautiful, protect the environment, save the cultural heritage, protect the biodiversity and to save the importance of the site as heritage, historical or religious places. Second, the social indicator which is to develop the local communities and involving them,

strengthening the cultural exchange, strengthening the local communities in the tourism importance and benefits, strengthening the group work value, local community involvement in heritage and raise the awareness of the importance of country belongings. Third, the economic indicator which is how to develop tourism in order to raise the economic situation of the local communities, it goes to diversify income resources, raise the quality of the local product, encourage the traditional industries, encourage community-based tourism and develop the community-based organizations. And the last indicator is the governance, to develop the local organizations who work in tourism, to involve and cooperate with the stakeholders of tourism, to work for capacity development for the local organizations, working for fundraising and money allocation and to work for having Palestinians laws, legislations and policies to protect natural heritage sites.

In addition, from the Statical results, the author found that Town of Battir is ranked as the most area closest to contain the international component to be as Natural Heritage site because its means is the highest and its standard deviation is the lowest, then the ranks go for Mar Saba Monastery then Salomon's Pools area and lowest rank go for Wadi Khreitoun.

5.2 Hypothesis Analysis

There are no natural heritage sites in Palestine (especially in Bethlehem) that has an international assets to attract tourists

The international assets that natural heritage sites must contain according to the previous studies; these are; Components such as; Environmental components such as availability of Mountains and desert, Climate components such as sunrise and sunset, Biodiversity component such as the availability of trees, plants, animals, and birds, Important Bird Area IBA- to study the bird's characteristics and immigration and Bird watching and Cultural aspects such as heritage or religious sites. Second the international elements that must include to be considered as natural heritage site such as; Location and the geographic site and how to relate each other, Public services such as home-stays or hostels and transportation, Rest areas or walking paths, Local community involvements such as festivals and events and Local restrictions such as (closed management).

First of all, the researcher questioned the sample about the international components of natural heritage sites and the percentage of availability of these components in the targeted sites. The results of each site are below in tables 5.12-5.15

Table 5.12: Mar Saba Monastery Area Component Analysis

Mar Saba Monastery Area					
Component	N	Mean	Standard deviation	Rank	
Environmental components such as availability of Mountains and desert	25	2.68	0.47610	4	Available
Climate components such as sunrise and sunset	25	2.76	0.43589	5	Available
Biodiversity component such as the availability of trees, plants, animals, and birds	25	2.28	0.67823	1	Partly available
Important Bird Area IBA- to study the bird's characteristics and immigration and Bird watching	25	2.6	0.86603	3	Available
Cultural aspects such as heritage or religious sites	25	2.6	0.50000	2	Available
Over all mean	25	2.5840	0.41199		Available

This analysis means and in the point of view of the respondents explained that Mar Saba Monastery Area contains the most of Climate components such as sunrise and sunset then Environmental components such as availability of Mountains and desert then Important Bird Area IBA- to study the birds characteristics and immigration and Bird watching then Cultural aspects such as heritage or

religious sites, and the less of Biodiversity component such as availability of trees, plants, animals and birds.

And from the data at the table it seems that the highest evaluation was for the climate component, by a mean of 2.78, and a degree of available, while the lowest evaluation was for the Biodiversity component, by a mean of 2.28, and a degree of partly available, finally the overall mean was 2.58 with degree of available.

Table 5.13: Wadi Khreitoun Area Component Analysis

Wadi Khreitoun Area					
Component	N	Mean	Standard deviation	Rank	
Environmental components such as availability of Mountains and forests	25	2.64	0.48990	5	Available
Climate components such as sunrise and sunset	25	2.4	0.57735	3	Available
Biodiversity component such as the availability of trees, plants, animals, and birds	25	2.64	0.56862	4	Available
Important Bird Area IBA- to study the bird's characteristics	25	2.16	0.68799	1	Partly available
Cultural aspects such as heritage or religious sites and Local Communities life	25	2.2	0.64550	2	Partly available
Over all mean	25	2.40	0.38505		Available

This analysis means and in the point of view of the respondents explained that this site contains the most of Environmental components such as availability of Mountains and forests then Biodiversity component such as availability of trees, plants, animals and birds then Climate components such as sunrise and sunset then Cultural aspects such as heritage or religious sites and Local Communities life and the less of Important Bird Area IBA- to study the bird's characteristics.

And from the data at the table it seems that the highest evaluation was for the environmental component and climate, by a mean of 2.64, and a degree of available, while the lowest evaluation was for the important bird area, by a mean of 2.16, and a degree of partly available, finally the overall mean was 2.40 with degree of available.

Table 5.14: Salomon’s Pools Area Component Analysis

Salomon’s Pools Area					
Component	N	Mean	Standard deviation	Rank	
Environmental components such as availability of Mountains, springs, pools, and parks	25	2.72	0.45826	5	Available
Climate components such as sunrise and sunset	25	2.24	0.66332	1	Partly available
Biodiversity component such as the availability of trees, plants, animals, and birds	25	2.4	0.50000	2	Available
Important Bird Area IBA- to study the bird's characteristics	25	2.44	0.71181	3	Available
Cultural aspects such as heritage or religious sites and Local Communities life	25	2.56	0.50662	4	available
Over all mean	25	2.47	0.36914		available

This analysis means and in the point of view of the respondents explained that this site contains the most of Environmental components such as availability of Mountains, springs, pools, and parks then Cultural aspects such as heritage or religious sites and Local Communities life then Important Bird Area IBA- to study the bird’s characteristics then Biodiversity component such as availability of trees, plants, animals and birds and the less of Climate components such as sunrise and sunset.

And from the data at the table it seems that the highest evaluation was for the Environmental components, by a mean of 2.72, and a degree of available, while the lowest evaluation was for the Climate components, by a mean of 2.24, and a degree of partly available, finally the overall mean was 2.47 with degree of available.

Table 5.15: Town of Battir Component Analysis

Town of Battir					
Component	N	Mean	Standard deviation	Rank	
Environmental components such as availability of Natural Terraces, springs, and pools	25	2.88	0.33166	4	available
Climate components such as sunrise and sunset and stars	25	2.6	0.50000	2	available
Biodiversity component such as the availability of trees, plants, animals, and birds	25	2.76	0.43589	3	available
Important Bird Area IBA- to study the bird's characteristics and immigration	25	2.4	0.57735	1	available
Cultural aspects such as heritage or religious sites and Local Communities life	25	3	0.57735	5	available
Overall mean	25	2.72	0.34098		available

This analysis means and in the point of view of the respondents explained that this site contains the most of Cultural aspects such as heritage or religious sites and Local Communities life then Environmental components such as availability of Natural Terraces, springs and pools then Biodiversity component such as availability of trees, plants, animals and birds then Climate components such as sunrise and

sunset and stars and the less of Important Bird Area IBA- to study the birds characteristics and immigration.

And the data at the table it indicates that the highest evaluation was for the Environmental components, by a mean of 2.88, and a degree of available, while the lowest evaluation was for the Important Bird, by a mean of 2.40, and a degree of available, finally the overall mean was 2.72 with degree of available.

In general, and according to the statistics we can find the ranks of places that are near the most of international components and elements of NHS are as follow on table 5.16.

Table 5.16: Ranks of targeted areas according to the availability of international NHS components

Site	N	Mean	Standard Deviation	Rank
Mar Saba Monastery Area	25	2.5840	0.62455	3
Wadi Khreitoun Area	25	2.4080	0.62341	1
Salomon's Pools Area	25	2.4720	0.58992	2
Town of Battir	25	2.7280	0.52939	4

This table means that the Town of Battir is ranked as the most one is the closest to contain the international component to be as Natural Heritage site because its means is the highest and its standard deviation is the lowest as it means the dispersion in answers, then the ranks go for Mar Saba Monastery then Salomon's Pools area and lowest rank go for Wadi Khreitoun.

The result is to reject HO; this means that there are natural heritage sites in Palestine (especially in Bethlehem) that has an international assets to attract tourists.

Second, the researcher worked to analyze the important elements that must be available in each site to be considered as Natural Heritage Site, this analysis will help in prioritizing these elements by the respondent's answers. Here is the analysis in each site and what have the local authority focus to develop in the planning process on tables 5.17-5.20.

Table 5.17: Ranking Mar Saba Monastery Area elements

Mar Saba Monastery Area			
	N	Mean	Rank
Location and the geographic site and how to relate each other	25	2.24	1
Public services such as home-stays or hostels and transportation	25	2.84	3
Rest areas or walking paths	25	3.04	4
Local community involvements such as festivals and events	25	2.76	2
Local restrictions such as (closed management)	25	4.12	5

In Mar Saba Monastery Area the respondents answered that the most important element to be considered is the local restrictions of the site as it is a religious site and under their management, second to have rest areas or walking paths for the tourists, third to have public services such as home-stays or hostels and transportation to the site, forth is to involve the local community in events and festivals to attract tourists, and final is to relate between the site and the geographic area.

Table 5.18: Ranking Wadi Khreitoun Area elements

Wadi Khreitoun Area			
	N	Mean	Rank
Location and the geographic site and how to relate each other	25	2.72	2
Public services such as home-stays or hostels and transportation	25	2.68	1

Rest areas or walking paths	25	2.8	4
Local community involvements such as festivals and events	25	2.72	3
Local restrictions such as (Area C)	25	4.08	5

In Wadi Khreitoun area the respondents answer that the most important element to consider is the local restriction of the site because it's on area C (under the Israeli military control), second is to have rest areas and walking paths for the tourists, third is to involve the local community, forth is to relate between the location and the geographic site and final issue is to have public services such as home-stays and transportation.

Table 5.19: Ranking Solomon's Pools Area elements

Salomon's Pools Area			
	N	Mean	Rank
Location and the geographic site and how to relate each other	25	2.68	2
Public services such as home-stays or hostels and transportation	25	2.52	1
Rest areas or walking paths	25	2.84	3
Local community involvements such as festivals and events	25	3.16	4
Local restrictions such as external interventions (settlers visits)	25	3.8	5

In Solomon's Pools Area the respondents answer that the most important element to consider is the local restrictions of the site such as the external interventions of settlers to decrease its effect for raising the number of tourists, second is to involve the local community in implementing activities such as events and festival to attract tourists, third to have rest areas or walking paths and forth to relate between the

location and the geographic site and the final element is to have public services such as home-stays, hostels, and transportation.

Table 5.20: Ranking Town of Battir element

Town of Battir			
	N	Mean	Rank
Location and the geographic site and how to relate each other	25	2.32	1
Public services such as home-stays or hostels and transportation	25	2.52	2
Rest areas or walking paths	25	2.88	3
Local community involvements such as festivals and events	25	3	4
Local restrictions such as external interventions (a border area with Jerusalem)	25	4.28	5

In the town of Battir, the respondents gave the priority for working to decrease the local restrictions of the site as it's a border area with Jerusalem, second to involve more the local community by implementing activities and festivals, third to have rest areas or walking paths, fourth is to have public services such as home-stays or hostels and public transportation. And the final element is to relate between the location and the geographic site.

There are no local efforts or plans by local organizations and the Tourism Authority towards developing the natural heritage tourism.

Upon the analysis , the researcher Analyzed the Governance indicator which means; to develop the local organizations who work in tourism, to involve and cooperate with the stakeholders of tourism, to work for capacity development for the local organizations, working for fundraising and money allocation and to work for having Palestinians laws, legislations and policies to protect natural heritage sites. The results are analyzed on table 5.21.

Table 5.21: Analysis of Governance indicator

Governance; to develop the local organizations who work in tourism				
	N	Mean	Standard deviation	Rank
Stakeholders involvement and cooperation who work for tourism	25	4.04	0.84063	1
Capacity development of local organizations	25	4.2	0.95743	4
Fundraising for developing the local sites	25	4.08	0.75939	2
Money allocation for developing the local sites (private investments)	25	4.16	0.68796	3
Availability of local Laws, legislation, and policies to protect NHS	25	4.24	0.66332	5

According to the analysis, the Respondents gave their opinion in local organizations efforts to develop the natural heritage tourism as; there are available local laws, legislations and policies to protect NHS, second, the need of capacity development of local organizations. Third, the need to money allocation for developing the local sites and encourage private investments. Forth, the need of fundraising and finally the need to work for stakeholders involvement and cooperation to develop the tourism in natural heritage sites of Bethlehem.

The analysis goes for reject Ho, this means that there are local efforts or plans by local organizations and the Tourism Authority towards developing the natural heritage tourism.

The international sustainable indicators can't be adapted to develop the natural heritage tourism in Bethlehem.

Table 5.22: Analyzing the International Indicators according to the targeted sites

Indicator	N	Mean	Standard Deviation
Economic; how to develop tourism in order to raise the economic value of the local communities			
Diversity of income resources	25	3.8	0.95743
Raise the quality of the local product	25	4.2	0.76376
Encourage the traditional industries	25	4.48	0.82260
Encourage the local and community tourism	25	4.52	0.71414
Development of local community-based organizations	25	4.44	0.65064
Environmental; to develop tourism by developing the environmental aspects of the site			
Keep the site clean and beautiful	25	4.6	0.57735
Protect the environment	25	4.52	0.65320
Save the cultural heritage	25	4.44	0.58310
Protect the biodiversity	25	4.44	0.65064
Save the importance of the site as heritage, historical or religious	25	4.32	0.74833
Social; to develop the local communities and involving them			
Strengthening the cultural exchange	25	4.24	0.66332
Strengthening the local communities in tourism importance	25	4.44	0.58310
Strengthening the group work value	25	4.28	0.54160
Local community involvement in heritage	25	4.36	0.56862

Raise the awareness of country belongings	25	4.16	0.74610
Governance; to develop the local organizations who work in tourism			
Stakeholders involvement and cooperation who work for tourism	25	4.04	0.84063
Capacity development of local organizations	25	4.2	0.95743
Fundraising for developing the local sites	25	4.08	0.75939
Money allocation for developing the local sites (private investments)	25	4.16	0.68796
Availability of local Laws, legislation, and policies to protect NHS	25	4.24	0.66332

Afterword, the researcher analyze each indicator with all its categories to measure its mean to prioritized these indicators which is the most important to the less as table 5.23:

Table 5.23: table of prioritizing the indicators in the targeted sites

Indicator	N	Mean	Standard Deviation	Rank
ECONOMIC	125	4.2880	0.82125	2
ENVIRONMENTAL	125	4.4640	0.64187	4
SOCIAL	125	4.2960	0.62248	3
GOVERNANCE	125	4.1440	0.77982	1

According to the mean of each indicator, this summarize that the most important indicator to work for is the **environment** which means to keep the site clean and beautiful, protect the environment, save the cultural heritage, protect the biodiversity and to save the importance of the site as heritage, historical or religious places. Second, the **social** indicator which is to develop the local communities and involving them, strengthening the cultural exchange, strengthening the local communities in the tourism importance and benefits, strengthening the group work value, local community involvement in heritage

and raise the awareness of the importance of country belongings. Third, the **economic** indicator which is how to develop tourism in order to raise the economic value of the local communities, it goes to diversify income resources, raise the quality of the local product, encourage the traditional industries, encourage community-based tourism and develop the community-based organizations. And the last indicator is the **governance**, to develop the local organizations who work in tourism, to involve and cooperate with the stakeholders of tourism, to work for capacity development for the local organizations, working for fundraising and money allocation and to work for having Palestinians laws, legislations and policies to protect natural heritage sites.

One-Sample Test for the indicators as table 5.24

Table 5.24: Analyzing the indicators

indicator	t-test	Degree of freedom	sig
ECONOMIC	58.376	124	.000
ENVIRONMENTAL	77.755	124	.000
SOCIAL	77.160	124	.000
GOVERNANCE	59.413	124	.000

As on table 5.24, the analysis means $Pv < .05$ or $t > 1.96$ is to Reject H_0 this means there is a relation between these indicators and sustainable tourism in natural heritage sites. This means that the answers of the respondents are subjective. The international sustainable indicators can be adapted to develop the natural heritage tourism in Bethlehem.

5.3 Statical Hypothesis Analysis

5.3.1 Hypothesis One

There is no statistical differences, at the significance level ($\alpha \leq 0.05$) in the international components at the natural heritage sites, and in the importance of international sustainable indicators to develop the tourism in the targeted natural heritage sites, returns to gender.

To investigate from this hypothesis the researcher used independent sample t – test:

Table 5.25: the result of using independent sample t test

The field	sex	N	Mean	Std. Deviation	Std. Error Mean	T – test value	Degree of freedom	sig
international components at the natural heritage sites	male	15	2.4833	0.30687	0.07923	-1.383	23	0.180
	female	10	2.6450	0.25105	0.07939			
importance of international sustainable indicators	Male	15	4.1900	0.53625	0.13846	-1.354	23	0.189
	female	10	4.4600	0.40263	0.12732			

The data at the above table indicates that there is no statistical differences in the international components at the natural heritage sites, and in the importance of international sustainable indicators to develop the tourism in the targeted natural heritage sites, returns to gender, from the respondent point view.

5.3.2 Hypothesis Tow

There is no statistical differences, at the significance level ($\alpha \leq 0.05$) in the international components at the natural heritage sites, and in the importance of international sustainable indicators to develop the tourism in the targeted natural heritage sites, returns to Knowledge by tourism, from the respondent point view.

To investigate from this hypothesis the researcher used independent sample t – test:

Table 5.26: the result of using independent sample t test

The field	Knowledge by tourism	N	Mean	Std. Deviation	T – test value	Degree of freedom	sig
international components at the natural heritage sites	medium	13	2.6192	0.26813	1.288	23	0.211
	big	12	2.4708	0.30782			
importance of international sustainable indicators	medium	13	4.3615	0.48268	0.658	23	0.517
	big	12	4.2292	0.52373			

The data at the above table indicates that there is no statistical differences in the international components at the natural heritage sites, and in the importance of international sustainable indicators to develop the tourism in the targeted natural heritage sites, returns to Knowledge by tourism, from the respondent point view.

5.3.3 Hypothesis Three

There is no statistical differences, at the significance level ($\alpha \leq 0.05$) in the international components at the natural heritage sites, and in the importance of international sustainable indicators to develop the tourism in the targeted natural heritage sites, returns to The relation between the job and tourism, from the respondent point view.

To investigate from this hypothesis the researcher used independent sample t – test:

Table 5.27: the result of using independent sample t test

The field	Knowledge by tourism	N	Mean	Std. Deviation	T – test value	Degree of freedom	sig
international components at the natural heritage sites	medium	6	2.5167	0.27142	-0.296	23	0.770
	big	19	2.5579	0.30426			
importance of international sustainable indicators	medium	6	4.3417	0.51129	0.241	8.343	0.816
	big	19	4.2842	0.50553			

The data at the above table indicates that there is no statistical differences in the international components at the natural heritage sites, and in the importance of international sustainable indicators to develop the tourism in the targeted natural heritage sites, returns to the relation between the job and tourism, from the respondent point view.

5.3.4 Hypothesis Four

There is no statistical differences, at the significance level ($\alpha \leq 0.05$) in the international components at the natural heritage sites, and in the importance of international sustainable indicators to develop the tourism in the targeted natural heritage sites, from the respondent point view, returns to Age.

To investigate from this hypothesis the researcher used one way Anova - test:

Table 5.28: the result of using one way Anova test

ANOVA						
		Sum of Squares	Degree of freedom	Mean Square	F	Sig.
international components at the natural heritage sites	Between Groups	0.413	3	0.138	1.776	0.182
	Within Groups	1.629	21	0.078		
	Total	2.042	24			
importance of international sustainable indicators	Between Groups	0.551	3	0.184	0.717	0.553
	Within Groups	5.372	21	0.256		
	Total	5.922	24			

The data at the above table indicates that there is no statistical differences in the international components at the natural heritage sites, and in the importance of international sustainable indicators to develop the tourism in the targeted natural heritage sites, returns to Age, from the respondent point view.

5.3.5 Hypothesis Five

There is no statistical differences, at the significance level ($\alpha \leq 0.05$) in the international components at the natural heritage sites, and in the importance of international sustainable indicators to develop the tourism in the targeted natural heritage sites, from the respondent point view, returns to Educational degree.

To investigate from this hypothesis the researcher used one way anova - test:

Table 5.29: the result of using one way Anova test

ANOVA						
		Sum of Squares	Degree of freedom	Mean Square	F	Sig.
international components at the natural heritage sites	Between Groups	0.788	2	0.394	6.913	0.005
	Within Groups	1.254	22	0.057		
	Total	2.042	24			
importance of international sustainable indicators	Between Groups	0.373	2	0.186	0.389	0.682
	Within Groups	10.549	22	0.479		
	Total	10.921	24			

The data at the above table indicates that there is statistical differences in the international components at the natural heritage sites, but there is no differences in the importance of international sustainable indicators to develop the tourism in the targeted natural heritage sites, returns to educational degree, from the respondent point view.

Table 5.30: LSD test for the differences at the various categories of the educational degree's means

Multiple Comparisons					
LSD					
Dependent Variable	(I) degree	(J) degree	Mean Difference (I-J)	Std. Error	Sig.
international components at the natural heritage sites	Bachelor	master	.20833*	0.09967	0.048
		PhD	.65000*	0.18354	0.002
	master	PhD	.44167*	0.18236	0.024
*. The mean difference is significant at the 0.05 level.					

The data at the above table 5.30 indicates that the persons who have bachelor degree evaluated the (international components at the natural heritage sites) by .20 degree more than those have the master, with .048 statistical significance, and by .65 degree more than those have PhD, with statistical significance .002, and those who have the master more than those who have PhD by .44, with .024 statistical significance.

5.3.6 Hypothesis Six

There is no statistical differences, at the significance level ($\alpha \leq 0.05$) in the international components at the natural heritage sites, and in the importance of international sustainable indicators to develop the tourism in the targeted natural heritage sites, from the respondent point view, returns to nature of organization.

To investigate from this hypothesis the researcher used one way anova - test:

Table 5.31: the result of using one way Anova test:

ANOVA						
		Sum of Squares	Degree of freedom	Mean Square	F	Sig.
international components at the natural heritage sites	Between Groups	0.277	3	0.092	1.097	0.372
	Within Groups	1.766	21	0.084		
	Total	2.042	24			
importance of international sustainable indicators	Between Groups	0.850	3	0.283	0.591	0.628
	Within Groups	10.071	21	0.480		
	Total	10.921	24			

The data at the above table indicates that there is no statistical differences in the international components at the natural heritage sites, also there is no differences in the importance of international sustainable indicators to develop the tourism in the targeted natural heritage sites, returns to nature of organization, from the respondent point view.

5.3.7 Hypothesis Seven

There is no statistical differences, at the significance level ($\alpha \leq 0.05$) in the international components at the natural heritage sites, and in the importance of international sustainable indicators to develop the tourism in the targeted natural heritage sites, from the respondent point view, returns to years of experience.

To investigate from this hypothesis the researcher used one way anova - test:

Table 5.32: the result of using one way Anova test:

ANOVA						
		Sum of Squares	Degree of freedom	Mean Square	F	Sig.
international components at the natural heritage sites	Between Groups	0.223	3	0.074	0.857	0.479
	Within Groups	1.820	21	0.087		
	Total	2.042	24			
importance of international sustainable indicators	Between Groups	1.567	3	0.522	1.173	0.344
	Within Groups	9.354	21	0.445		
	Total	10.921	24			

The data at the above table indicates that there is no statistical differences in the international components at the natural heritage sites, also there is no differences in the importance of international sustainable indicators to develop the tourism in the targeted natural heritage sites, returns to years of experience, from the respondent point view.

5.3.8 Hypothesis Eight

There is no statistical differences, at the significance level ($\alpha \leq 0.05$) in the international components at the natural heritage sites, returns to the interaction between the gender and the age, from the respondent point view.

To investigate from this hypothesis the researcher sampled tow- way Anova test:

Table 5.33: the result of using tow way Anova test

Tests of Between-Subjects Effects					
Dependent Variable: A1mean					
Source	Type III Sum of Squares	Degree of freedom	Mean Square	F	Sig.
Corrected Model	0.716 ^a	8	0.090	1.080	0.424
Intercept	119.273	1	119.273	1438.916	0.000
sex	0.242	1	0.242	2.916	0.107
age	0.545	4	0.136	1.645	0.212
sex * age	0.108	3	0.036	0.433	0.732
Error	1.326	16	0.083		
Total	164.350	25			
Corrected Total	2.042	24			
a. R Squared = .351 (Adjusted R Squared = .026)					

The data at the above table indicates that there is no statistical differences in the international components at the natural heritage sites, returns to the interaction between the gender and the Age, from the respondent point view.

5.3.9 Hypothesis Nine

There is no statistical differences, at the significance level ($\alpha \leq 0.05$) in the international components at the natural heritage sites, returns to the interaction between the gender and the educational degree, from the respondent point view.

To investigate from this hypothesis the researcher used tow- way Anova test:

Table 5.34: the result of using tow way anova test:

Tests of Between-Subjects Effects					
Dependent Variable: A1mean					
Source	Type III Sum of Squares	Degree of freedom	Mean Square	F	Sig.
Corrected Model	0.880 ^a	4	0.220	3.787	0.019
Intercept	99.863	1	99.863	1718.640	0.000
sex	0.085	1	0.085	1.460	0.241
education	0.700	2	0.350	6.024	0.009
sex * education	0.004	1	0.004	0.064	0.804
Error	1.162	20	0.058		
Total	164.350	25			
Corrected Total	2.042	24			
a. R Squared = .431 (Adjusted R Squared = .317)					

The data at the above table indicates that there is no statistical differences in the international components at the natural heritage sites, returns to the interaction between the gender and the educational degree, from the respondent point view.

5.3.10 Hypothesis Ten

There is no statistical differences, at the significance level ($\alpha \leq 0.05$) in the international components at the natural heritage sites, returns to the interaction between the experience and the educational degree, from the respondent point view.

To investigate from this hypothesis the researcher used tow- way Anova test:

Table 5.35: the result of using tow way anova test:

Tests of Between-Subjects Effects					
Dependent Variable: A1mean					
Source	Type III Sum of Squares	Degree of freedom	Mean Square	F	Sig.
Corrected Model	1.248 ^a	8	0.156	3.140	0.025
Intercept	66.985	1	66.985	1348.638	0.000
education	0.708	2	0.354	7.126	0.006
experiance	0.086	3	0.029	0.580	0.636
education * experiance	0.118	3	0.039	0.795	0.514
Error	0.795	16	0.050		
Total	164.350	25			
Corrected Total	2.042	24			
a. R Squared = .611 (Adjusted R Squared = .416)					

The data at the above table indicates that there is no statistical differences in the international components at the natural heritage sites, returns to the interaction between the experience and the educational degree, from the respondent point view.

Chapter 6: Conclusions and Recommendations

6.1 Conclusions

From the previous studies and from the results of the research, the following remarks could be outlined;

1. The Palestinians researchers agreed on the importance of sharing the work of tourism with stakeholders to promote different types of tourism, then the good impact will rise. And the results of the analysis weighted the importance of stakeholder cooperation in natural heritage tourism to ensure sustainability. On the other hand, the results showed that Palestine needs to develop local legislation and regulations in order to save its heritage places, to work for a master plan for tourism.
2. The previous studies agreed on international components to be available in the natural heritage places to be listed as world natural heritage site, these components are; environmental, climate, biodiversity and cultural aspects such as heritage and religious sites. These components were adapted to the targeted sites and the results showed that those places can be considered as natural heritage sites. The results showed that Battir is number one to be considered as a natural heritage site, the second is Mar Saba Monastery Area, the third is Salomon's Pools Area and the final one is Wadi Khreitoun Area.
3. In addition to the international components, the previous studies summarize the needed elements to be included in natural heritage sites, these elements are; the location of the site, the availability of public services, to have rest areas of or walking paths, the local communities involved and the final one is to work for decreasing the effect of the external threats to ensure the development of tourism. Most of the targeted population-weighted for the importance to work for decreasing the effect of the local restrictions of the targeted sites such as; the political division of the areas, the settler's sudden visits and the closed management of some areas.
4. According to the previous studies, interviews, and researches, there are international indicators in ensuring the sustainability of natural heritage sites tourism, they are; Economic, environmental,

social and governance. The searcher adapted these indicators to the Palestinian situation, and the results showed that the most important indicator to work for is the environmental, the second is the social, the third is the economic and the final indicator to work for is the governance to ensure sustainability.

To specify the indicators into more clear need of work, the researcher can summarize the environmental indicator is the need to work for keeping the sites clean and beautiful, protect the environment, save the cultural heritage, protect the biodiversity and save the classification of the site as heritage, historical or religious. The summarize of social indicator is the work for strengthening the role of local communities in tourism, local community involvement in heritage, strengthening the value of group work, strengthening the cultural exchange and raise the awareness of country belongings. The summarize of economic indicator is the work for encouraging the rural communities' tourism, encourage the traditional industries, development of community based organizations, raise the quality of local products and to diversify the income resources. The final indicator is the governance; is to work for establishing of local laws, legislations, and polices for protecting the natural heritage sites, capacity development for local organizations, money allocation for developing the local sites and private investments, fundraising and stakeholder involvement and cooperation.

6.2 Recommendations

Based on the findings of this study, the following recommendations could be outlined:

- It is necessary to encourage private investment in Natural Heritage Sites of Bethlehem, because they contain international assets that might work for to be world natural sites, this will be done in cooperation of the public sectors and private sector.
- Work internationally to market these NHS of Bethlehem, by media, social media, and international tourism fairs.
- Work to have studies and researches about the distinctive specification of the NHS of Bethlehem for developing and marketing purposes.
- Work for a master plan of Bethlehem to develop the work in NHS and have agendas and regulations for development and sustainable tourism.
- The analysis clarifies that the targeted sites contain international assets that attract tourism but need to be developed and worked for. For example, to diversify the types of tourism such as; heritage, natural, cultural and religious tourism.
- Ensure that the Town of Battir is the most area from the targeted places that contain components qualify it to be listed as a world heritage site. It was called that according to the Palestinian Liberation Organization-Negotiations Affairs Department and UNESCO.
- The importance to raise awareness of the local communities in tourism importance, tourism leads to income generation by developing the traditional industries, raise the quality of local products and to raise the capacity development of community-based organizations.
- The importance to work for the environmental indicator in keeping the sites clean and beautiful, protect the environment, save biodiversity and saving the cultural, natural and historical heritage in the targeted areas.
- The importance to work for the social indicator in strengthening the local community's role in tourism and heritage and in involving them in planning, implementing and marketing to ensure sustainability.
- Strengthening the group work with stakeholders and to raise the awareness of country belongings.
- To work for having local laws, legislations, and policies to protect natural heritage sites.

- Encourage to work for money allocation for developing sites and private investments.
- The need to work for the capacity development of the local organizations who work for tourism.
- Involving the private sector in planning, implementing and ensuring sustainability by educating them about their role in raising the number of tourists and in marketing.
- The need to work on the local threats of restrictions on each site in order to decrease its effect on attracting tourism.
- To create relevant facilities and develop needed infrastructure of the targeted sites such as having rest areas or walking paths and having public services.

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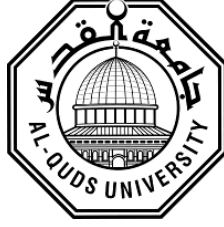
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Appendices

Appendix 4.1: List of specialists and experts who revised the questionnaire

No	Name	Field of specialization	Institution
1	Dr. Khaled Sawalha	Biodiversity and Biotechnology	Al Quds University
2	Dr. Ibrahim Awad	Economics	Al Quds University
3	Dr. Eyad Lafi	Sociology	Al Quds University
4	Dr. Gabi Abu Sada	Microbiology	Birzeit University
5	Imad Atrash	Environment and Ecotourism	Palestine Wildlife Society

Appendix 4.2 the Questionnaire



جامعة القدس

معهد التنمية المستدامة

أخي الكريم، أختي الكريمة:

يقوم الباحث باعداد دراسة بعنوان

The use of sustainable development indicators for promoting mechanisms to develop tourism at Natural Heritage Sites of Bethlehem and its effect on local communities

إستخدام مؤشرات التنمية المستدامة لتطوير أليات لتفعيل السياحة في مناطق التراث الطبيعي في بيت لحم وتأثيرها على المجتمعات

المحلية

الفترة الزمنية: أيلول - تشرين ثاني 2019

و ذلك استكمالاً لمتطلبات الحصول على درجة الماجستير في التنمية المستدامة- مسار بناء المؤسسات

و تنمية الموارد البشرية- معهد التنمية المستدامة- جامعة القدس

و لغرض تحقيق هذه الدراسة، تم تصميم هذه الاستبانة كأداة رئيسية لجمع البيانات. لذا يرجى التكرم بالإجابة على فقراتها بأهتمام، مع

العلم أن كافة البيانات ستعامل بسرية تامة و كمجاميع إحصائية، و لأغراض البحث العلمي فقط.

شاكرين لكم حسن تعاونكم

روان جورج عواد

الجزء الأول: بيانات تعريفية

الرجاء اختيار الإجابة المناسبة و الخاصة بكم:

1	الجنس	(1) ذكر	(2) انثى
2	العمر	(1) 30 سنة فأقل	(2) 31-40 سنة
		(4) 51-60 سنة	(3) 41-50 سنة
		(5) 61 و أكثر	
3	الدرجة العلمية	(1) شهادة مدرسية أو أقل	(2) دبلوم/ بكالوريوس
		(3) ماجستير	(4) دكتوراه
4	التخصص		
5	طبيعة المؤسسة التي تعمل بها	(1) حكومية	(2) أهلية
		(4) هيئات محلية	(3) دولية
		(5) غير ذلك، حدد:	
6	سنوات الخبرة	(1) 10 و أقل	(2) 11-20 سنوات
		(4) 31 أو أكثر	(3) 21-30 سنة
7	المعرفة بالسياحة في مناطق التراث الطبيعي	(1) قليل	(2) متوسط
			(3) كبير
8	ارتباط وظيفتك بالسياحة	(1) قليل	(2) متوسط
			(3) كبير

تعريف السياحة بمناطق التراث الطبيعي:

هي السياحة التي تحافظ أو تعزز الطابع الجغرافي للمكان من حيث بيئته، ثقافته، طبيعته، تراثه ورفاه سكانه

الجزء الثاني:

السؤال الأول: الرجاء تقييم احتواء مكونات السياحة لمواقع التراث الطبيعي العالمية في المناطق المذكورة - التقييم حسب ما هو متوفر اي بشكل خاص و ليس عام

منطقة دير مار سابا				
	متوفر	متوفر	مكونات مناطق التراث الطبيعي	
غير متوفر	بسيط			
			عوامل طبيعية بيئية مثل توفر جبال، صحراء	A1
			عوامل مناخية مثل مشاهدة شروق و غروب الشمس، مشاهدة النجوم	A2
			عوامل التنوع الحيوي مثل وجود نباتات، حيوانات،طيور	A3
			منطقة مهمة لمراقبة و دراسة الطيور	A4
			عوامل ثقافية مثل وجود أثار تاريخية أو دينية	A5
منطقة واد خريطون - بيت لحم				
	متوفر	متوفر	مكونات مناطق التراث الطبيعي	
غير متوفر	بسيط			
			عوامل طبيعية بيئية مثل توفر جبال،غابات	B1
			عوامل مناخية مثل مشاهدة شروق و غروب الشمس	B2
			عوامل التنوع الحيوي مثل وجود نباتات،أشجار، حيوانات، طيور	B3
			منطقة مهمة لمراقبة الطيور	B4
			عوامل ثقافية مثل وجود أثار تاريخية أو دينية أو حياة المجتمع المحلي التقليدي	B5
منطقة برك سليمان - بيت لحم				
	متوفر	متوفر	مكونات مناطق التراث الطبيعي	
غير متوفر	بسيط			
			عوامل طبيعية بيئية مثل توفر جبال، ينابيع، برك مياه، منتزهات	C1
			عوامل مناخية مثل مشاهدة شروق و غروب الشمس	C2

			عوامل التنوع الحيوي مثل وجود نباتات، أشجار، حيوانات، طيور	C3
			منطقة مهمة لمراقبة الطيور	C4
			عوامل ثقافية مثل وجود أثار تاريخية أو دينية أو حياة المجتمع المحلي التقليدي	C5
بلدة بتير				
غير متوفر	متوفر بسيط	متوفر	مكونات مناطق التراث الطبيعي	
			عوامل طبيعية بيئية مثل توفر جبال، مصاطب طبيعية، ينابيع و برك مياه	D1
			عوامل مناخية مثل مشاهدة شروق و غروب الشمس، و النجوم	D2
			عوامل التنوع الحيوي مثل وجود نباتات، أشجار، حيوانات، طيور	D3
			منطقة مهمة لمراقبة الطيور من مشاهدة الهجرة و مسكن لها	D4
			عوامل ثقافية مثل وجود أثار تاريخية أو دينية أو حياة المجتمع المحلي التقليدي	D5

السؤال الثاني: الرجاء وضع إشارة (√) في المربع المناسب للتعبير عن مدى أهمية مؤشر التنمية المستدامة الذي يعمل على تفعيل السياحة في مناطق التراث الطبيعي في بيت لحم

	المؤشر	دائماً	غالباً	أحياناً	نادراً	أبداً
	1. أهم الأليات للارتقاء بالسياحة على المستوى الاقتصادي لتنمية المجتمعات المحلية					
1.1	تنوع مصادر الدخل					
1.2	رفع مستوى جودة المنتج الوطني					
1.3	تحفيز الصناعات التقليدية					
1.4	تشجيع السياحة الداخلية و المجتمعية					
1.5	تنمية المؤسسات المحلية					
	2. أهم الأليات للارتقاء بالسياحة على مستوى المناطق الطبيعية					
2.1	المحافظ على نظافة الموقع و جماله					
2.2	الحفاظ على الطبيعة					
2.3	المحافظة على البناء التراثي					
2.4	المحافظة على التنوع البيولوجي					
2.5	الحفاظ على أهمية المكان تراثياً، تاريخياً و دينياً					
	3. أهم الأليات للارتقاء بالسياحة على مستوى المجتمعات المحلية					
3.1	تعزيز التبادل الثقافي					
3.2	تعليم و وعي المجتمع المحلي بأهمية السياحة					
3.3	تعزيز ثقافة العمل الجماعي (التطوعي)					
3.4	اهتمام أكثر بالتراث من المجتمع المحلي					
3.5	توسع في مجال المعرفة الوطنية (أعرف بلدك)					
	4. أهم الأليات للارتقاء بالسياحة على المستوى المؤسسي					
4.1	تفاعل و تعاون الاشخاص ذو علاقة بالسياحة للارتقاء بالعمل					
4.2	تطوير مهارات موظفي المؤسسات ذات الصلة					
4.3	جذب تمويل خارجي للارتقاء بالمناطق					
4.4	تخصيص موارد مالية للارتقاء بالمواقع التراثية الطبيعية					
4.5	وجود قوانين و تشريعات و سياسات للحفاظ و تنمية و تطوير السياحة في تلك المناطق					

برأيك هل يوجد مؤشرات اخرى يمكن الاعتماد عليها لتفعيل و استدامة السياحة في المناطق التراثية الطبيعية في فلسطين:

السؤال الثالث: الرجاء ترتيب العناصر السياحية التالية لكل موقع حسب أهميتها تصاعدياً من 1-5 لادارة الموقع و تفعيل السياحة في مناطق التراث الطبيعي في بيت لحم

العنصر	منطقة دير مار سابا
المنطقة- و الموقع الجغرافي و كيفية الملائمة بينهما	
توفر المواصلات و امكنة للأقامة- خدمات عامة	
توفر مناطق استراحة- مسارات طبيعية	
مشاركة و تدخل المجتمع المحلي - مهرجانات و نشاطات محلية	
وجود معيقات (ادارة مغلقة)	
العنصر	منطقة واد خريطون
المنطقة- و الموقع الجغرافي و كيفية الملائمة بينهما	
توفر المواصلات و امكنة للأقامة- خدمات عامة	
توفر مناطق استراحة - مسارات طبيعية	
مشاركة و تدخل المجتمع المحلي - مهرجانات و نشاطات محلية	
وجود معيقات (تصنيف المنطقة سياسيا)	
العنصر	منطقة برك سليمان
المنطقة- و الموقع الجغرافي و كيفية الملائمة بينهما	
توفر المواصلات و امكنة للأقامة- خدمات عامة	
توفر مناطق استراحة - مسارات طبيعية	
مشاركة و تدخل المجتمع المحلي - مهرجانات و نشاطات محلية	

	وجود معيقات (تدخلات خارجية مثل اقتحام المستوطنين)
بلدة بتير	العنصر
	المنطقة- و الموقع الجغرافي و كيفية الملائمة بينهما
	توفر المواصلات و امكنة للأقامة- خدمات عامة
	توفر مناطق استراحة - مسارات طبيعية
	مشاركة و تدخل المجتمع المحلي - مهرجانات و نشاطات محلية
	وجود معيقات (منطقة حدودية مع القدس)

شكرا لتعاونكم

Arabic Abstract

العنوان: إستخدام مؤشرات التنمية المستدامة لتطوير أليات لتفعيل السياحة في مناطق التراث الطبيعي في بيت لحم وتأثيرها على المجتمعات المحلية

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ملخص

أجريت هذه الدراسة بين أشهر كانون ثاني 2019 و شباط 2020، هدف هذه الدراسة هي إمكانية تكييف المؤشرات العالمية للتنمية المستدامة لتطوير السياحة في المناطق التراثية الطبيعية في بيت لحم و بيان تأثيرها على المجتمعات المحلية. تمت هذه الدراسة في بيت لحم- فلسطين واستهدفت المناطق التالية: منطقة دير مار سابا- برية القدس، منطقة برك سليمان - ارباس، بلدة بتير و منطقة واد خريطون. تم استهداف عشوائيا مجموعة من المدراء و أصحاب القرار من مؤسسات محلية خاصة و عامة و مؤسسات غير ربحية الذين يعملون بمجال السياحة البديلة. أداة جمع المعلومات هي الأستمارة و تم تحليل المعلومات عن طريق النظام المحوسب SPSS.

في منطقة الشرق الأوسط و خاصة في فلسطين، يوجد بها أماكن تعتبر جاذبة للسياحة لتوفر مواقع دينية، تاريخية، ثقافية و مواقع تراثية طبيعية. بيت لحم موقع يحتوي على خصائص عالمية لجذب السياحة البديلة الغير دينية اليها مثل السياحة في مناطق التراث الطبيعي. السياحة في مناطق التراث الطبيعي تعني: مجموع الخصائص المتوفرة في المنطقة من تنوع حيوي، نظام بيئي و نظام جيولوجي. الهدف من هذا النوع من السياحة هو زيادة عدد السياح و جعلهم يقضون وقت أكبر فيها و التفاعل مع المجتمع المحلي الذي يعود عليهم بالفائدة و المنفعة الاجتماعية و الاقتصادية.

هذه الدراسة عملت على تكييف المؤشرات العالمية للتنمية المستدامة لتطوير السياحة في مواقع التراث الطبيعي في بيت لحم، و ذلك لان السياحة المصدر الرئيسي الذي يساهم في زيادة اجمالي الناتج المحلي للفرد ، وتعمل على توفير فرص عمل للمجتمعات المحلية. لقد أشارت الدراسات السابقة بأن الباحثين الفلسطينيين و الكتاب أشارو الى أهمية التعاون في العمل السياحي بين الأشخاص ذو علاقة لتطوير أنواع عدة من السياحة و ضمان الاستمرارية. و أيضا أشارت الدراسات بأن فلسطين تحتاج للعمل على تطوير قوانين و لوائح

تنفيذية محلية للحفاظ على التراث المحلي و عمل خطة استراتيجية لذلك. من جهة أخرى، اتفقت الدراسات السابقة على وضع مكونات عالمية لمحتوى المواقع التراثية الطبيعية و هي الطبيعية، المناخ، التنوع الحيوي و التنوع الثقافي مثل مناطق تاريخية و دينية. لقد تم تكيف تلك المكونات للمناطق المستهدفة في الدراسة و تبين أن بلدة بتير هي من أكثر المواقع التي يمكن أن تصنف منطقة تراثية طبيعية و المناطق الاخرى بالترتيب هي منطقة دير مار سابا، منطقة برك سليمان و الأخيرة هي منطقة واد خريطون. بالإضافة الى المكونات العالمية، تبين من الدراسات أن هنالك عوامل عالمية مهمة لمقياس المكان بأنه تراثي طبيعي. هذه العوامل هي: موقع المكان، توفر الخدمات العامة، توفر مناطق للاستراحة أو مسارات، تفاعل المجتمعات المحلية و الأكثر أهمية هي تقليل مؤثرات العوامل الخارجية السلبية على الموقع لضمان الاستدامة. من خلال أجوبة المبحوثين تبين أن أهمية العمل على تقليل العوامل الخارجية السلبية المؤثرة على المواقع المستهدفة هي الأهم لضمان حصولها على أسم موقع تراثي طبيعي.

بناء على الدراسات السابقة، المقابلات و البحث، يوجد هنالك مؤشرات عالمية لتكييفها للحصول على التنمية المستدامة في مناطق التراث الطبيعي. المؤشرات هي: اقتصادية، طبيعية، اجتماعية و مؤسساتية. لقد قام الباحث بتكييف تلك المؤشرات للوضع الفلسطيني خاصة في بيت لحم و بناء على وجهة نظر المبحوثين، تم تفضيل مؤشر على الأخر حيث تبين أن أهم مؤشر للعمل به هو الطبيعي، الاجتماعي، الاقتصادي ثم المؤسساتي.