

# TELEFERIQUE KARKHA

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## PROPOSAL FOR A CABLE CAR PROJECT KARKHA - DEIR AL- MOKHALLES (JOUN): “TELEFERIQUE KARKHA”



The Karkha-Deir Al-Mokhalles Cable Car Project is an innovative and transformative infrastructure initiative designed to connect the village of Karkha to the historic Deir Al-Mokhalles Monastery in Joun, Lebanon. This project aims to combine tourism development, cultural preservation, environmental sustainability, and community empowerment into a single landmark experience that will serve as a beacon for regional progress and attract visitors from across Lebanon and beyond.



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Antoine J. Burkush, PhD

## Acknowledgments

This collection of proposals is the result of a shared vision and a collaborative journey, guided by the input, dedication, and insights of countless individuals who hold Joun close to their hearts. It would not have been possible without the unwavering support and contributions of community members, experts, stakeholders, and local leaders, each of whom brought their unique perspectives to the table.

First and foremost, I extend my heartfelt gratitude to the residents of Joun, whose voices, ideas, and aspirations have been the foundation of this work. Your willingness to share your thoughts and dreams for our town has been invaluable in shaping proposals that truly reflect our community's spirit and goals. Your participation in discussions, surveys, and community gatherings has been a testament to your commitment to Joun's future.

Special thanks to all whose contributions were instrumental in refining our vision.

To the local leaders and stakeholders who championed this project, your support has been a vital source of encouragement. Your leadership and understanding of Joun's unique challenges and opportunities have given depth to these proposals, grounding them in both our town's history and its potential for growth.

Finally, I would like to thank everyone who worked behind the scenes—whether gathering data, conducting research, or organizing meetings—your efforts have been crucial in bringing this work to life.

Together, we have created a roadmap for Joun's future that honors our heritage and inspires a brighter tomorrow. I am truly grateful to each of you for your contributions, enthusiasm, and dedication to this endeavor.

With sincere appreciation,

Dr Antoine J. Burkush, PhD

## الشكر والتقدير

هذه المجموعة من المقترحات هي نتيجة رؤية مشتركة ورحلة تعاونية ، تسترشد بمدخلات وتفاني ورؤى عدد لا يحصى من الأفراد الذين يحملون جون قريبا من قلوبهم. لم يكن ذلك ممكنا بدون الدعم والمساهمات الثابتة من أعضاء المجتمع والخبراء وأصحاب المصلحة والقادة المحليين ، الذين قدم كل منهم وجهات نظره الفريدة إلى الطاولة

أولا وقبل كل شيء، أعرب عن خالص امتناني لسكان جون، الذين كانت أصواتهم وأفكارهم وتطلعاتهم أساس هذا العمل. لقد كان استعدادك لمشاركة أفكارك وأحلامك لمدينتنا لا يقدر بثمن في تشكيل المقترحات التي تعكس حقا روح مجتمعنا وأهدافه. كانت مشاركتك في المناقشات والاستطلاعات والتجمعات المجتمعية شهادة على التزامك بمستقبل جون.

شكر خاص للذين كانت مساهماتهم مفيدة في صقل رؤيتنا

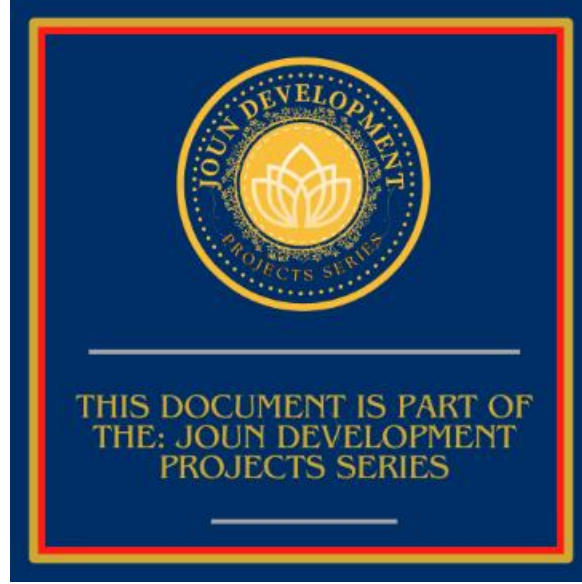
إلى القادة المحليين وأصحاب المصلحة الذين دافعوا عن هذا المشروع ، كان دعمكم مصدرا حيويا للتشجيع. لقد أعطت قيادتك وفهمك لتحديات وفرص جون الفريدة عمقا لهذه المقترحات ، مما جعلها راسخة في كل من تاريخ مدينتنا وإمكاناتها للنمو

أخيرا ، أود أن أشكر كل من عمل وراء الكواليس - سواء في جمع البيانات أو إجراء البحوث أو تنظيم الاجتماعات - كانت جهودك حاسمة في إحياء هذا العمل

معا ، أنشأنا خارطة طريق لمستقبل جون تكرم تراثنا وتلهم غدا أكثر إشراقا. أنا ممتن حقا لكل واحد منكم على مساهماتكم وحماسكم وتفانيكم في هذا المسعى

مع خالص التقدير،

د. انطوان جان البرخش



مشاريع

مبادرات شخصية

"من أجل الصالح العام"

**Joun Development Projects**

**"Pro Bono Publico"**

**Dr Antoine J. Burkush, PhD**

رؤية واحدة، هوية واحدة، مجتمع واحد



## Preface

In a world where rapid change is the new normal, the importance of strategic, sustainable, and community-centered development is paramount. Joun, with its rich cultural heritage, natural beauty, and resilient community, stands at a crossroads—one that presents both challenges and extraordinary opportunities. As we look toward Joun’s future, it is essential that our plans honor the town’s heritage, respond to today’s needs, and set a course for future generations to thrive.

This series of proposals is the result of a deeply collaborative effort to envision Joun’s path forward. Each plan reflects input from residents, local stakeholders, and community leaders, resulting in a shared vision that is both ambitious and respectful of our town’s unique identity. These proposals encompass a comprehensive range of initiatives, from infrastructure and economic development to cultural preservation and environmental stewardship, with each component tailored to address Joun’s specific strengths, challenges, and aspirations.

Our proposals emphasize a commitment to public infrastructure improvements, economic empowerment, environmental sustainability, and cultural continuity. From plans to enhance recreational facilities and community services to initiatives for sustainable tourism and green energy, each proposal aims to make Joun a model of progressive yet grounded development. The ultimate goal is to create a vibrant, inclusive, and resilient community—one that embodies the values, dreams, and talents of its people.

I extend my heartfelt gratitude to everyone who has contributed to this vision. Your dedication, ideas, and insight have been invaluable, illuminating the pathway to a future that aligns with Joun’s core values while embracing growth and innovation. These proposals are an invitation to all residents of Joun to imagine, participate, and help build a community that harmonizes tradition with the possibilities of tomorrow.

As you review this collection, I encourage you to see not just plans, but a vision for what Joun can become. Let us move forward together, translating these ideas into action, and creating a brighter, thriving, and unified future for Joun.

With deep respect and optimism,

Dr Antoine J. Burkush, PhD

## مقدمة

في عالم حيث التغيير السريع هو الوضع الطبيعي الجديد ، فإن أهمية التنمية الاستراتيجية والمستدامة التي تركز على المجتمع أمر بالغ الأهمية. تقف جون ، بتراتها الثقافي الغني وجمالها الطبيعي ومجتمعها المرن ، على مفترق طرق - مفترق طرق يمثل تحديات وفرصا غير عادية. بينما نتطلع إلى مستقبل جون ، من الضروري أن تكرم خططنا تراث المدينة ، وتستجيب لاحتياجات اليوم ، وتضع مسارا للأجيال القادمة لتزدهر.

هذه السلسلة من المقترحات هي نتيجة جهد تعاوني عميق لتصور مسار جون إلى الأمام. تعكس كل خطة مدخلات من السكان وأصحاب المصلحة المحليين وقادة المجتمع ، مما يؤدي إلى رؤية مشتركة طموحة وتحترم الهوية الفريدة لمدينتنا. تشمل هذه المقترحات مجموعة شاملة من المبادرات ، من البنية التحتية والتنمية الاقتصادية إلى الحفاظ على الثقافة والإشراف البيئي ، مع تصميم كل مكون لمعالجة نقاط القوة والتحديات والتطلعات المحددة لجون.

تؤكد مقترحاتنا على الالتزام بتحسين البنية التحتية العامة ، والتمكين الاقتصادي ، والاستدامة البيئية ، والاستمرارية الثقافية. من خطط تعزيز المرافق الترفيهية والخدمات المجتمعية إلى مبادرات السياحة المستدامة والطاقة الخضراء ، يهدف كل اقتراح إلى جعل جون نموذجا للتنمية التقدمية والمرتكزة. الهدف النهائي هو إنشاء مجتمع نابض بالحياة وشامل ومرن - مجتمع يجسد قيم وأحلام ومواهب شعبه.

وأعرب عن خالص امتناني لكل من ساهم في هذه الرؤية. لقد كان تفانيك وأفكارك ورؤيتك لا تقدر بثمن ، مما يضيء الطريق إلى مستقبل يتماشى مع القيم الأساسية لجون مع احتضان النمو والابتكار. هذه المقترحات هي دعوة لجميع سكان جون للتخيل والمشاركة والمساعدة في بناء مجتمع ينسق التقاليد مع إمكانيات الغد.

أثناء مراجعتك لهذه المجموعة ، أشجعك على رؤية ليس فقط الخطط ، ولكن رؤية لما يمكن أن يصبح عليه جون. دعونا نمضي قدما معا، ونترجم هذه الأفكار إلى أفعال، ونخلق مستقبلا أكثر إشراقا وازدهارا. وموحدا لجون.

مع الاحترام العميق والتفاؤل،

د. انطوان جان البرخش

# **Proposal for a Cable Car Project Karkha - Deir Al-Mokhalles (Joun)**

## **“Teleferique Karkha”**

### **Connecting Communities, Celebrating Nature, and Fostering Cultural Heritage**

The Karkha-Deir Al-Mokhalles Cable Car Project is an innovative and transformative infrastructure initiative designed to connect the village of Karkha to the historic Deir Al-Mokhalles Monastery in Joun, Lebanon. This project aims to combine tourism development, cultural preservation, environmental sustainability, and community empowerment into a single landmark experience that will serve as a beacon for regional progress and attract visitors from across Lebanon and beyond.



## This project is the idea of Philanthropist Charlie Ibrahim Hanna

Charles “Charlie” Ibrahim Hanna is a Lebanese-American entrepreneur and philanthropist, best known as the CEO of Cedar’s Mediterranean Foods, a leading producer of Mediterranean cuisine in the United States.



*Charles “Charlie” Ibrahim Hanna*  
**PUBLIC FIGURE, CEO, PHILANTHROPIST**

### Early Life and Education

Born in Karkha, Lebanon, Charlie Hanna moved to the United States, where he grew up in northeastern Massachusetts and southern New Hampshire. He pursued business administration courses at Northern Essex Community College and the University of Massachusetts Lowell.

### Career

Cedar’s Mediterranean Foods was established in 1981 by Charlie’s father, Ibrahim Hanna. In 1991, Charlie assumed the role of CEO, overseeing all company operations. At that time, the company’s annual sales were approximately \$1.8 million. Under his leadership, Cedar’s has experienced significant growth,

becoming a multi-billion-dollar valued company employing close to 1,500 people. The company produces and distributes a variety of Mediterranean food products, including hummus, tzatziki, yogurt dips, and pita chips, and is recognized as one of the fastest-growing Mediterranean food brands in the U.S.

In 2019, Charlie and his executive team acquired the ready-to-eat oats brand, Brekki, expanding Cedar’s product offerings. By 2021, Cedar’s celebrated 40 years in business, with Forbes Middle East dedicating a corporate report to highlight the company’s achievements. [OBJ]

### Philanthropy

Charlie Hanna is actively involved in philanthropy both in the United States and Lebanon. He launched the non-profit foundation, Cedar’s with Heart, which focuses on community betterment by applying Mediterranean family values. The foundation has donated over 1 million pounds of hummus locally in Haverhill, Massachusetts, and is

invested in eliminating food insecurity among children. Additionally, Charlie has a personal foundation in Lebanon, CFM, through which he contributes to various causes in his homeland.

### **Awards and Recognition**

Under Charlie's leadership, Cedar's has received several awards, including:

- 2023 Charles E. Billups Award by the Greater Haverhill Chamber of Commerce.
- 2020 Business of the Year Award by the Haverhill Chamber of Commerce.
- 2019 Team Massachusetts Economic Impact Award Silver Northeast by MassEcon.
- 2018 Legislative Manufacturing Caucus Manufacturing Award by the Massachusetts Manufacturing Extension Partnership.
- 2014 Northeast Business Leader for Energy Efficiency by the Northeast Energy Efficiency Partnership.

In 2022, Haverhill, Massachusetts, declared November 22 as Lebanese Independence Day, raising the Lebanese flag annually to commemorate the day, an initiative Charlie and his family worked diligently to achieve.

### **Personal Life**

Charlie Hanna resides in Windham, New Hampshire, with his wife and two children. He maintains strong ties to Lebanon, frequently visiting and contributing to philanthropic efforts in the country.

### **Online Presence**

Charlie maintains an active online presence, sharing insights into his professional endeavors and philanthropic activities. His Instagram profile, where he identifies as a public figure and CEO of Cedar's Foods, can be found at [@charlie.i.hanna](https://www.instagram.com/charlie.i.hanna).

Through his leadership and commitment to community service, Charlie Hanna has significantly impacted the food industry and philanthropic sectors, embodying the values of hard work, dedication, and generosity.

## Table of Contents

<b>PART ONE: BACKGROUND .....</b>	<b>16</b>
ABOUT KARKHA, JOUN, DEIR AL MOKHALLESS .....	16
AND OTHER POINTS OF INTEREST .....	16
ABOUT KARKHA .....	17
ABOUT JOUN.....	26
ABOUT: DEIR EL-MOUKHALLES MONASTERY .....	29
ABOUT THE VALLEY.....	33
ABOUT THE AWALI RIVER.....	35
ABOUT THE RICH HERITAGE OF THE BISRI VALLEY.....	41
<b>A SCENIC JOURNEY IN THE KARKHA TO DEIR AL-MOKHALLES MONASTERY CABLE CAR .....</b>	<b>44</b>
<b>PART TWO .....</b>	<b>48</b>
<b>MAPS AND SATELLITE IMAGES .....</b>	<b>48</b>
MAPS AND SATELLITE IMAGES.....	49
MAP VIEW KARKHA – DEIR AL MOKHALLESS .....	49
DISTANCE KARKHA – DEIR AL MOKHALLESS .....	49
SATELLITE VIEW KARKHA – DEIR AL MOKHALLESS .....	50
MIDWAY RAS QATEEAH .....	51
<b>THE AWALI RIVER VALLEY .....</b>	<b>54</b>
<b>SATELLITE IMAGES OF THE AWALI RIVER VALLEY .....</b>	<b>54</b>
SECTION ONE: The Awali River Passing by Karkha .....	55
SECTION TWO: The Awali River passing by Joun: .....	61
SECTION THREE: The Awali River Passing by Deir Al Mokhalless Monastery .....	68
<b>PART THREE .....</b>	<b>72</b>
<b>OUTLINE OF THE PROPOSAL .....</b>	<b>72</b>
1. Executive Summary.....	73
2. Project Rationale .....	73
3. Feasibility Study .....	73
4. Design and Construction .....	73
5. Financial Plan .....	74
<b>PART FOUR:.....</b>	<b>80</b>

**THE STATIONS ..... 80**

    STATION ONE: .....81

    KARKHA (SAINT JOHN THE BAPTIST) .....81

    STATION TWO: .....89

    RAS QATEEAH PINE HILL LOCATED EXACTLY MIDWAY .....89

    STATION THREE: .....93

    DEIR AL MOKHALLESS .....93

    BEYOND DEIR AL MOKHALLESS:.....96

    THE AWALI RIVER AND THE BEAUTIFUL BISRI VALLEY .....96

        PERHAPS FOR CONSIDERATION FOR FUTURE EXPANSION .....96

**PART FIVE: ..... 97**

**REST AREAS ..... 97**

    Rest Area Cafeteria: Start Station - Saint John, Karkha .....98

    Ambience and Design .....99

    Menu Highlights.....100

    Amenities.....100

    Example: Rest Area / Cafeteria: Destination Station - Saint Sauveur Monastery .....100

**PART SIX: ..... 117**

**BUSINESS PLAN ..... 118**

**PART SEVEN: ..... 149**

**FUNDING ..... 149**

    Public-Private Partnerships (PPP) for Cable Car Projects.....150

**PART EIGHT ..... 157**

**MARKETING and VIDEO ..... 157**

    Marketing Strategy for the Karkha-Deir Al-Mokhalles Cable Car Project .....158

**PART NINE ..... 167**

**STAFFING ..... 167**

    Staffing Plan for the Karkha-Deir Al-Mokhalles Cable Car Project .....168

    Comprehensive Training Plan for the Karkha-Deir Al-Mokhalles Cable Car Project .....173

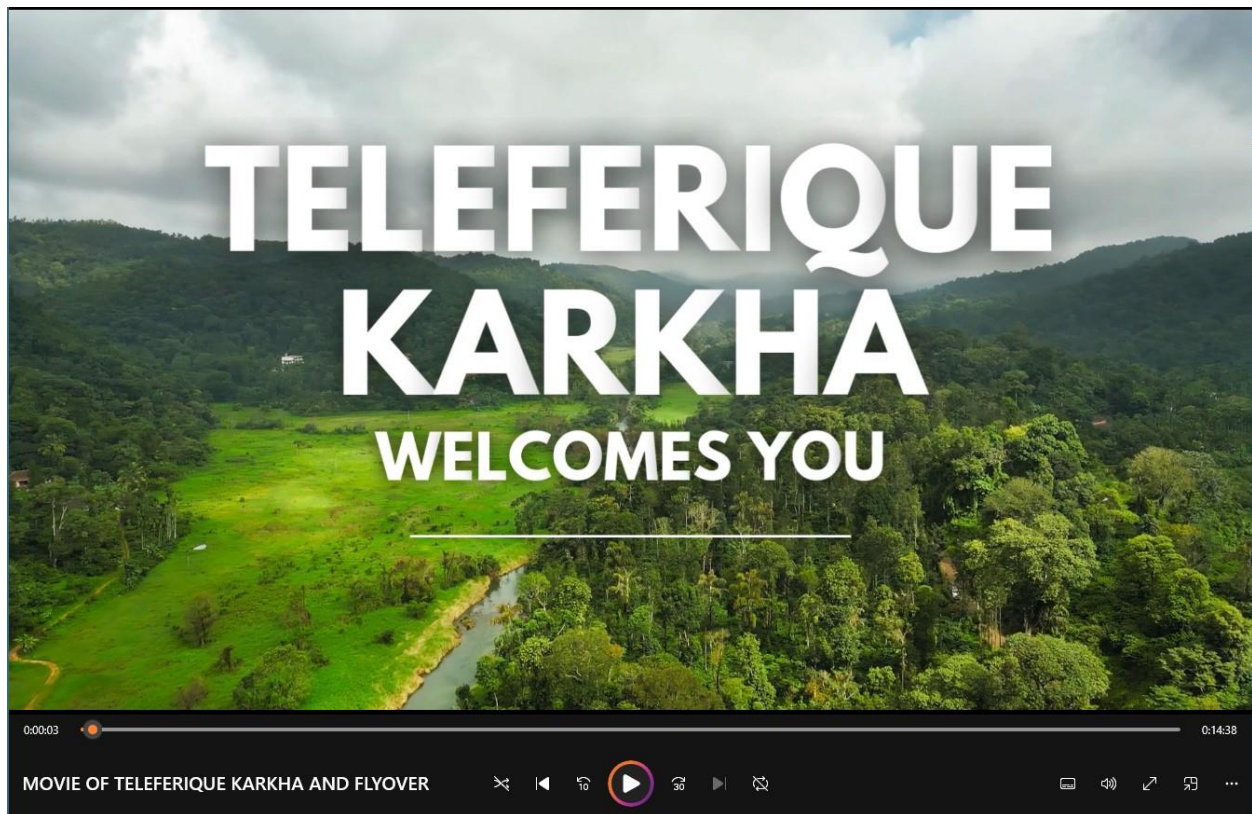
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## EXECUTIVE SUMMARY: KARKHA-DEIR AL-MOKHALLES CABLE CAR PROJECT

The Karkha-Deir Al-Mokhalles Cable Car Project is an innovative and transformative infrastructure initiative designed to connect the village of Karkha to the historic Deir Al-Mokhalles Monastery in Joun, Lebanon. This project aims to combine tourism development, cultural preservation, environmental sustainability, and community empowerment into a single landmark experience that will serve as a beacon for regional progress and attract visitors from across Lebanon and beyond.

### Video about the Karkha-Deir Al-Mokhalles Cable Car Project



[https://youtu.be/nDnapH\\_pSys](https://youtu.be/nDnapH_pSys)

(ANOTHER COPY INSIDE THIS THE MARKETING SECTION OF PROPOSAL)

## Key Features and Highlights

1. Purpose and Vision:
  - Establish an eco-friendly, scenic transportation system to promote tourism, facilitate access to the Deir Al-Mokhalles Monastery, and showcase the region's breathtaking natural beauty.
  - Position the cable car as a gateway to the Chouf area's cultural, historical, and ecological treasures.
2. Project Scope:
  - A 2.5 km cable car system connecting Karkha and the monastery with two modern stations.
  - State-of-the-art cabins with a capacity of 8 passengers each, accommodating up to 500 visitors per hour in both directions.
  - A fully integrated visitor experience featuring eco-friendly infrastructure, ticketing systems, and amenities at both terminals.
3. Target Market:
  - Religious pilgrims visiting Deir Al-Mokhalles.
  - Eco-tourists and nature enthusiasts exploring the Chouf area.
  - Local families and international tourists seeking a unique adventure.

## Key Benefits

1. Economic Growth:
  - Boost local economies by attracting tourists who will contribute to nearby businesses, restaurants, and accommodations.
  - Generate direct and indirect employment opportunities for the community.
2. Tourism Development:
  - Position Joun and Karkha as prominent destinations in Lebanon's tourism map.
  - Promote the rich cultural heritage and history of Deir Al-Mokhalles Monastery and the surrounding region.
3. Environmental Sustainability:
  - Provide a green transportation alternative that reduces road traffic and minimizes carbon emissions.
  - Highlight the region's natural beauty, inspiring environmental awareness and preservation.
4. Community Empowerment:

- Involve local residents in employment opportunities and partnerships with nearby businesses.
- Strengthen civic pride and foster a shared sense of ownership over the project's success.

## Financial Overview

- Capital Investment: Estimated at \$8 million, including construction, system installation, and associated infrastructure.
- Projected Revenue: \$2.5 million annually, with a breakeven point in Year 4 of operations.
- Funding Model: A mix of public and private investment, grants, and community partnerships.

## Marketing and Promotion Strategy

- Branding: Position the cable car as a symbol of innovation and cultural pride.
- Digital Marketing: Leverage social media, a dedicated website, and online travel platforms to target local and international audiences.
- Partnerships: Collaborate with travel agencies, religious organizations, and local businesses to create bundled tourism packages.
- Promotions: Offer seasonal discounts, family packages, and event tie-ins to drive ridership.

## Implementation and Timeline

The project is expected to be completed within 24 months from the start of construction. The timeline includes:

- Phase 1: Feasibility studies and approvals (3 months).
- Phase 2: Design and procurement (6 months).
- Phase 3: Construction and installation (12 months).
- Phase 4: Testing and staff training (3 months).

## Conclusion

The Karkha-Deir Al-Mokhalles Cable Car Project represents a strategic investment in Lebanon's tourism, economy, and cultural heritage. By creating an iconic, eco-friendly transportation system, this initiative will not only enhance access to a historic site but also rejuvenate the local community and contribute to the country's broader sustainable development goals.

This project invites the support of stakeholders who share the vision of transforming Joun or Karkha and the surrounding area into a thriving hub of cultural, spiritual, and natural exploration.



## PART ONE: BACKGROUND

### ABOUT KARKHA, JOUN, and DEIR AL MOKHALLESS

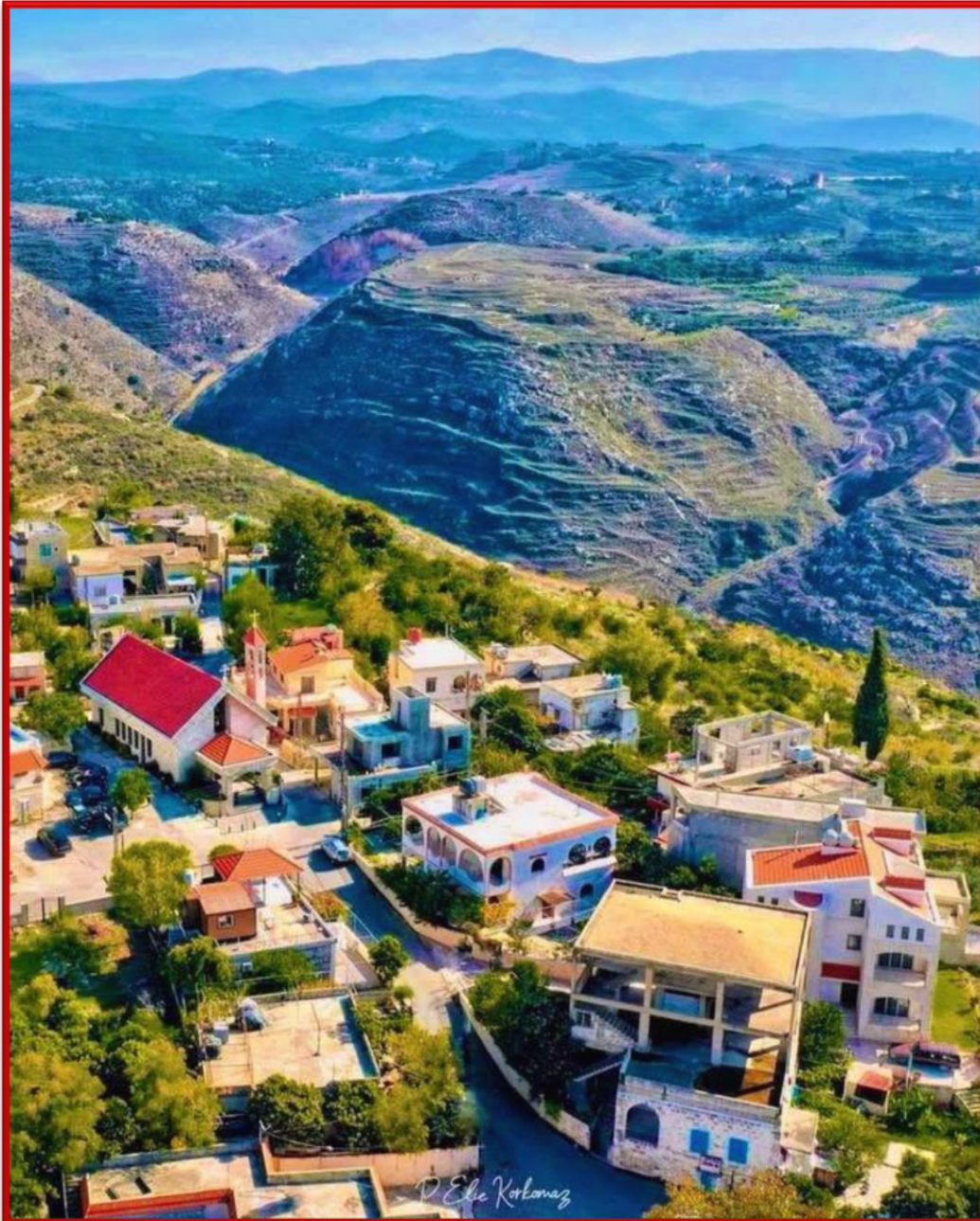
And Other Points of Interest





## ABOUT KARKHA

Karkha is a picturesque village situated in the Jezzine District of Lebanon's South Governorate, approximately 6 kilometers east of Sidon. The village comprises around 100 houses and has a population of about 500 residents, many of whom reside in Beirut or abroad, using Karkha as a weekend and holiday destination.



The village is renowned for its rich history and cultural heritage, featuring two Byzantine churches: St. John the Baptist Church and St. John the Apostle Church, both serving the Greek Catholic community. Karkha is also famous for producing premium quality olive oil, rose water, and other traditional Lebanese products. The village's natural beauty is enhanced by its fresh water spring, known as "Al Ain," and its scenic landscapes.

In 2024, Karkha gained international recognition through the award-winning docu-drama "Karkha: A Village from Lebanon." This 45-minute film, supported by philanthropist Charlie I. Hanna, delves into the village's rich history since the 1700s and showcases the resilience of its community. The film was honored as the "Best Arabic Film" at the Cannes World Film Festival.

For a visual tour of Karkha and its surroundings, you might find this video insightful:

<https://youtu.be/nvFvkizDb4?t=1533>



***Mechwar Bel Wadi - Karkha: The Southern Village Dedicated To St. John*** [Anthony Rahayel](#)  
***VISUAL TOUR VIDEO OF KARKHA AND ITS SURROUNDINGS***

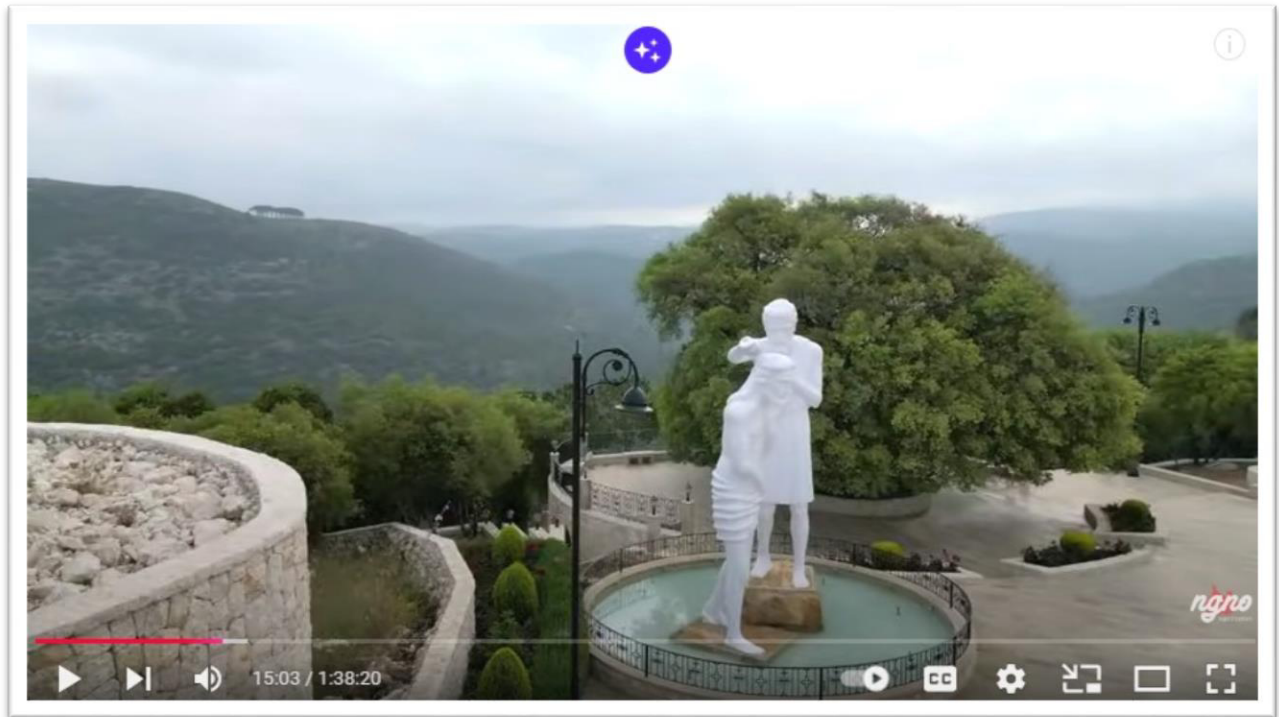
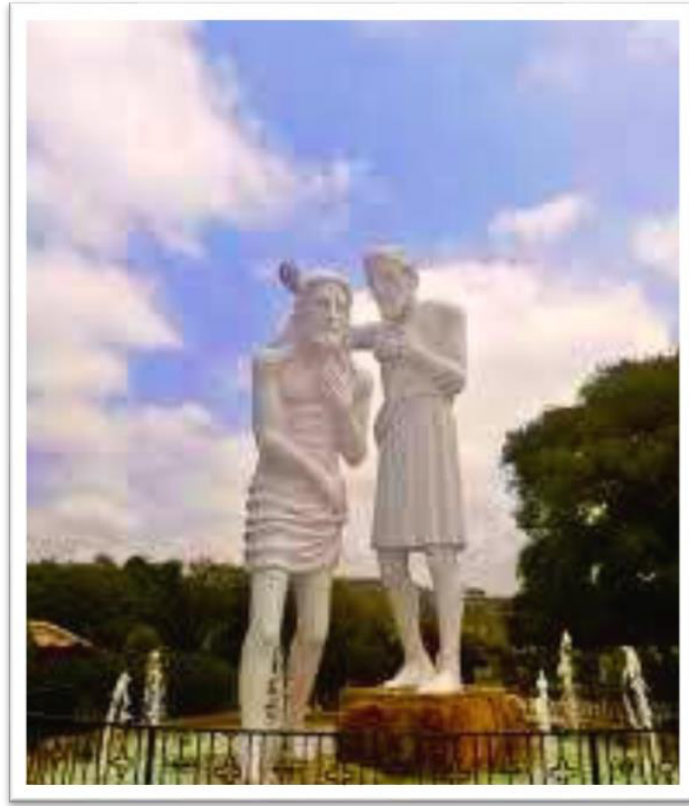




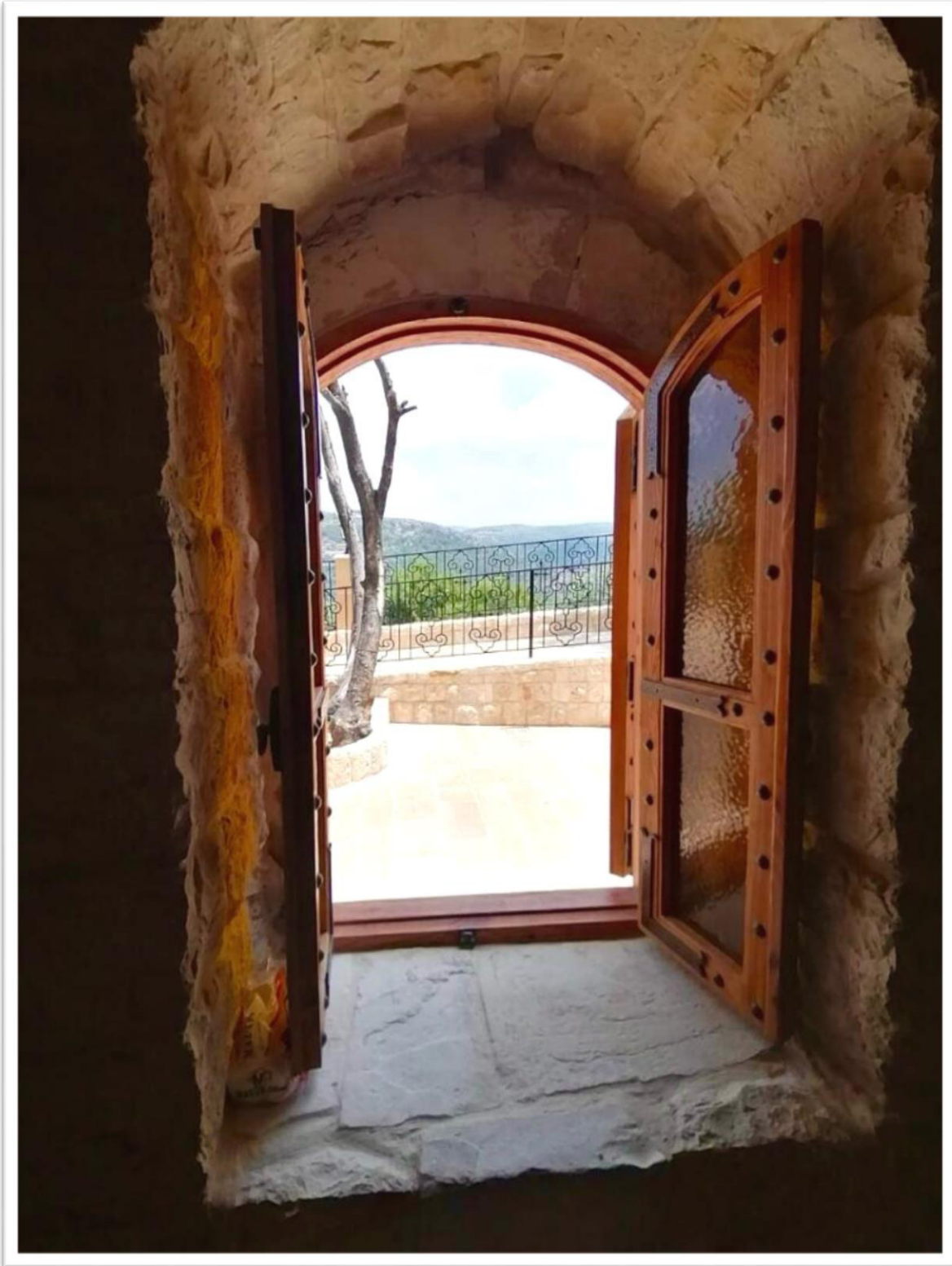
*ENTRANCE TO SAINT JOHN THE BAPTIST SITE IN KARKHA*





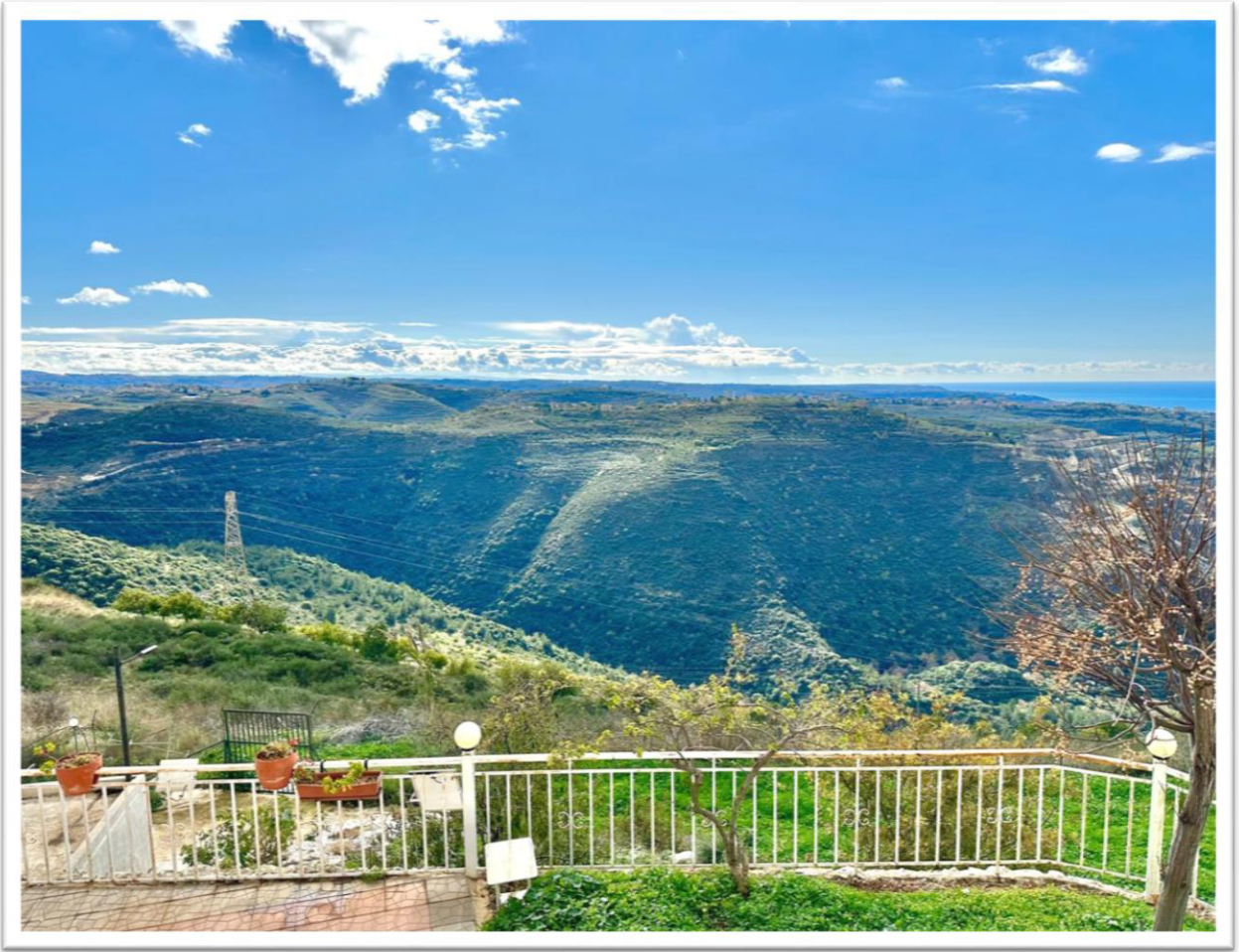






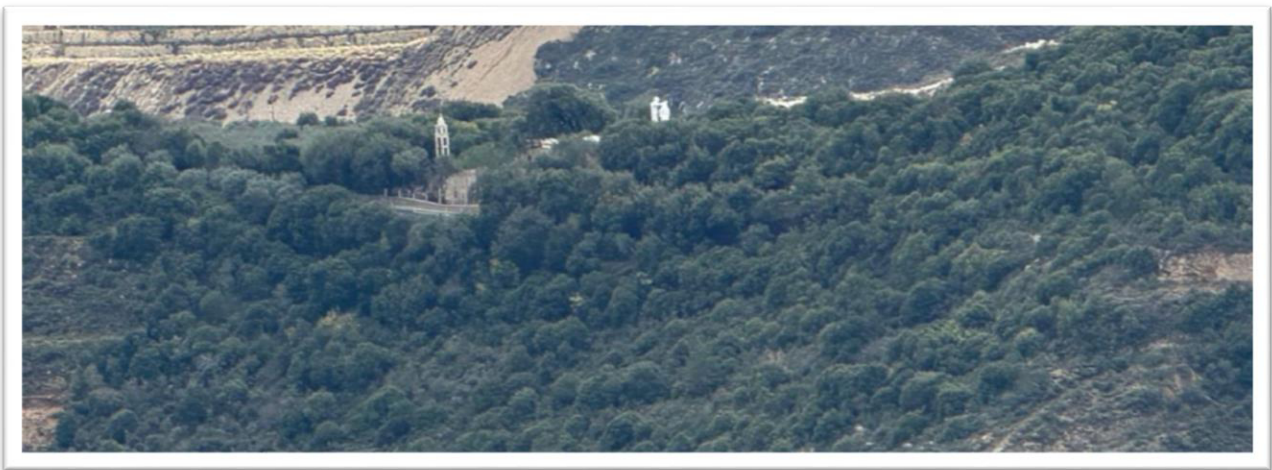


*THE SCENIC VIEW FROM THE SITE TOWARDS THE BEAUTIFUL MOUNTAINS*



**PHOTO ABOVE AND NEXT: VIEW FROM KROUM AL HOMR, JOUN TOWARDS THE BEAUTIFUL KARKHA HILL AND THE SUPERB AWALI VALLEY**





***THE SITE OF SAINT JOHN SHRINE ON TOP OF KRKHA HILL OVERLOOKING THE BEAUTIFUL AWALI RIVER VALLEY***



## ABOUT JOUN

Geographically, Joun is situated in the Chouf District of Mount Lebanon, approximately 13 kilometers from the city of Sidon<sup>1</sup>. The town is uniquely positioned on seven hills, offering stunning panoramic views of the surrounding landscape<sup>1</sup>. The elevation of Joun ranges from 50 meters to 448 meters above sea level, with an average elevation of 286 meters<sup>2</sup>. This varied terrain contributes to the town's rich agricultural heritage, particularly known for its olive trees and grapevines<sup>1</sup>.



Source: <sup>1</sup>: [Wikipedia](<https://en.wikipedia.org/wiki/Joun>)









## ABOUT DEIR EL- MOUKHALLES MONASTERY

A few kilometers past the village of Joun lies the Monastery of the Holy Savior, known locally as Deir el-Moukhalles. Founded in 1711 on an even older site, this Greek Catholic monastery is a cornerstone of the town's religious and cultural heritage. The monastery overlooks fragrant orchards and wooded hills, providing a serene and picturesque setting.

Deir el-Moukhalles is renowned for its beautiful old church, which houses a collection of icons, manuscripts, and religious objects. The monastery has been a place of worship, education, and refuge for many generations. It also played a significant role in the life of Lady Hester Stanhope, who lived nearby and was known for her adventurous spirit and contributions to the local community.





*MONASTERY OF THE HOLY SAVIOUR (Deir Al Moukhalles)*



<https://youtu.be/9vE8O0rKd9Y>







[https://youtu.be/KKhscm\\_Atr8](https://youtu.be/KKhscm_Atr8)







## ABOUT THE VALLEY

The Awali River Valley, nestled in the heart of southern Lebanon, offers an enchanting blend of natural beauty, historical depth, and cultural significance. This serene valley, which the Karkha-Joun to Deir Al-Mokhalles cable car will gracefully traverse, provides a breathtaking experience for all who visit.



*THE AWALI RIVER VALLEY FROM KARKHA (Anthony Rahayel)*

### 1. Geography and Natural Beauty

- **Lush Landscapes:** The valley is adorned with verdant hillsides, terraced fields, and olive groves, reflecting Lebanon’s agricultural heritage.
- **The Awali River:** Known as “Nahr Al-Awali,” the river meanders through the valley, its clear waters shimmering under the sunlight and carving through the rugged terrain.
- **Seasonal Charm:** In spring, the valley comes alive with wildflowers and blooming trees, while in autumn, golden hues paint the hillsides, offering a new layer of scenic allure.

## 2. Historic Significance

- **Ancient Footsteps:** The valley has witnessed millennia of history, from Phoenician trade routes to Roman aqueducts and medieval monasteries.
- **Cultural Landmarks:** Alongside the natural wonders, ancient ruins and old stone bridges can be glimpsed, each narrating a story of resilience and continuity.

## 3. Experiential Highlights

- **Cable Car Views:** Hovering above the valley, the cable car offers unmatched panoramic views of the Awali River weaving through the landscape, framed by the mountains of the Chouf region.
- **Sunrise and Sunset:** Passengers will be treated to dramatic lighting as the sun rises or sets over the valley, casting shadows that enhance the topography's beauty.
- **Connection to Nature:** The gentle hum of the cable car, paired with the sights and sounds of flowing water and chirping birds, creates a deeply immersive experience.

## 4. Environmental Importance

- **Biodiversity:** The Awali River and its surroundings are home to diverse flora and fauna, including migratory birds, making it a hotspot for nature enthusiasts.
- **Sustainability:** The cable car's solar-powered stations are designed to minimize environmental impact, preserving the valley's pristine beauty for future generations.

## 5. The Journey

- **Starting Point in Karkha:** Travelers begin their journey in the quaint village of Karkha, with its Byzantine churches and olive groves.
- **Joun:** Midway, the historic town of Joun unfolds below, revealing its blend of traditional and modern architecture.
- **Destination at Deir Al-Mokhalles:** The trip culminates at the iconic Deir Al-Mokhalles Monastery, a place of peace and spiritual reflection, perched atop the valley.

## Conclusion

The Awali River Valley is more than a scenic backdrop; it is a living tapestry of Lebanon's natural and cultural wealth. By hovering above this captivating landscape, the Karkha-Joun to Deir Al-Mokhalles cable car will not only offer an unforgettable journey but also celebrate and preserve the valley's timeless beauty.

## ABOUT THE RIVER

Adding to Joun's natural charm is the beautiful Awali River that meanders through the town. This river, with its gentle bends and clear waters, is a lifeline for the local ecosystem and a source of serenity for residents and visitors alike. The riverbanks are lined with lush vegetation, providing a habitat for various species of birds and wildlife. The soothing sound of the flowing water and the picturesque views make it a perfect spot for leisurely walks, picnics, and moments of reflection.

The Awali River, also known as the Asclepius River in ancient times, is a perennial river that flows through Southern Lebanon, including near the town of Joun<sup>3</sup>. Originating from the Barouk and Niha mountains at an elevation of 1,492 meters, the river travels approximately 48 kilometers before emptying into the Mediterranean Sea<sup>3</sup>.

The Awali River is supplemented by two tributaries, the Barouk and Aaray rivers, and is known as the Bisri River in its upper section<sup>3</sup>. It forms a watershed covering an area of about 294 square kilometers<sup>3</sup>. The river's clear waters and gentle meanders create a picturesque landscape that enhances the natural beauty of Joun and its surroundings.

The riverbanks are lush with vegetation, providing a habitat for various species of birds and wildlife. This serene environment makes the Awali River a popular spot for leisurely walks, picnics, and nature photography. The river also plays a crucial role in the local ecosystem and supports agricultural activities in the region.

In addition to its natural beauty, the Awali River is part of the Bisri Dam project, which aims to improve the supply of fresh water to the region<sup>3</sup>. Although a significant portion of the project's funding was canceled in 2020, the river remains an essential resource for the local communities<sup>3</sup>.

### Source:

(1) Awali (river) - Wikipedia. [https://en.wikipedia.org/wiki/Awali\\_%28river%29](https://en.wikipedia.org/wiki/Awali_%28river%29).

(2) . <https://bing.com/search?q=Awali+river+near+Joun>.

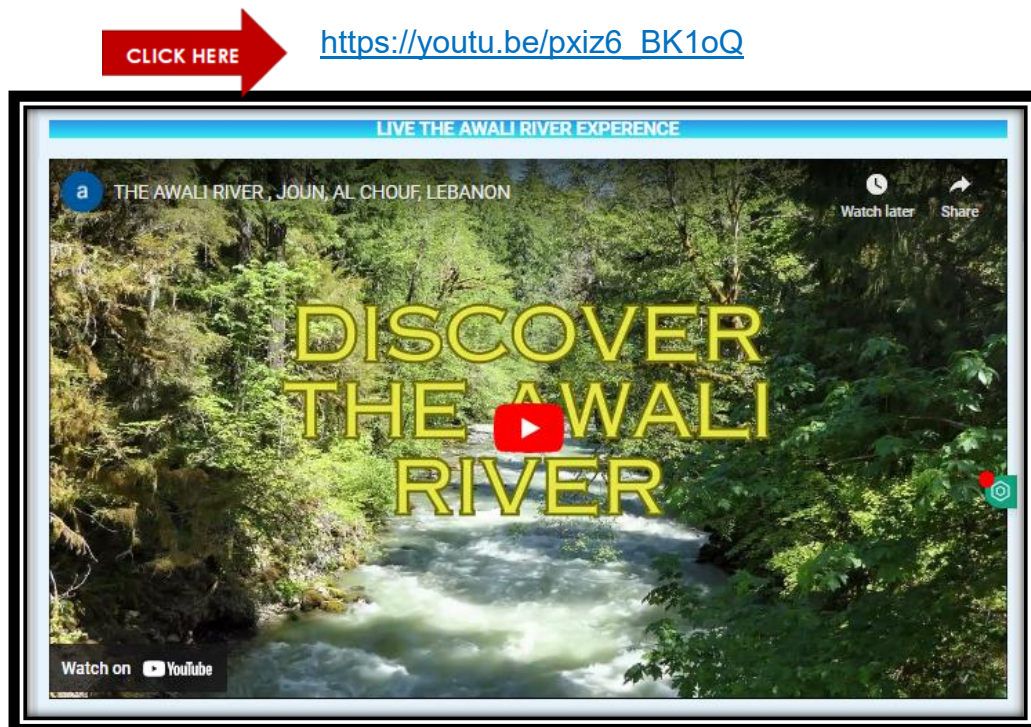
(3) Awali Map - Stream - Lebanon - Mapcarta. <https://mapcarta.com/12901316>.

(4) Awali (river) - Wikiwand / articles. [https://www.wikiwand.com/en/articles/Awali\\_River](https://www.wikiwand.com/en/articles/Awali_River).

(5) . <https://bing.com/search?q=beautiful+Awali+river+that+meanders+near+Joun>.

(6) THE AWALI RIVER, JOUN, AL CHOUF, LEBANON - YouTube.

[https://www.youtube.com/watch?v=pxiz6\\_BK1oQ](https://www.youtube.com/watch?v=pxiz6_BK1oQ).



## The Rich Heritage of the Awali River

From Wikipedia, the free encyclopedia

The Awali (Arabic: نهر الأولي / ALA-LC: Nahr al-Awalī, ancient Bostrenus / Bostrenos)[1][2] is a perennial river flowing in Southern Lebanon.[3] In ancient times it was known as Asclepius River. The 48 kilometres (30 mi) long Awali originates from the Barouk mountain at a height of 1,492 metres (4,895 ft) and the Niha mountain.

The Awali is supplemented by two tributaries, the Barouk and Aaray rivers. The Awali is also known as the Bisri river in its upper section; it flows through the western face of Mount Lebanon and into the Mediterranean.

The Awali river has a discharge of 10.1625 m<sup>3</sup>/s (358.89 cu ft/s), it forms a watershed that has an area of about 294 km<sup>2</sup> (114 sq mi).[4] The river flows into Joun Lake, which is part of the Bisri Dam project to improve the supply of fresh water to the region.[5][6] A large portion of the Bisri Dam project funding, from the World Bank, was cancelled by the World Bank in September 2020.[7]



*1886 WOOD ENGRAVING ART AWALI RIVER*







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^Renan, Ernest (1864). Mission de Phénicie dirigée par Ernest Renan: Texte (in French). Impr. impériale. p. 506.

^Lipiński, Edward (1992). Dictionnaire de la civilisation phénicienne et punique (in French). Brepols. p. 77. ISBN 978-2-503-50033-1.

^Lebanese Ministry of Environment (2008). Lebanon State of the Environment Report (PDF). Beirut: Ministry of Environment. Archived from the original (PDF) on 2011-07-21. Retrieved 2010-08-03.

^Arab Resource Development (2003). INTEGRATED WATER RESOURCES MANAGEMENT IN CAMP AREA WITH DEMONSTRATIONS IN DAMOUR, SARAFAND AND NAQOURA MUNICIPALITIES (PDF). Beirut: Ministry of Environment. p. 55. Retrieved 2010-08-03.

^Greater Beirut Water Supply Augmentation Project: Environment and Social Impact Assessment” (PDF).

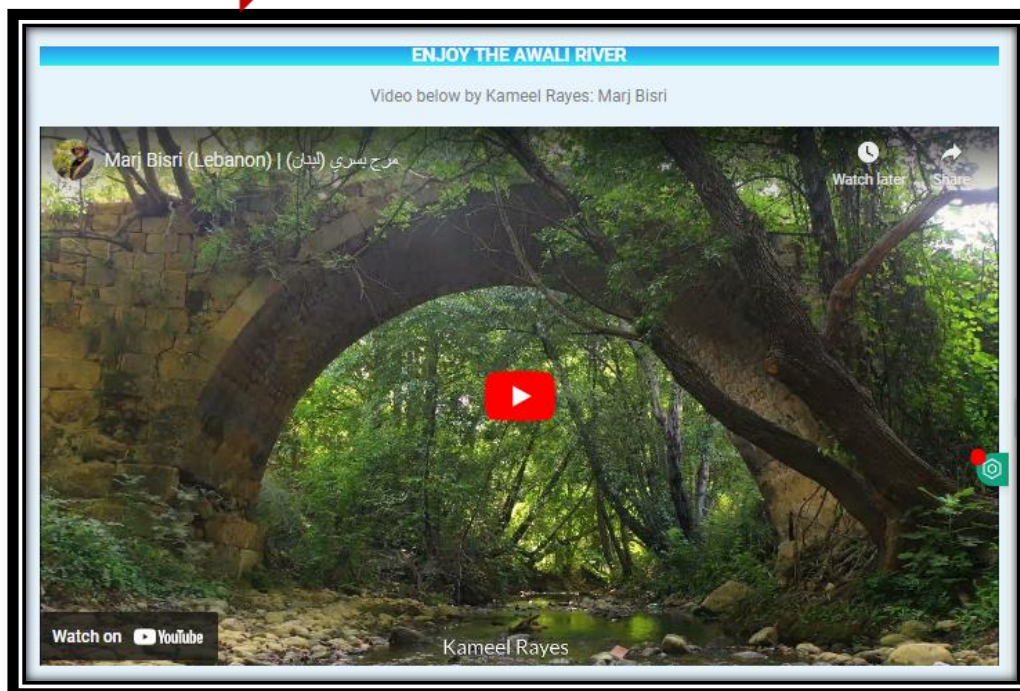
^Ray, Kirshen and Vogel, Patrick A., Paul H., and Richard M. (2010). “Integrated Optimization of Dual Quality Water and Wastewater System”. Journal of Water Resources Planning and Management. 136: 11 – via ascelibrary.

^“Q&A: Bisri Dam Project Cancelation”. World Bank. Retrieved 2021-02-09.

## Experience the Awali River Trails

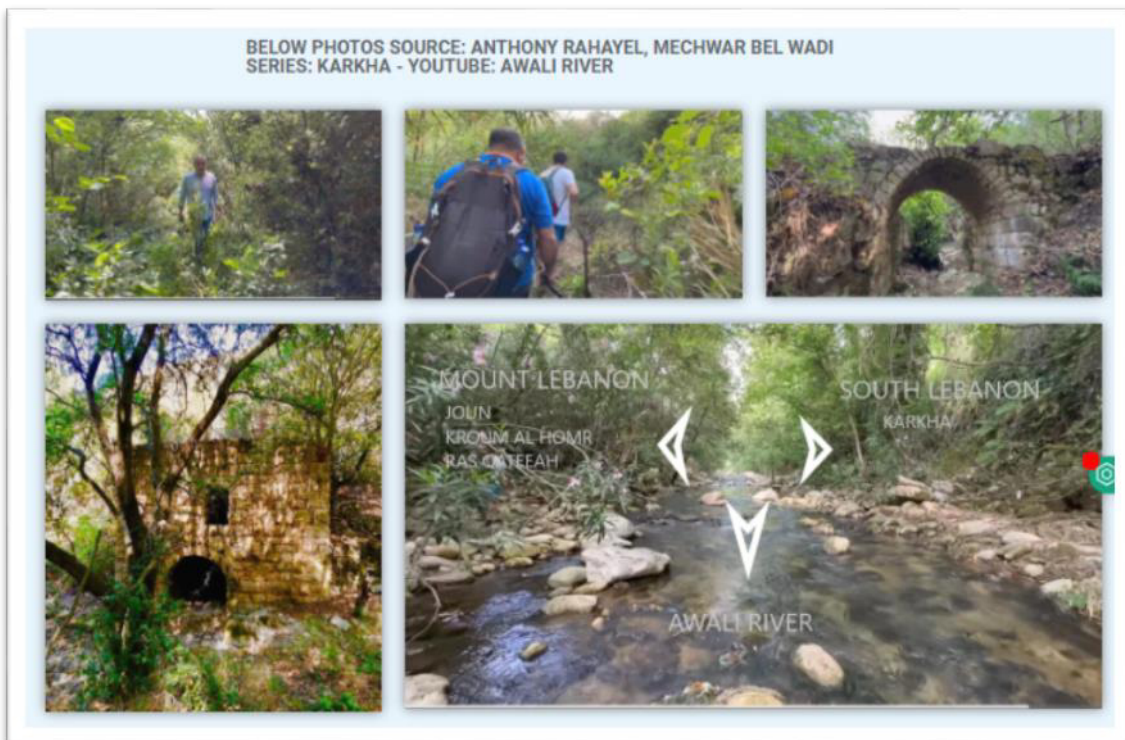
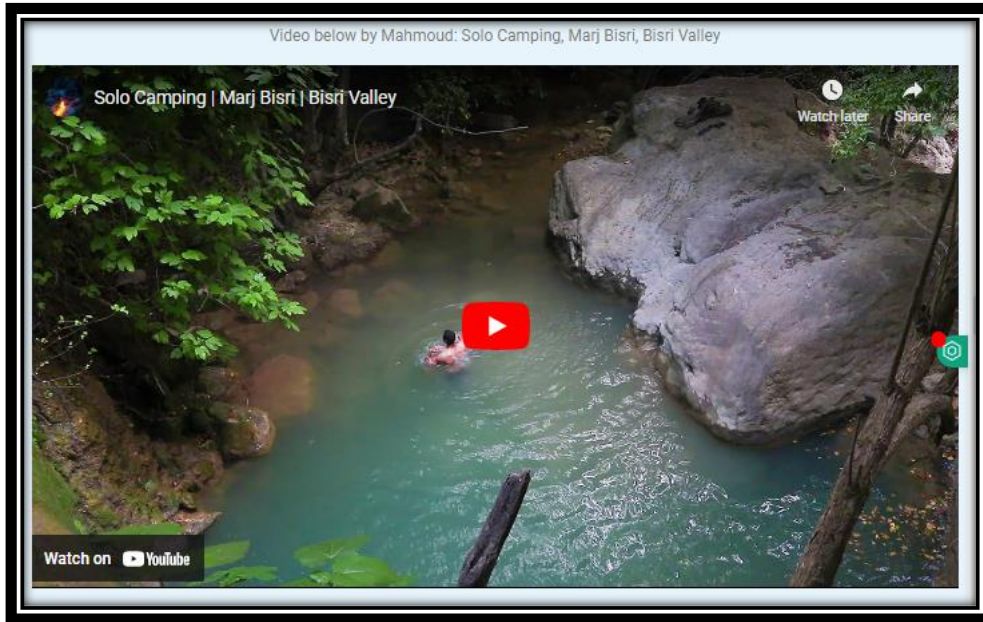


<https://youtu.be/ApSS7Oe-Xbg>





<https://youtu.be/IT3PwKKP3jE>



## ABOUT THE RICH HERITAGE OF THE BISRI VALLEY

The Bisri Valley displays distinct geological and ecological features that foster sensitive agricultural practices, dotted by countless archaeological remains and places of worship that testify of its historical, strategic and religious importance across all periods of history.

It is a cultural landscape that shows a clear balance between a natural environment and human activities that shaped, developed and gave meaning to the landscape. One can consider it to be a part of a wider “Cultural Landscape of the Sacred Valley of Eshmoun”, centered on the entire course of the Awali/Bisri river.

The Bisri Valley holds great historical, cultural and religious significance. In the direct hinterland of the ancient city of Sidon, ... the valley has known uninterrupted human occupation since the Bronze Age. Around 70 identified archaeological sites; settlements, tombs, fortresses, ruined convents, a temple, bridges, roads, stairs; testify of this rich history.

Even the name “Bisri” is a derivative of “Bostrenos”, the river’s name in Hellenistic times. Located on the edge of the same water course, the famous temple of Eshmoun north of Saida and the Roman- period temple of the Bisri Valley had a symbolic connection and were located on the same pilgrimage route. Indeed, the river used to also be named “Asclepios” which is the Greek equivalent of Eshmoun.

A religious importance that lived on after the advent of Christianity, with historic churches and convents dotting the valley (Atallah, 2017).

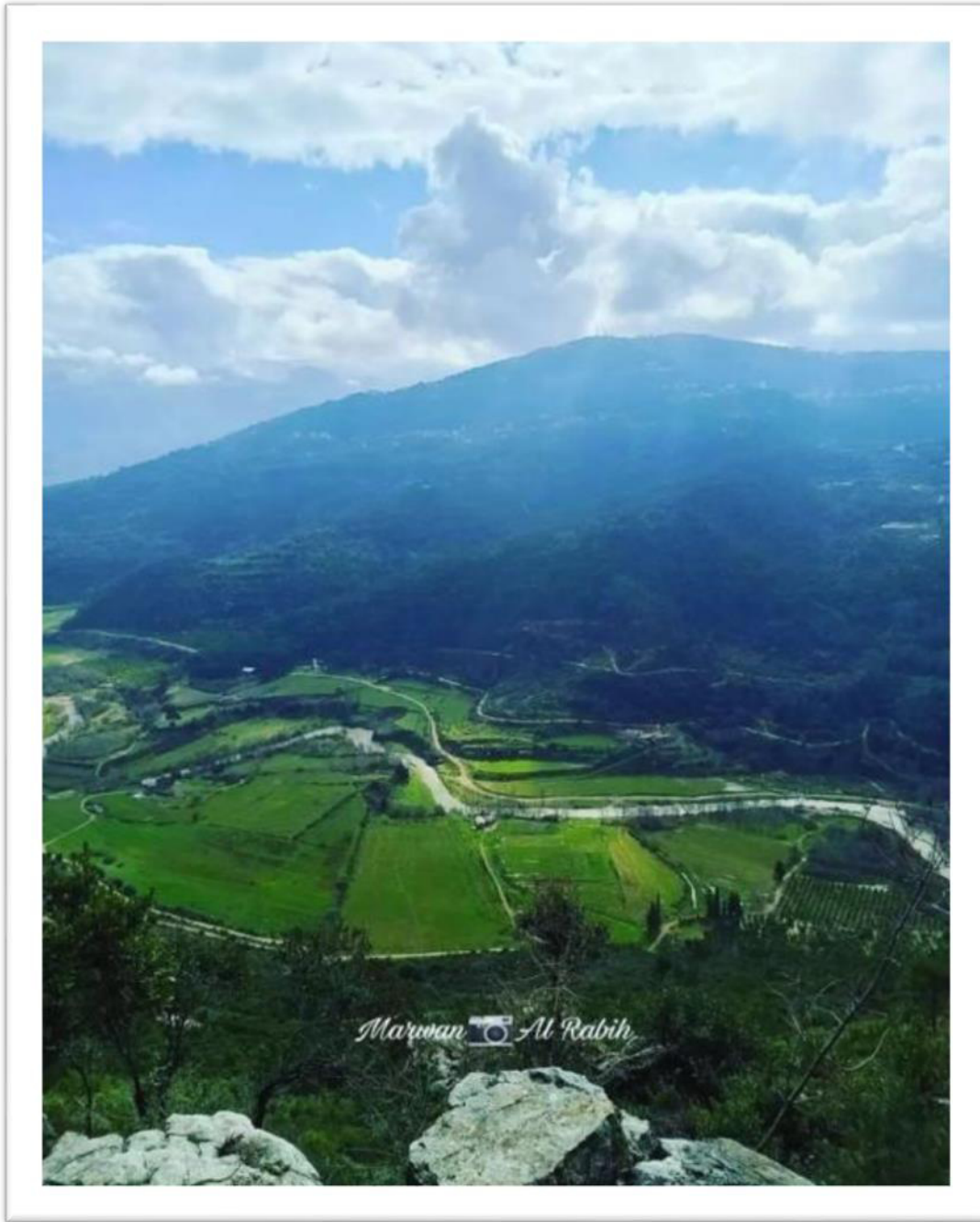
Source:

Lebanon Eco Movement (LEM): Request for an Inspection On the Impacts of the Bisri Dam Project in Lebanon

<https://en.calameo.com/read/003202948e9b47ca3e063>

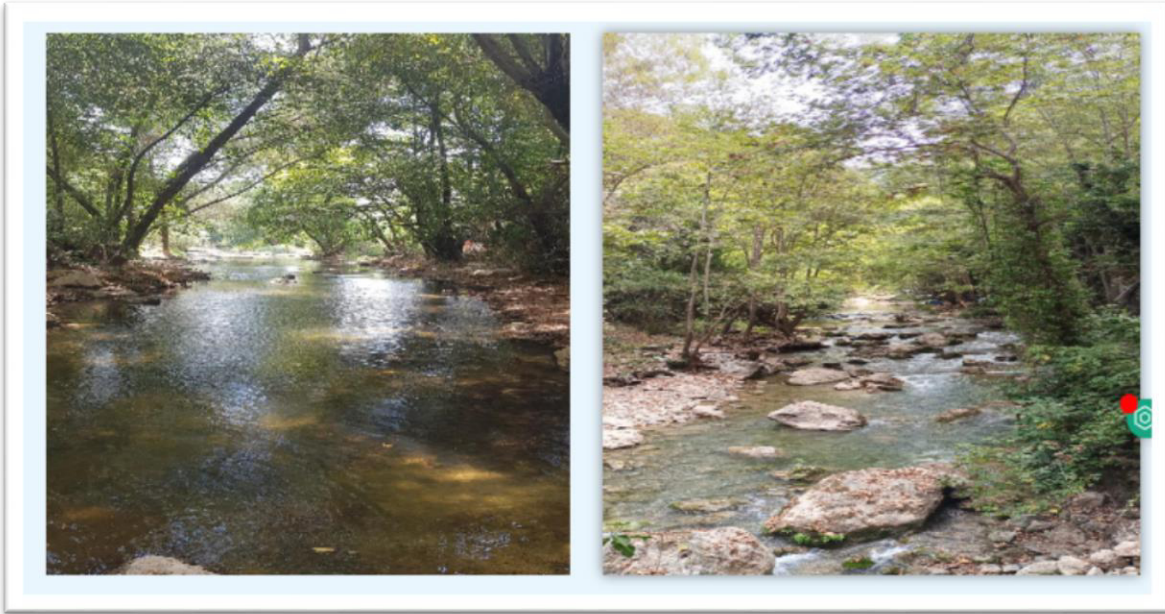
2 cdr.gov.lb/study/sdat/English/NPMPLT.PD





*The picturesque Bisri Valley*





*The Awali River Passing by Bisri*

## A SCENIC JOURNEY IN THE KARKHA TO DEIR AL-MOKHALLES MONASTERY CABLE CAR

Embarking on the cable car journey from Karkha to the historic Deir Al-Mokhalles Monastery is an unforgettable experience that combines stunning natural landscapes, rich cultural heritage, and breathtaking panoramic views.



*ACTUAL PHOTO OF THE AWALI RIVER VALLEY NEAR KARKHA*

### **1. Departure from Saint John, Karkha**

The trip begins in the charming village of Karkha, where the start station sits amidst olive groves and terraced fields. As you board the sleek, modern gondola, the gentle hum of the cable car signals the start of an extraordinary adventure. The glass-sided cabins provide unobstructed views of the verdant surroundings, ensuring that every moment of the journey is captivating.

### **2. Gliding Over the Picturesque Awali River Valley**

Once airborne, the cable car ascends above the lush Awali River Valley. Below, the meandering river sparkles like a silver ribbon, flanked by dense vegetation and terraced landscapes. The hillsides are alive with color, from the deep green of ancient olive trees to the vibrant hues of seasonal wildflowers. The serene flow of the river is accompanied

by the occasional chirping of birds, creating a tranquil atmosphere that blends seamlessly with the valley's timeless beauty.

### **3. Passing by Ras Qateea Hill**

As the cable car approaches Ras Qateea Hill, the landscape becomes even more dramatic. The hill, a prominent feature in the region, is known for its unique geological formations and sweeping views of the valley below. Hovering over this vantage point, passengers are treated to an awe-inspiring perspective of the Chouf Mountains in the distance and the expansive greenery that stretches as far as the eye can see.

Ras Qateea also provides a glimpse of Lebanon's rural charm, with occasional pathways winding through the greenery, used by local farmers and hikers.

### **4. The Approach to Deir Al-Mokhalles Monastery**

As the journey continues, the majestic silhouette of Deir Al-Mokhalles Monastery begins to emerge on the horizon. Perched on a hilltop, the monastery stands as a beacon of history and spirituality, overlooking the valley with quiet dignity.

The cable car glides gently toward the destination station, offering one final panoramic view of the Awali River Valley and the surrounding hills. The monastery's stone facade, framed by cypress trees and manicured gardens, is a sight to behold as the gondola comes to a smooth stop.

### **5. Arrival and Reflection**

Upon disembarking, visitors are welcomed into a serene environment, perfect for reflection and exploration. The monastery grounds offer not only spiritual enrichment but also stunning viewpoints of the valley you've just traversed. The journey ends here, leaving you with memories of unparalleled beauty and a deeper appreciation for Lebanon's natural and cultural treasures.

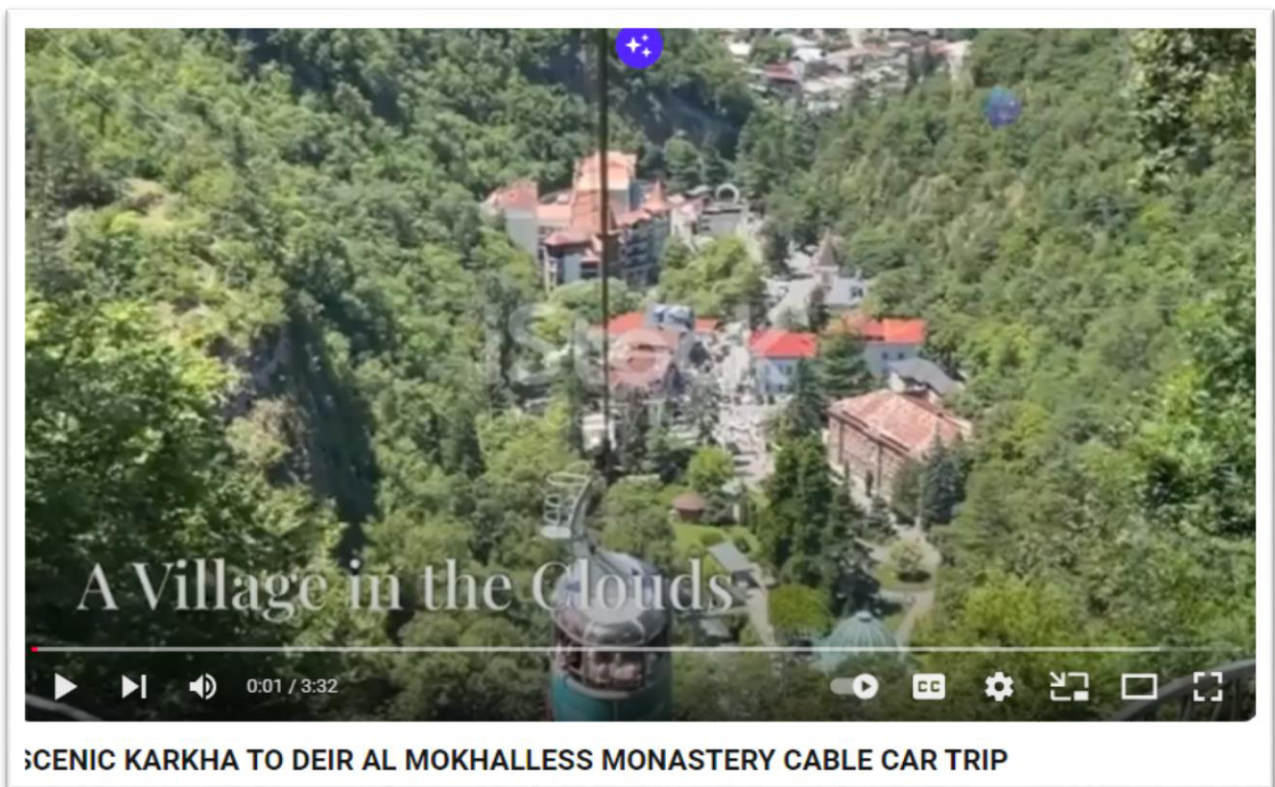
### **Key Highlights of the Trip**

- Duration: Approximately 15-20 minutes of immersive scenery.

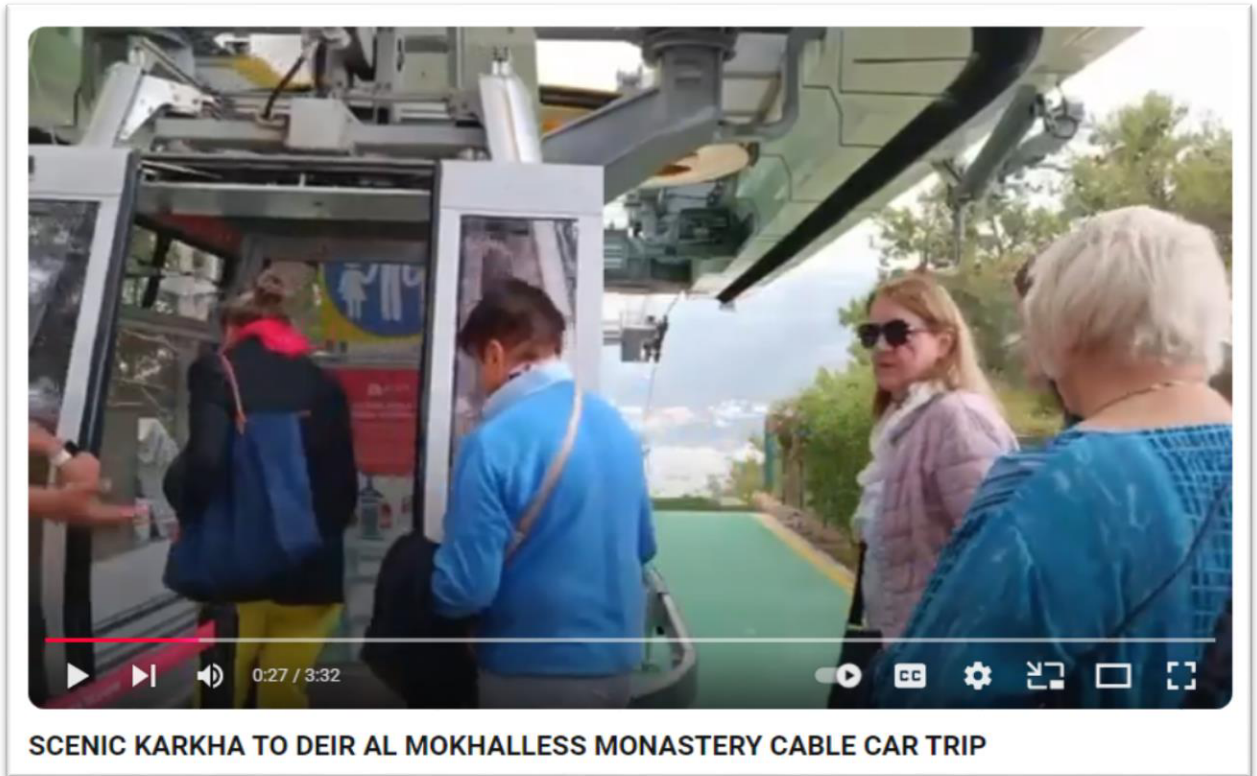
- Key Views: The Awali River Valley, Ras Qateea Hill, terraced fields, olive groves, and the Chouf Mountains.
- Atmosphere: A peaceful and rejuvenating experience, ideal for families, tourists, and nature enthusiasts.

**This cable car journey is not merely a means of transportation; it is an adventure that celebrates the harmonious blend of nature, history, and human ingenuity.**

<https://youtu.be/Vhax1kzsA0U>







## **PART TWO**

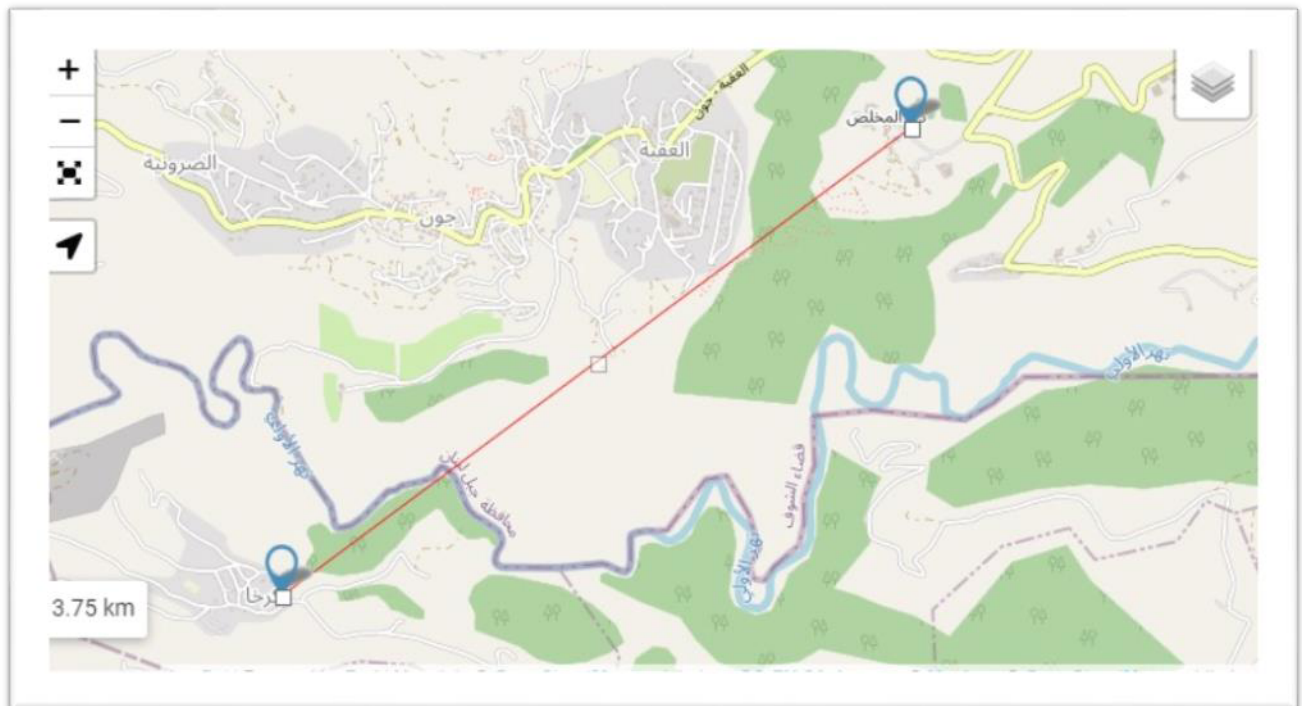
# **MAPS AND SATELLITE IMAGES**

## MAPS AND SATELLITE IMAGES

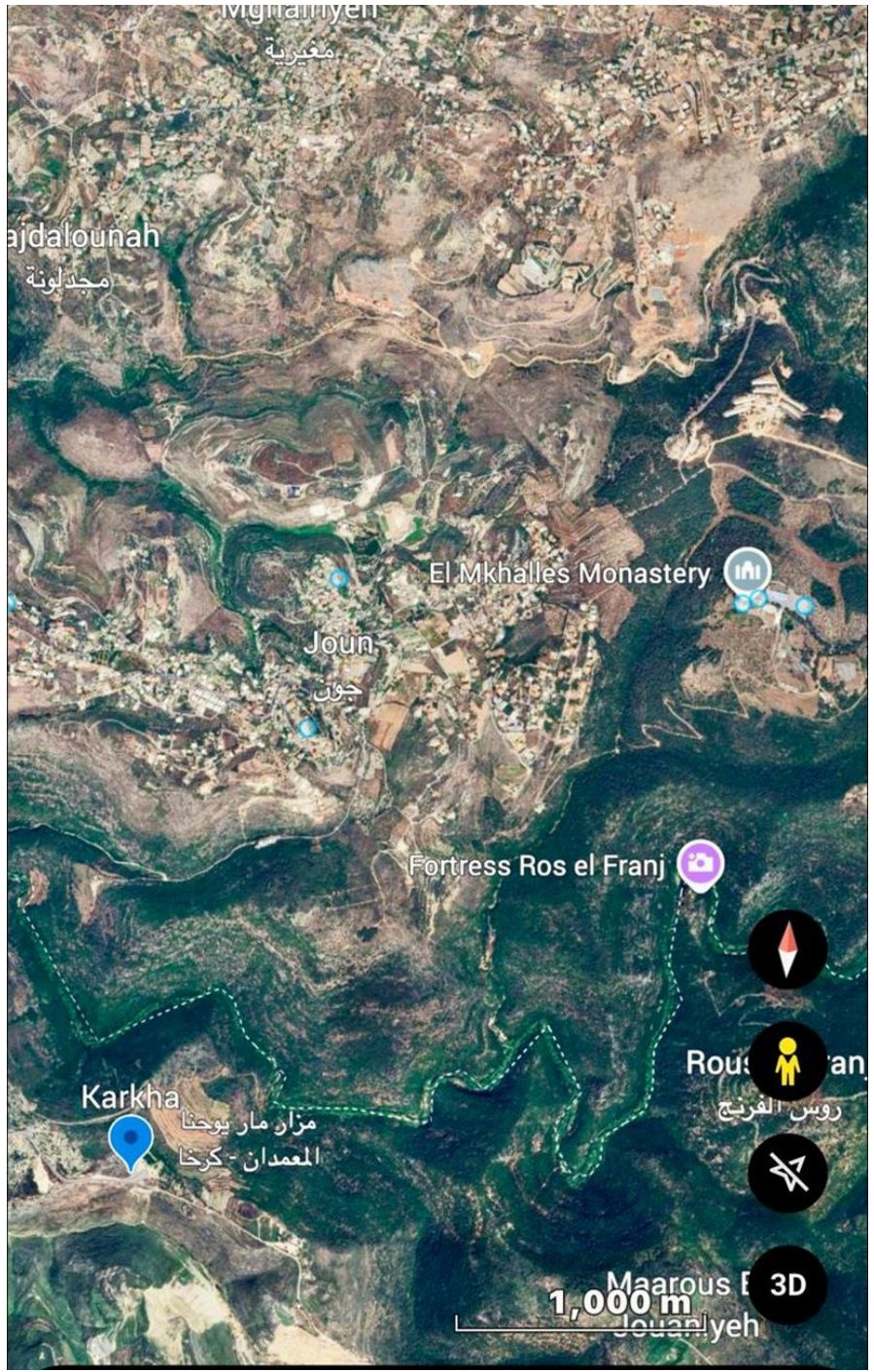
### MAP VIEW KARKHA – DEIR AL MOKHALLESS

DISTANCE KARKHA – DEIR AL MOKHALLESS

**3.75 KMS**

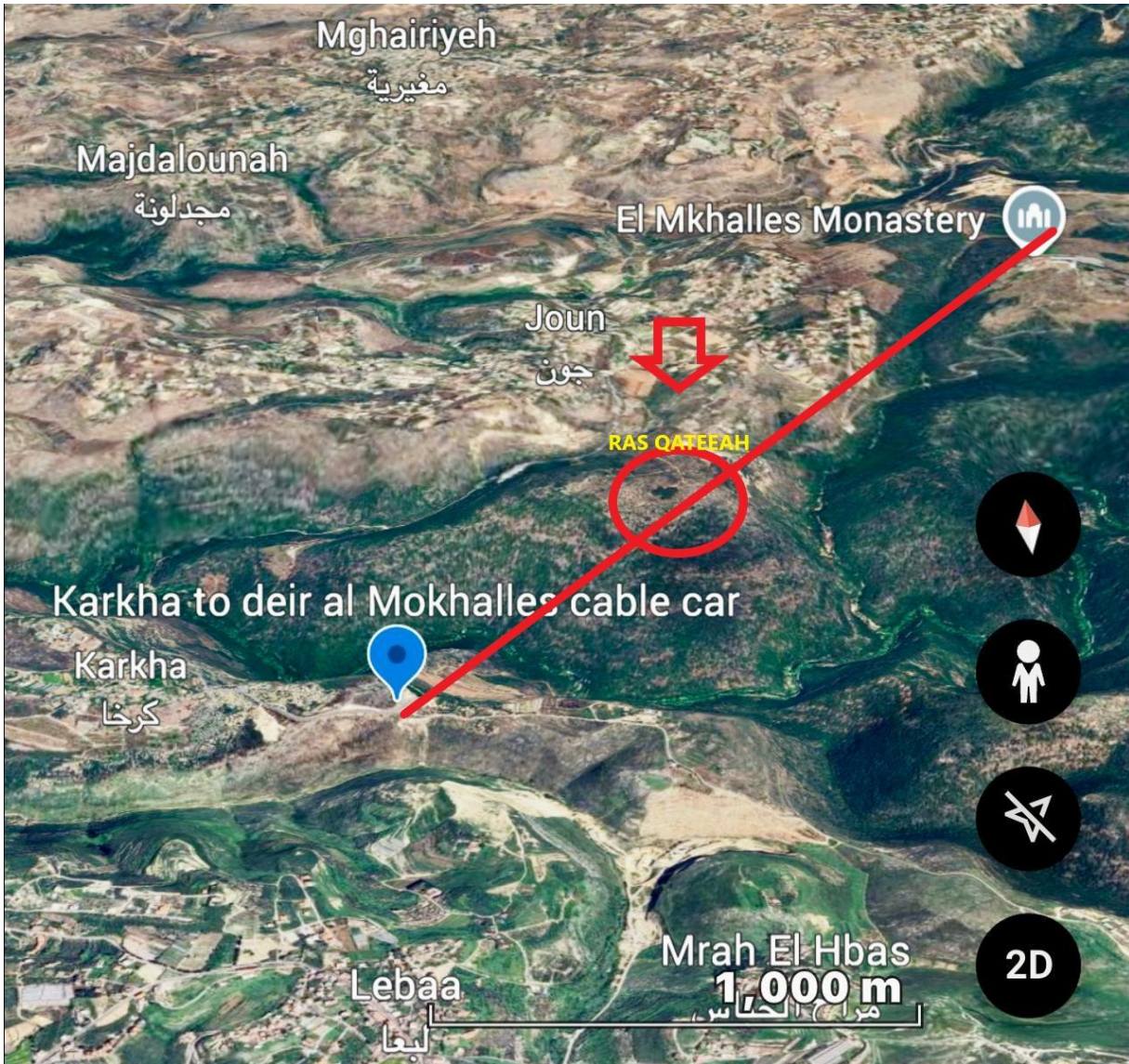


## SATELLITE VIEW KARKHA – DEIR AL MOKHALLESS





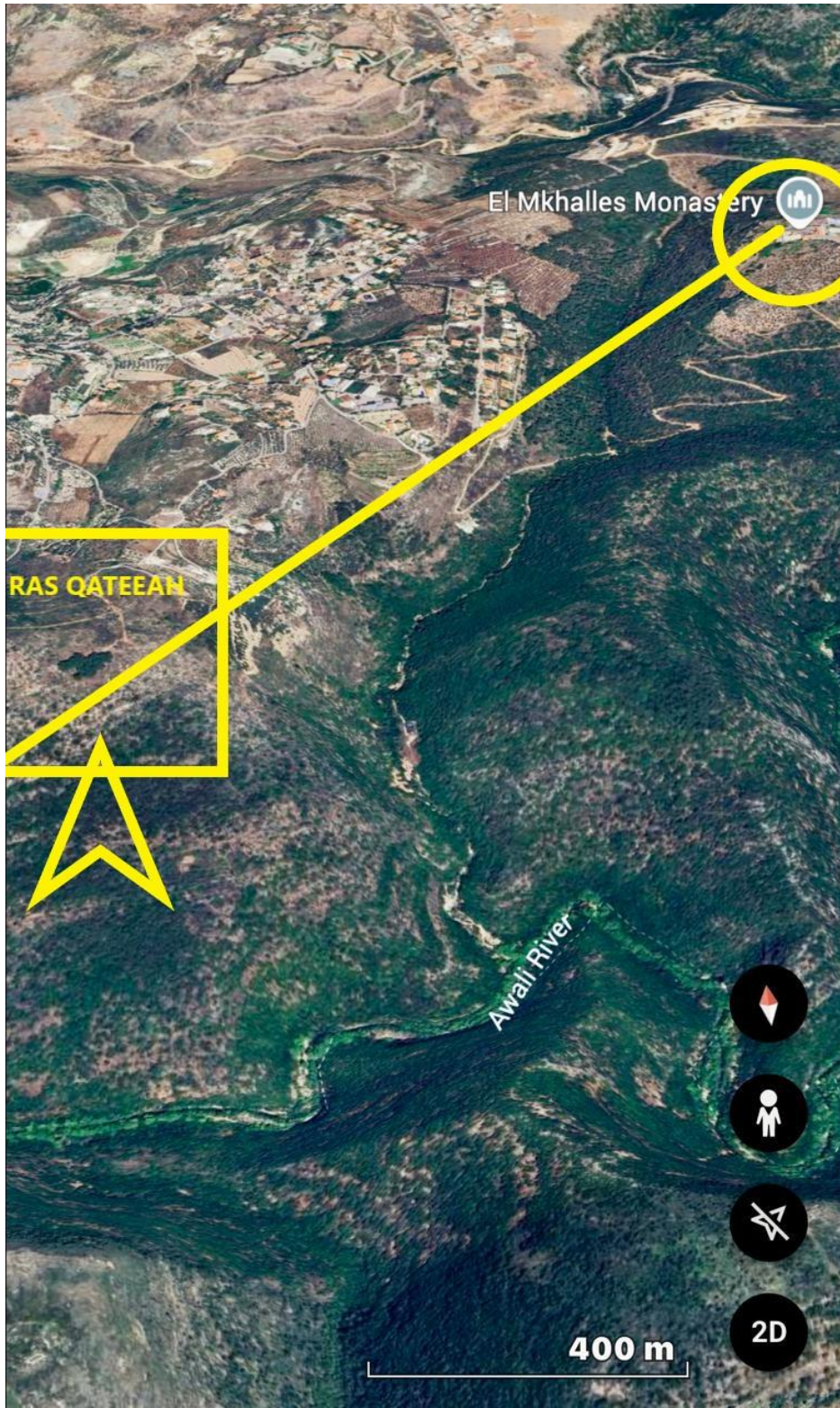
## THE MIDWAY POSITION OF RAS QATEEAH









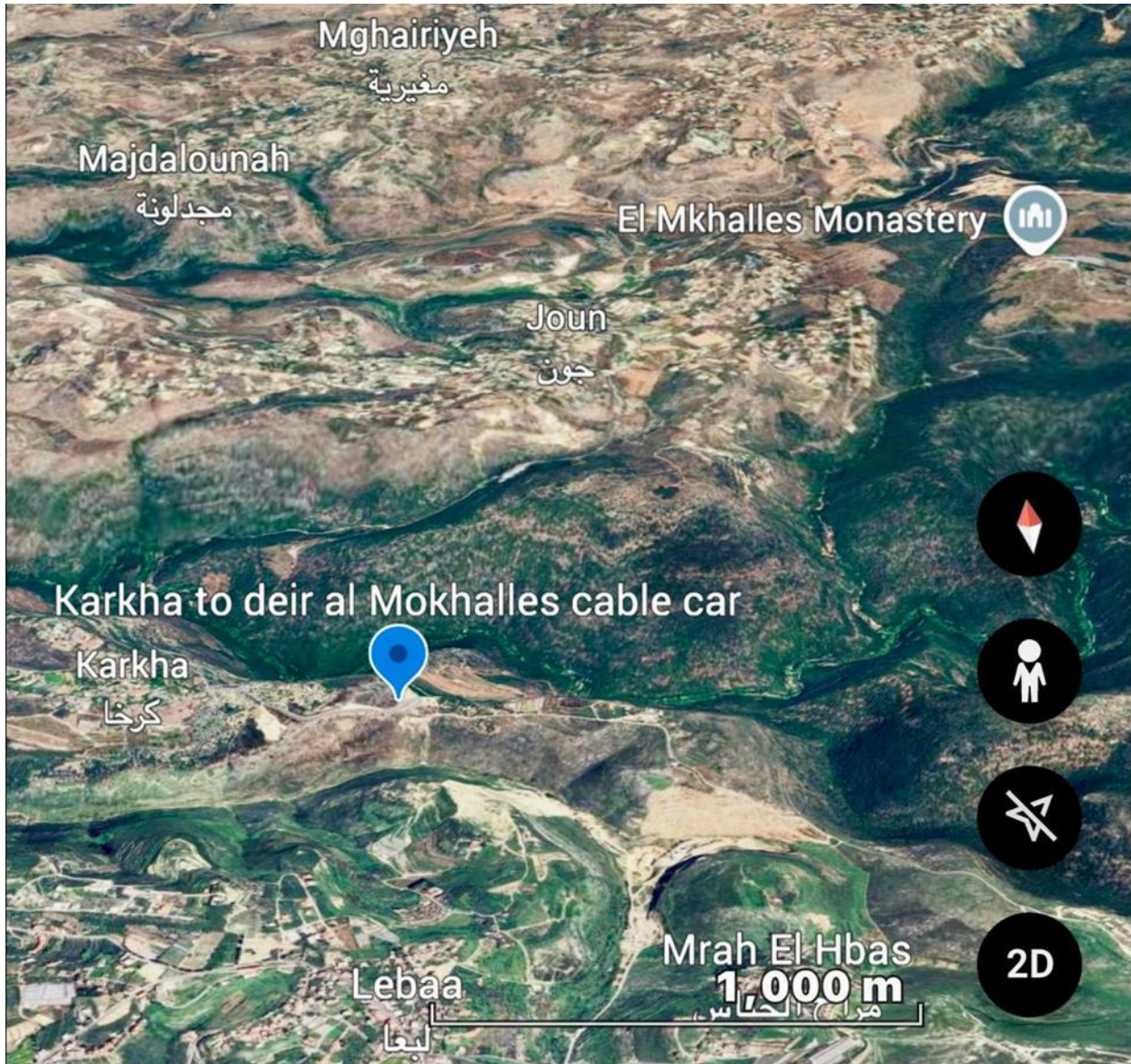


## **THE AWALI RIVER VALLEY**

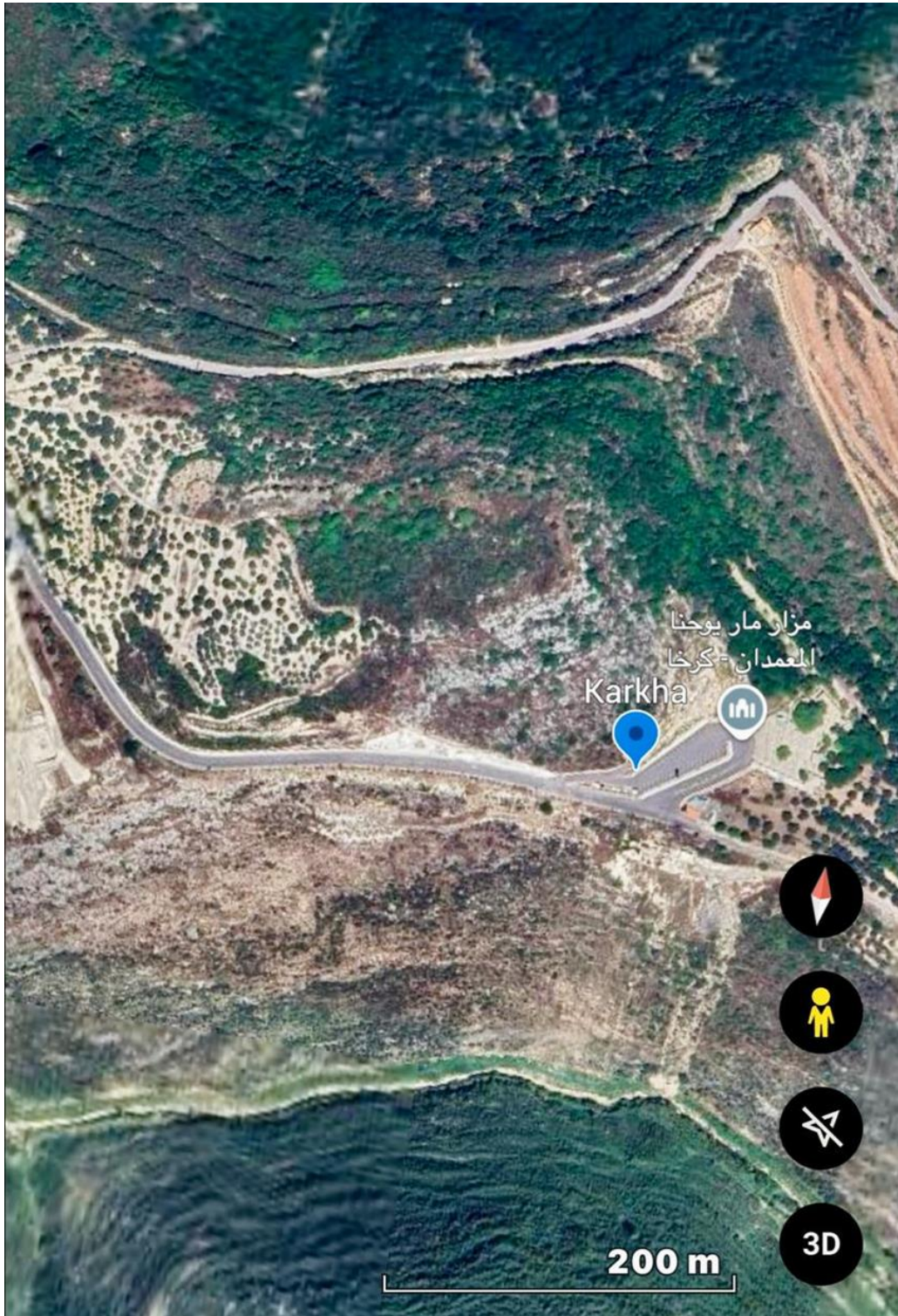
### **SATELLITE IMAGES OF THE AWALI RIVER VALLEY**



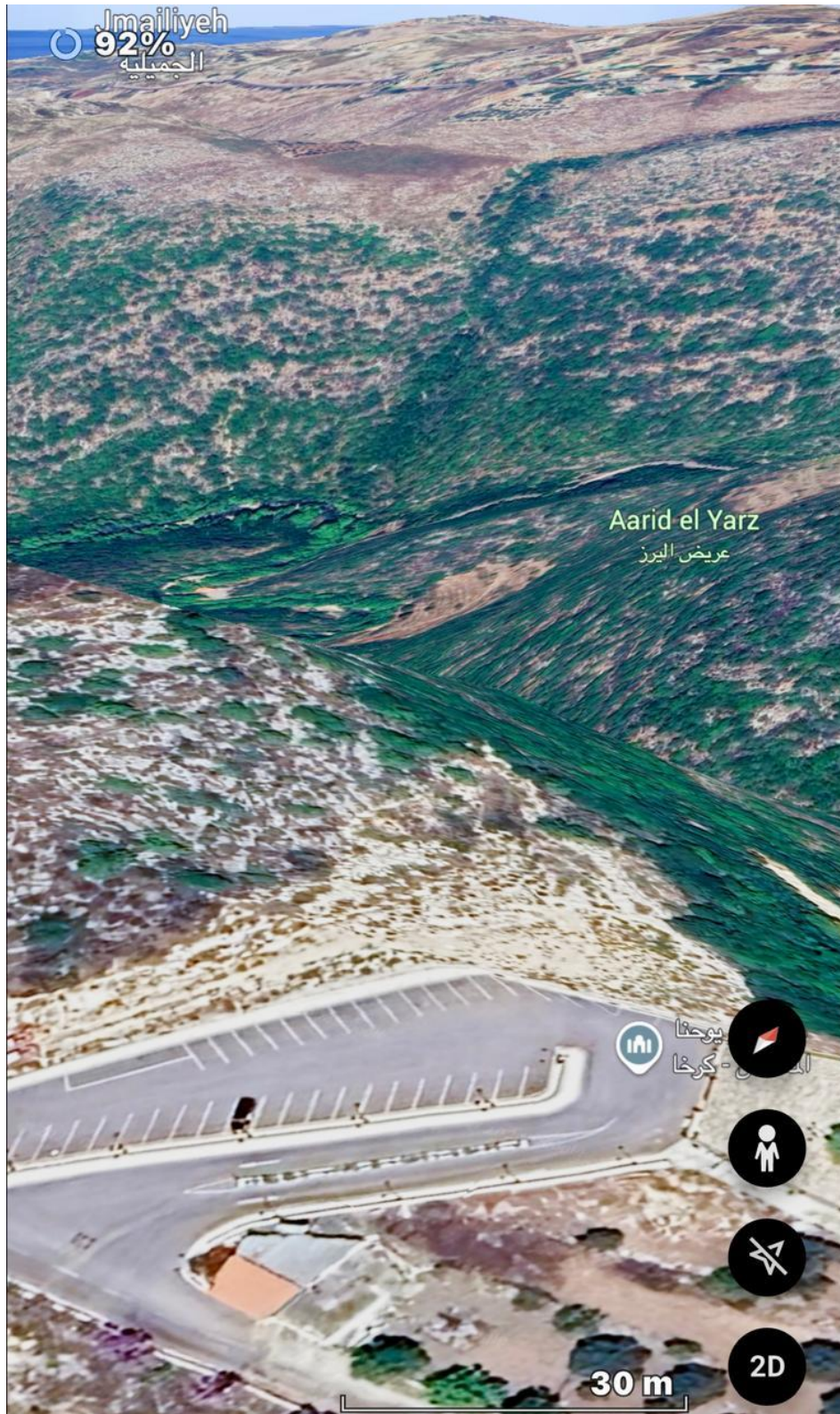
## SECTION ONE: The Awali River Passing by Karkha



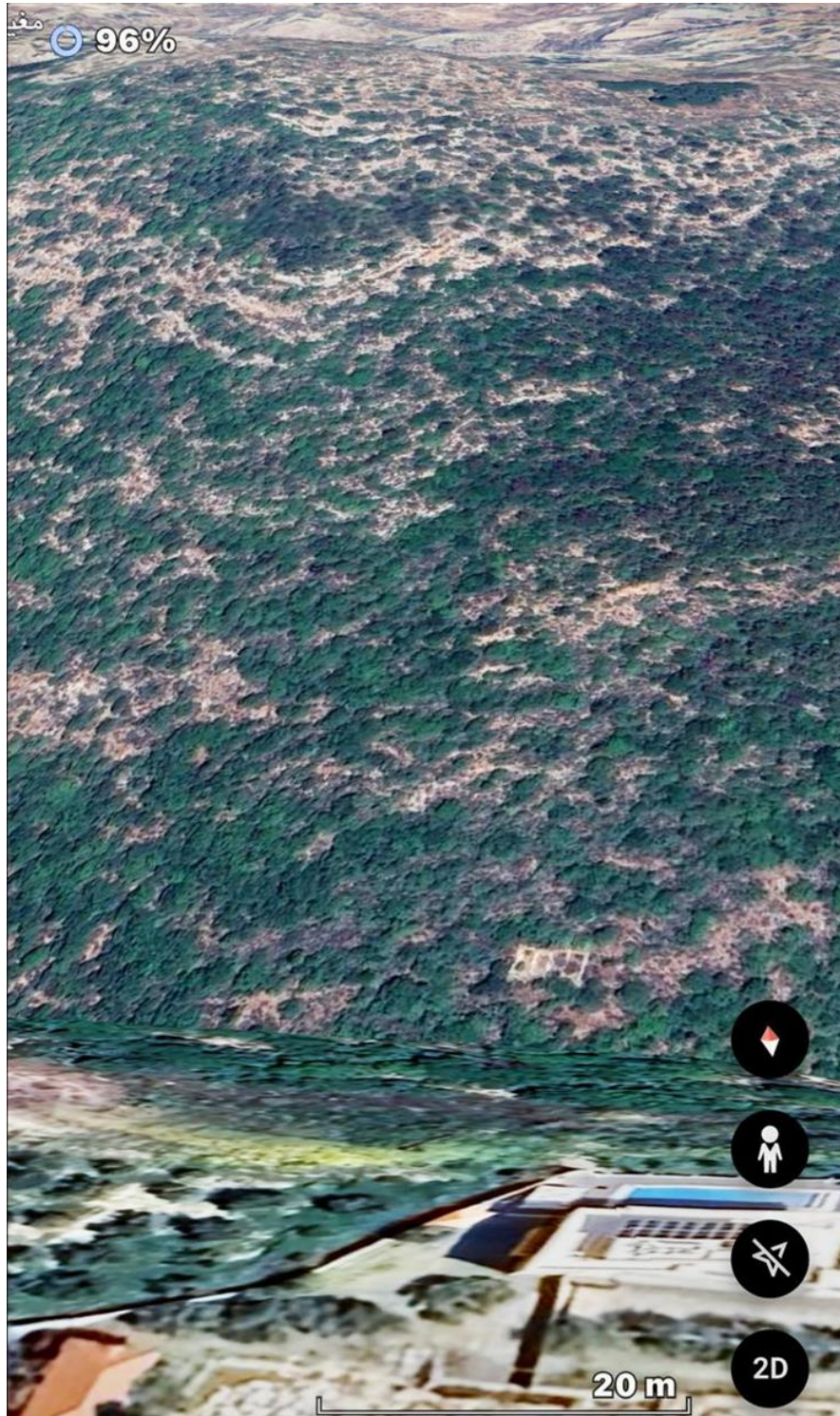




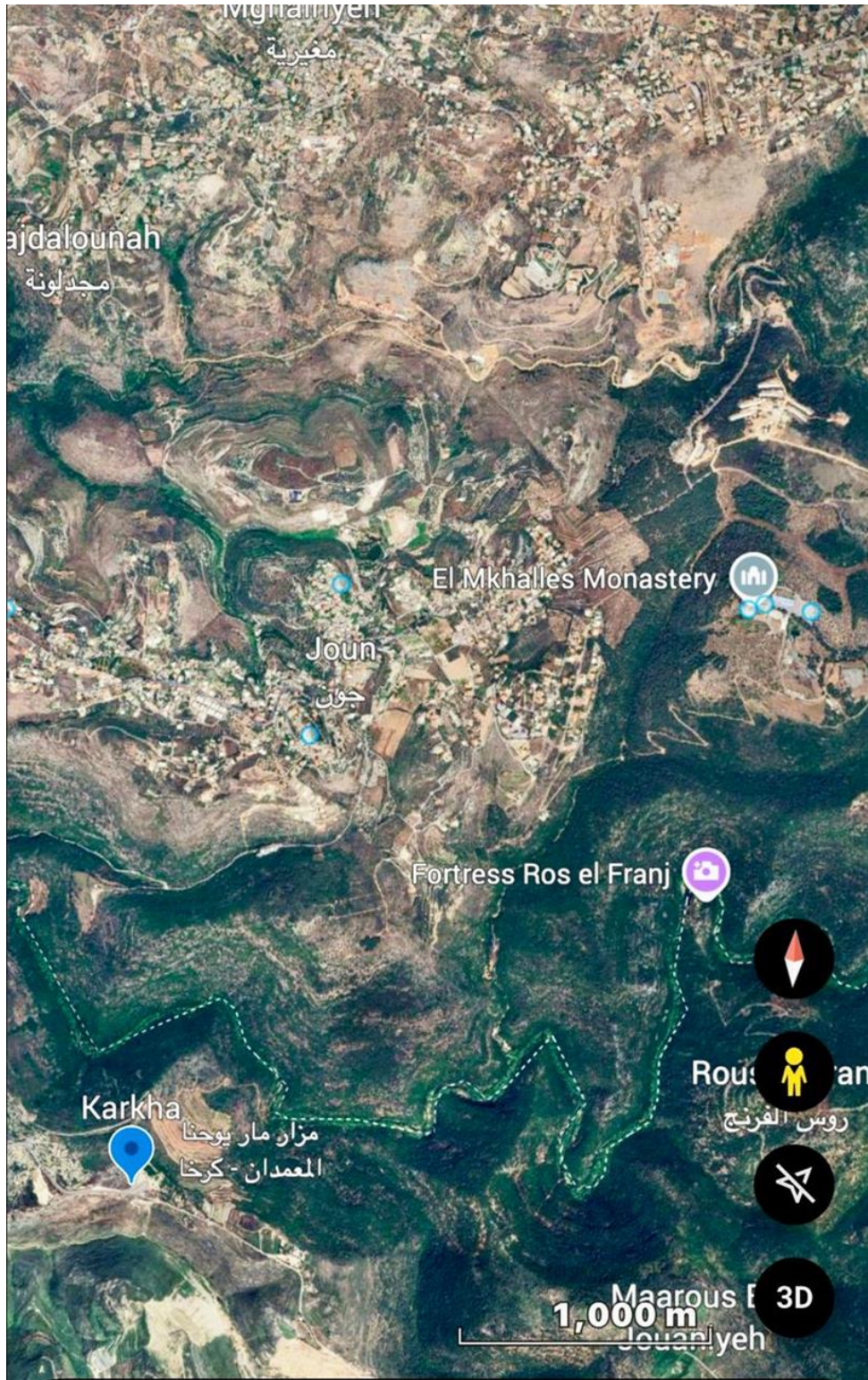




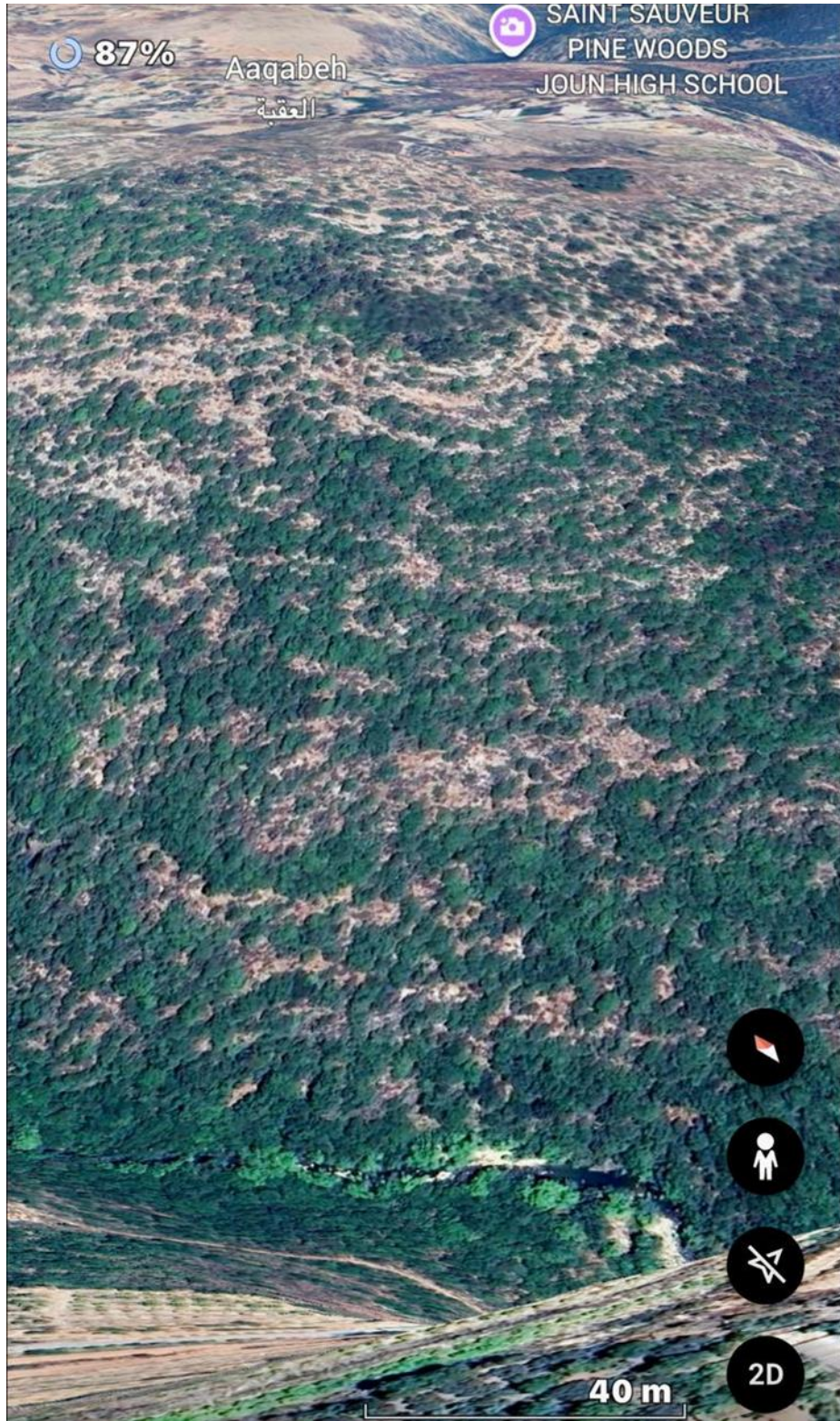






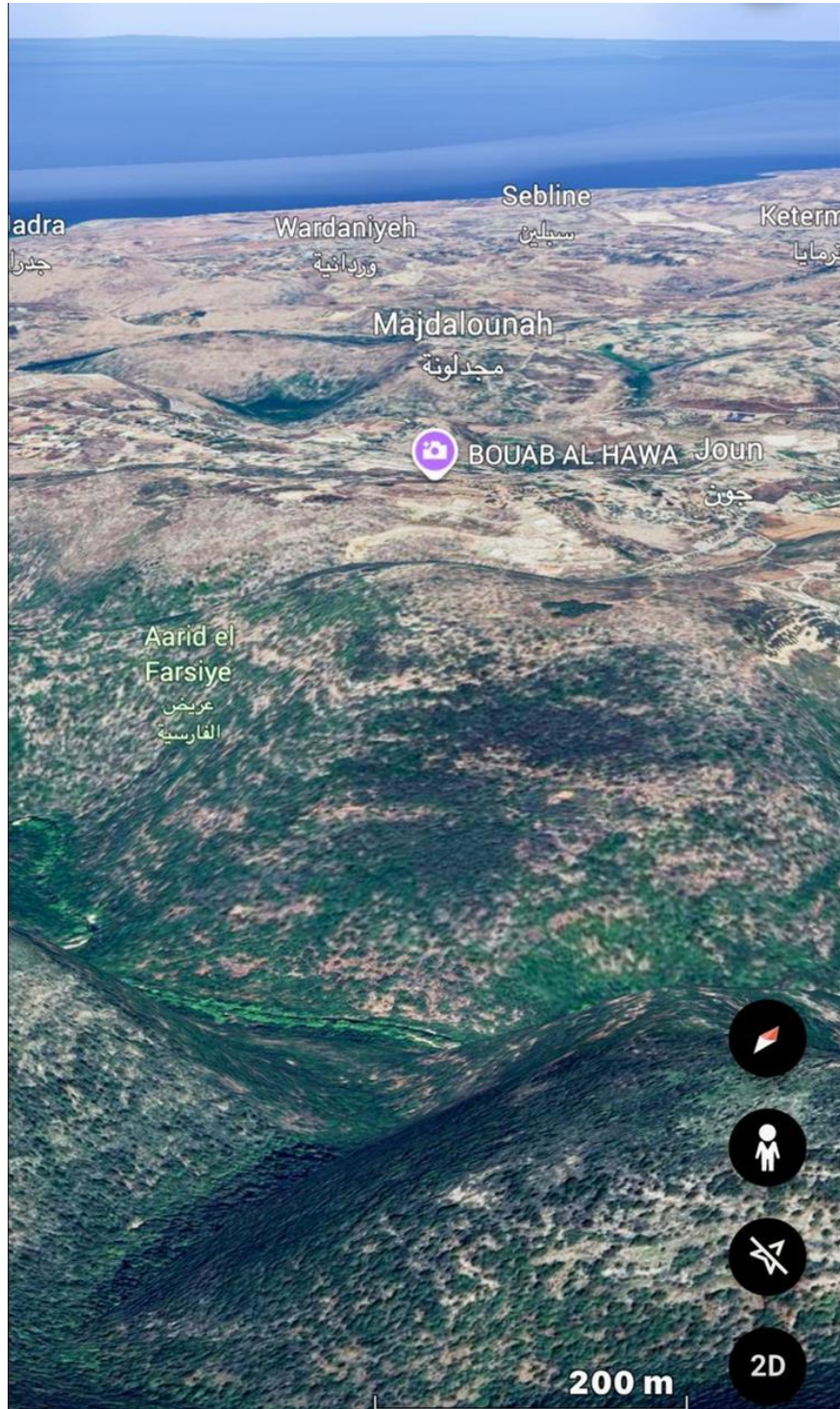




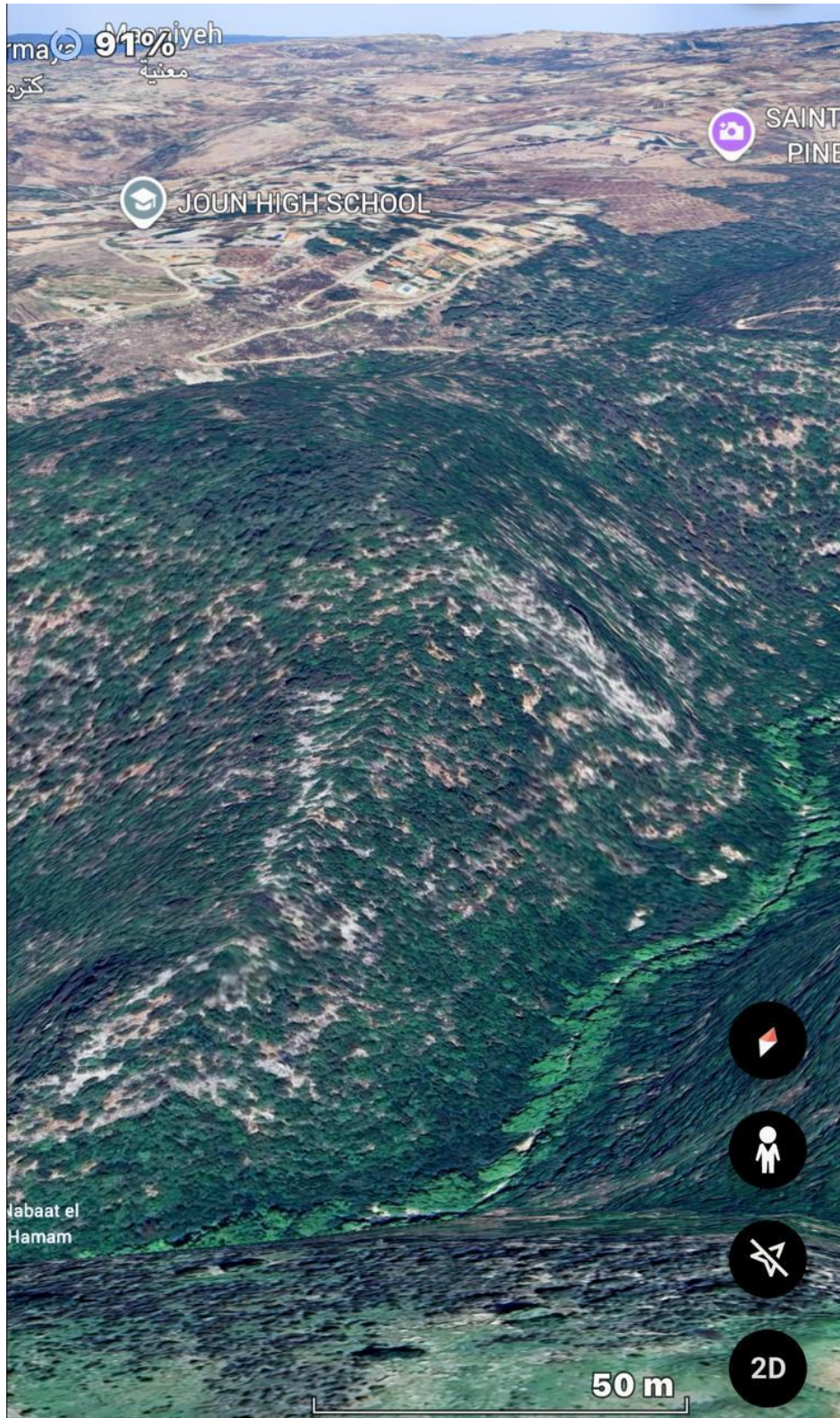




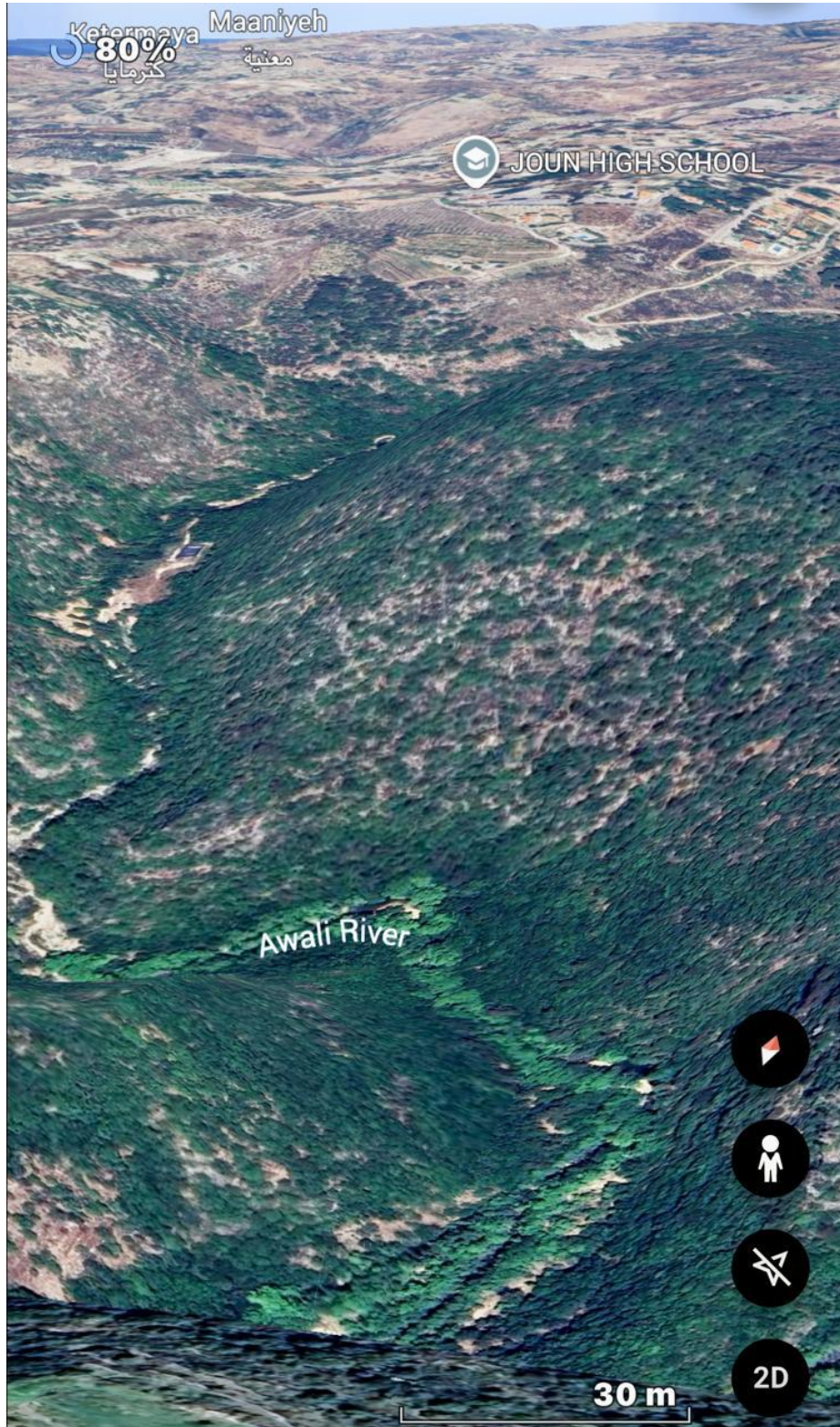
## SECTION TWO: The Awali River passing by Joun:



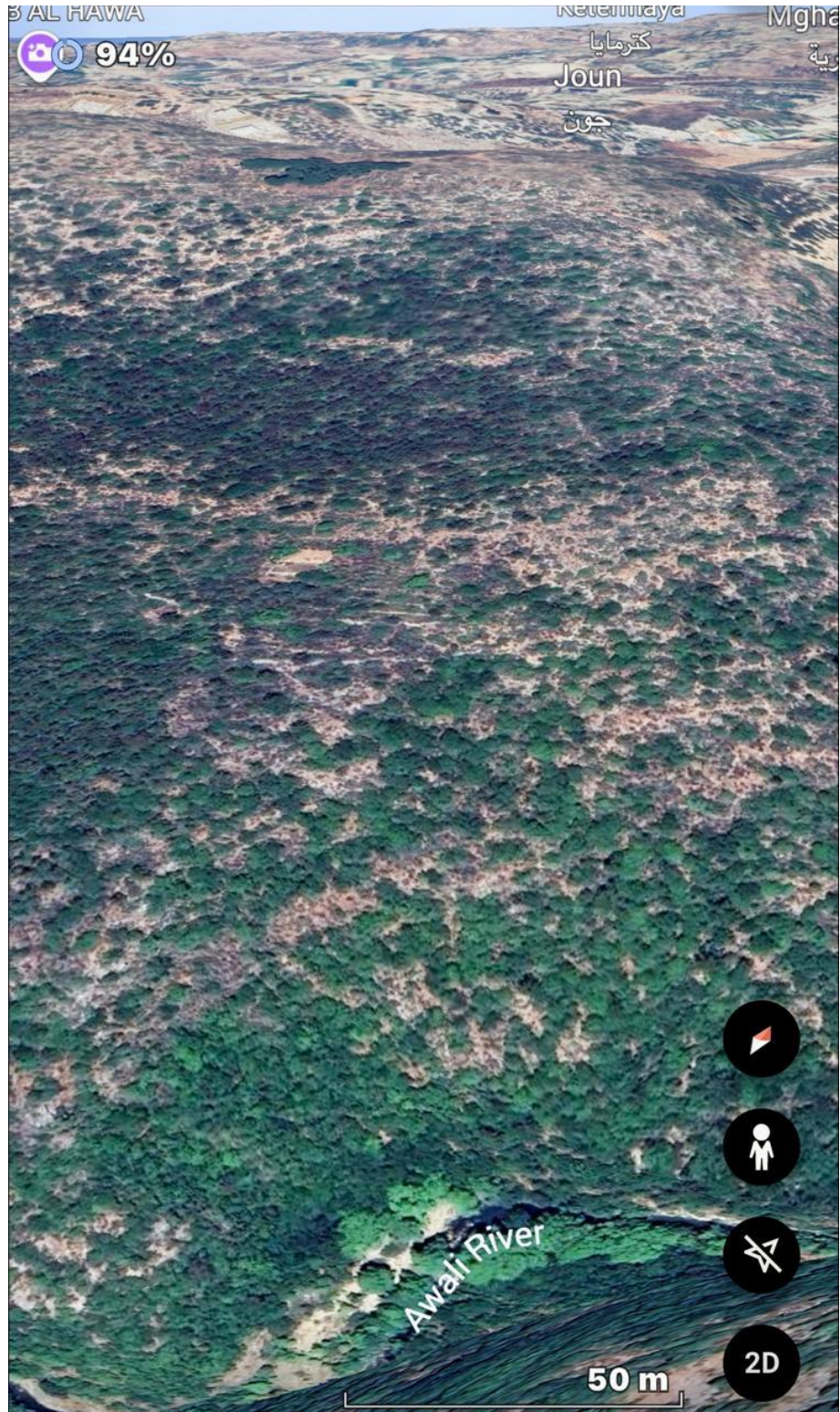




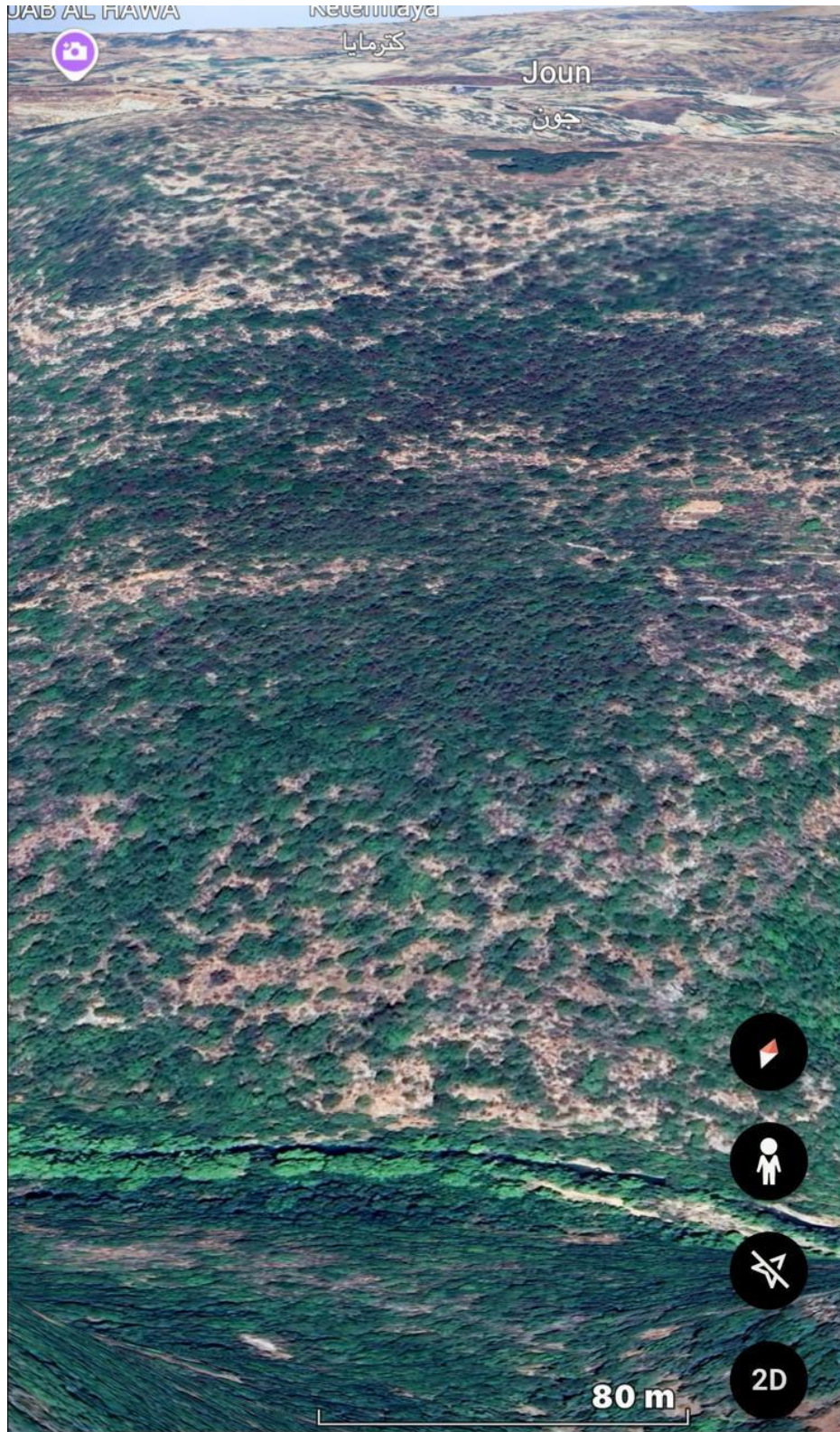




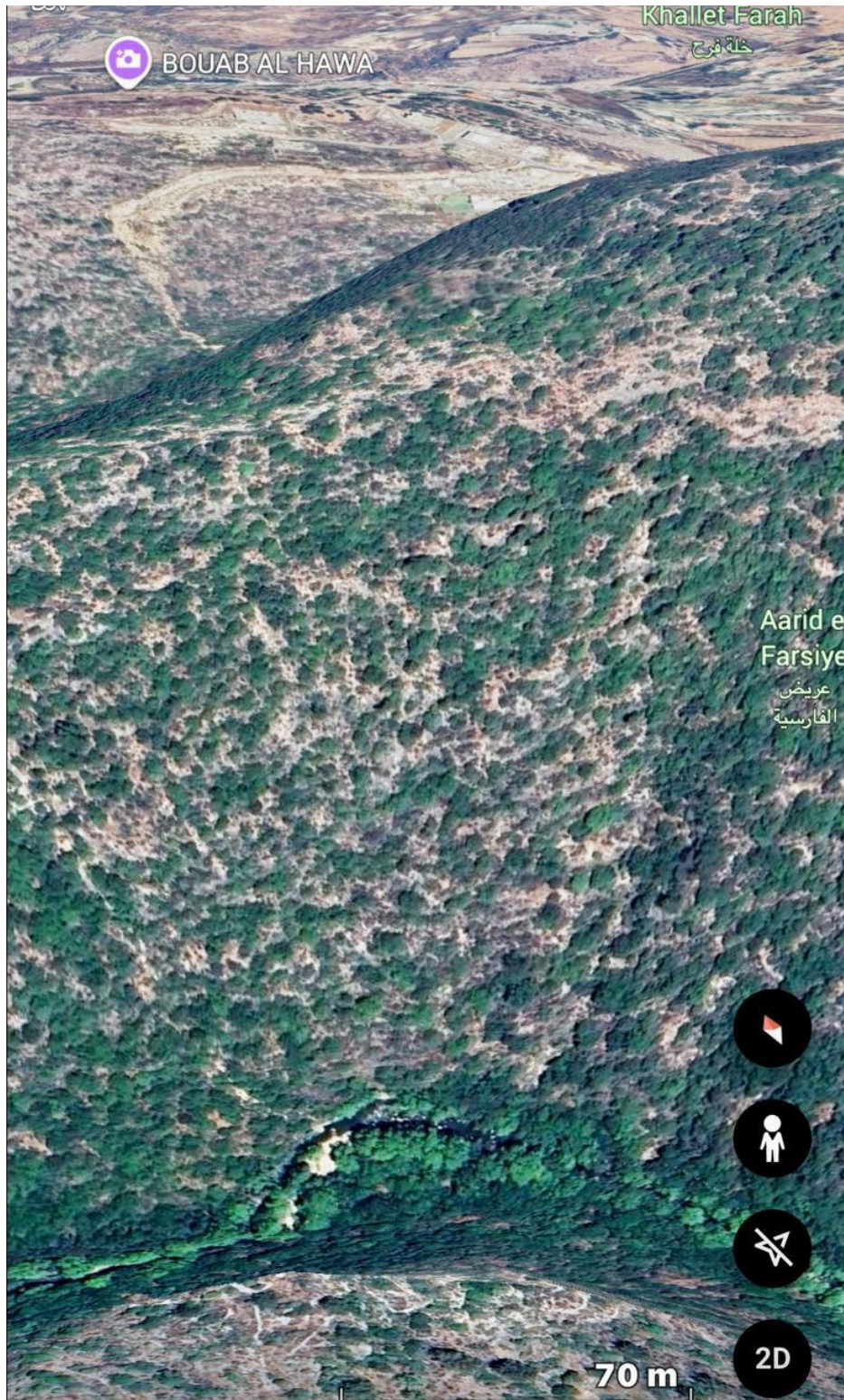




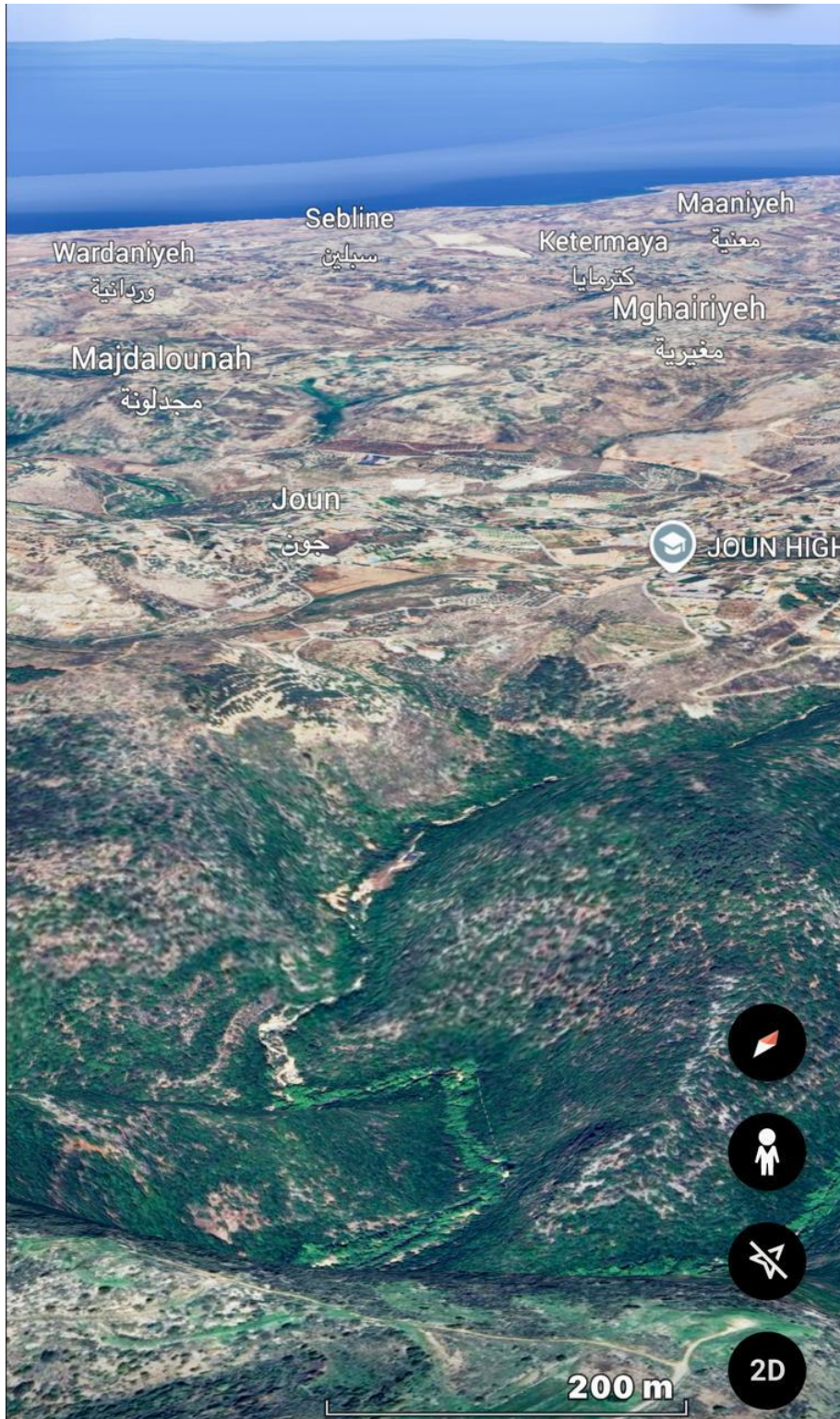






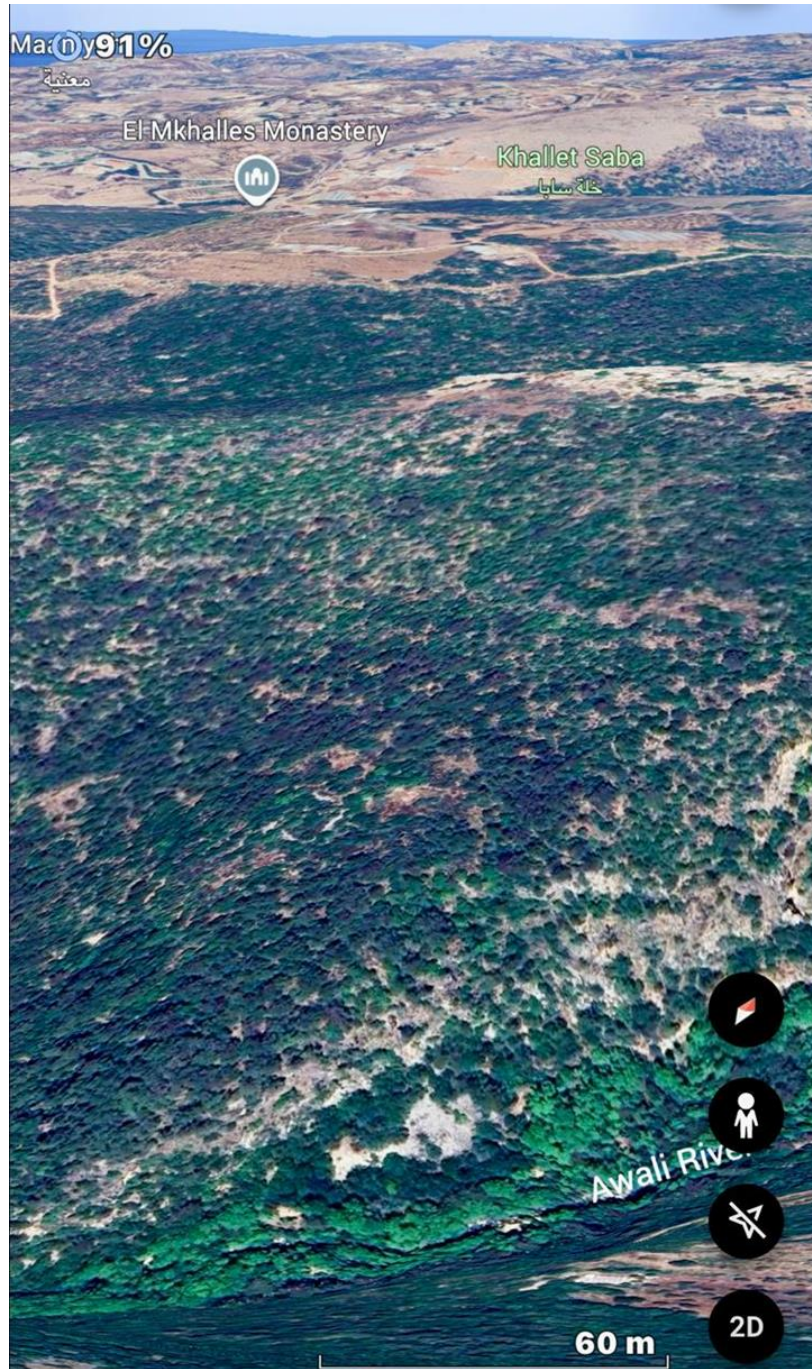




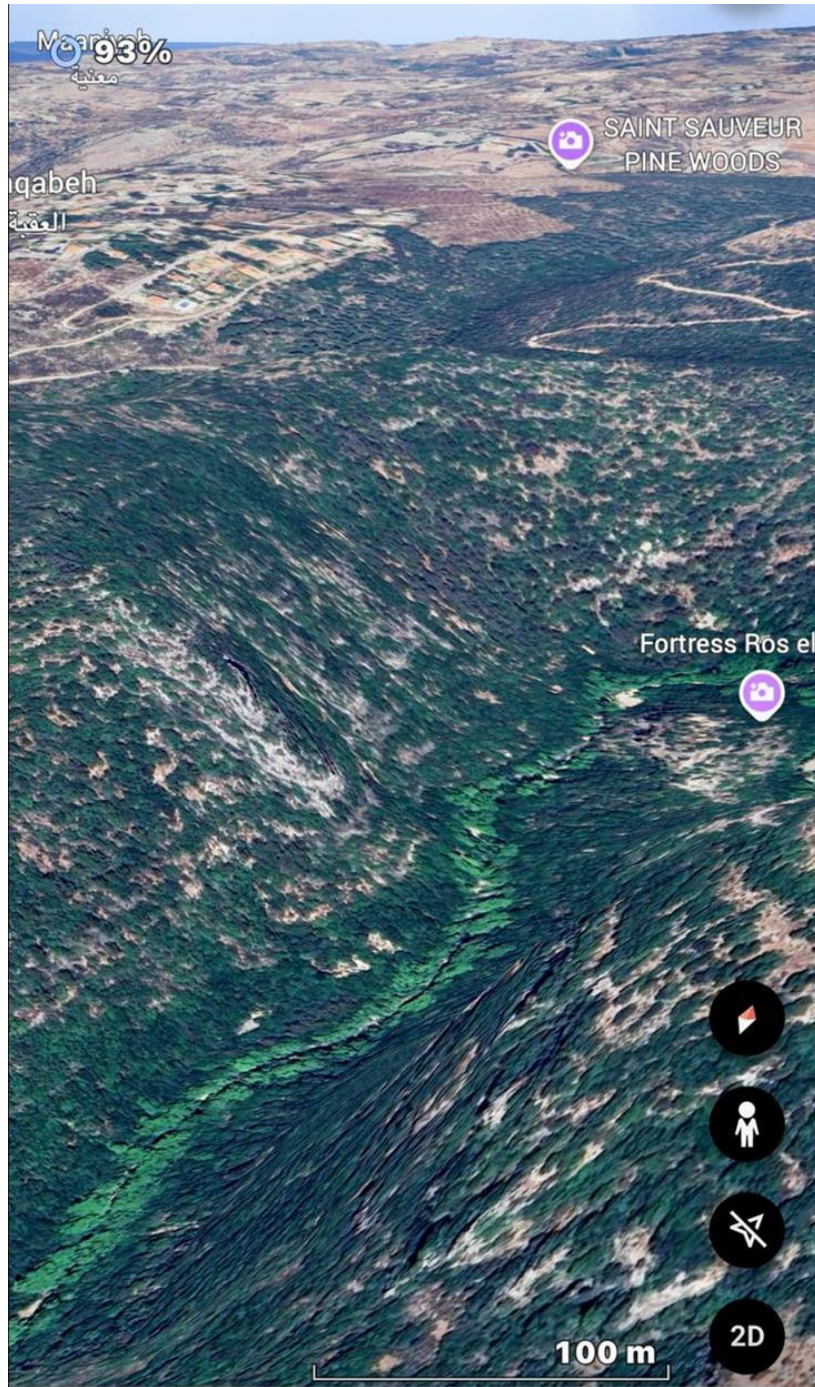




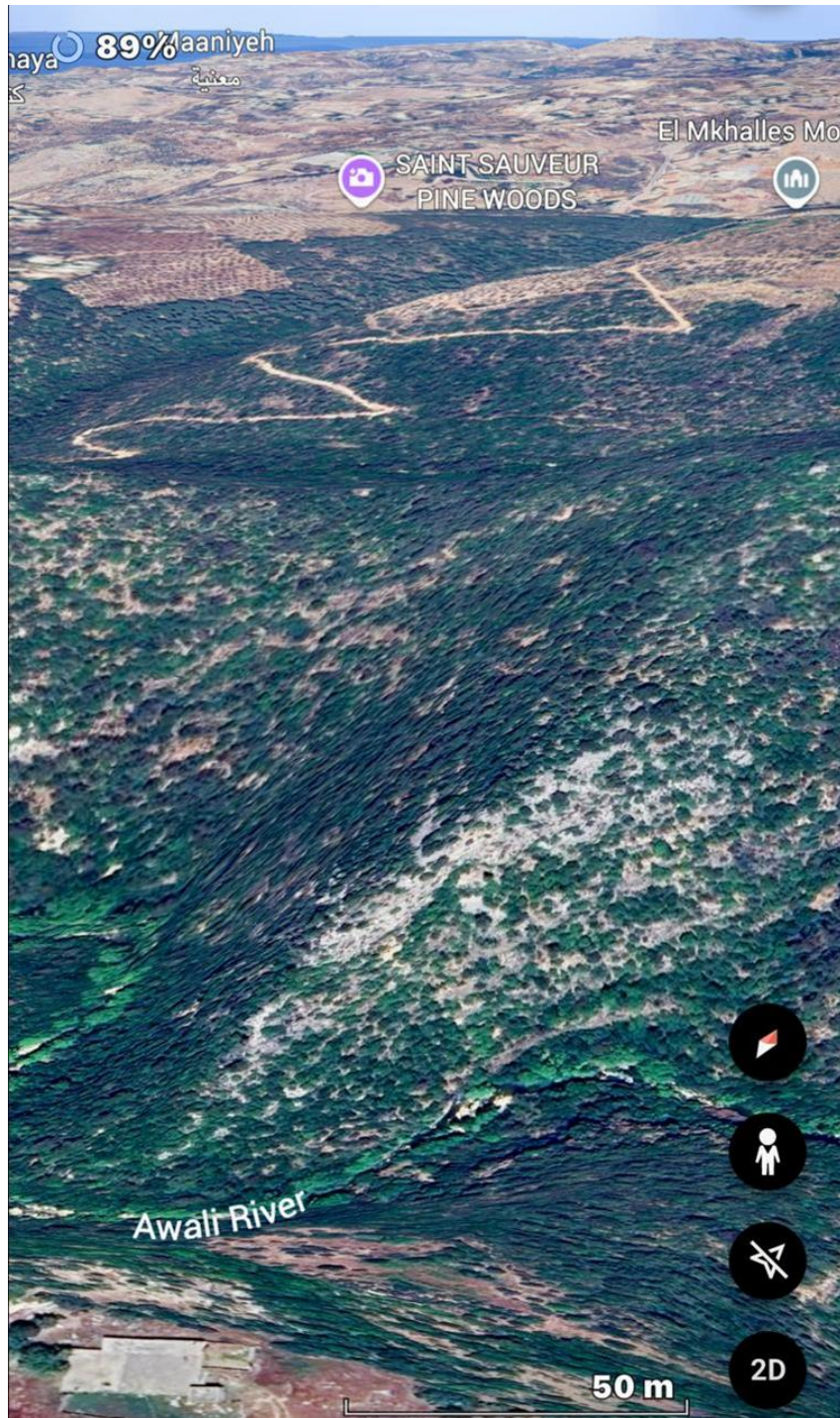
## SECTION THREE: The Awali River Passing by Deir Al Mokhalles Monastery



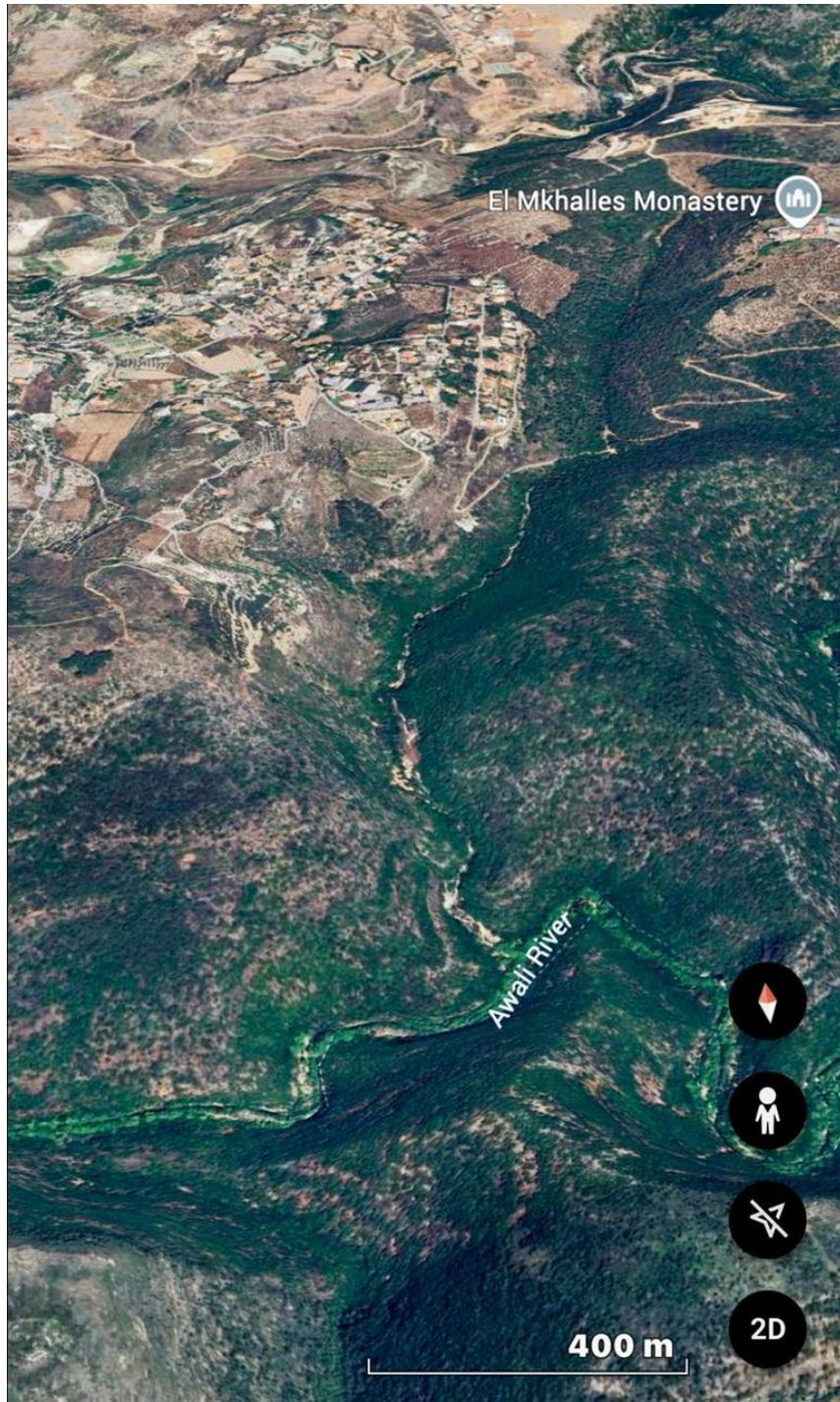












## **PART THREE**

# **OUTLINE OF THE PROPOSAL**



## 1. Executive Summary

- Overview of the project.
- **Objectives:** Boost tourism, provide efficient transportation, and enhance the region's appeal.
- Estimated budget and funding sources.

## 2. Project Rationale

- **Tourism Development:**
- Scenic views of the Awali River, Bisri Valley, and surrounding landscapes.
- Connection to Karkha's historical, religious and cultural sites.
- **Economic Benefits:**
- Increased footfall in local businesses.
- Employment opportunities during construction and operation.
- **Sustainability:**
- Eco-friendly alternative to traditional road transport.
- Reduction in traffic congestion and carbon emissions.

## 3. Feasibility Study

- **Route Analysis:**
- Proposed route: Starting point in Karkha, ending point in Joun / Deir Al Mokhalless.
- Key landmarks along the route.
- **Technical Specifications:**
- Cable car length and capacity.
- Infrastructure requirements (stations, towers, maintenance facilities).
- Environmental Impact:
- Minimal disturbance to natural habitats.
- Measures to preserve biodiversity.

## 4. Design and Construction

- **Proposed design:** Modern cabins with panoramic views.
- **Accessibility features:** For persons with disabilities.
- **Construction timeline:** Estimated start and completion dates.

## 5. Financial Plan

- **Cost estimates:** Land acquisition, construction, and operational expenses.
- **Funding options:** Public-private partnerships, government grants, international donors.
- **Revenue generation:** Ticket sales, advertising, and concessions.

## 6. Stakeholders and Community Involvement

- Collaboration with local municipalities.
- Engaging residents for input and feedback.
- Partnerships with tourism boards and environmental organizations.

## 7. Risks and Mitigation

- **Identified risks:** Environmental concerns, funding gaps, construction delays.
- **Mitigation strategies:** Thorough planning, contingency funds, stakeholder support.

## 8. Conclusion and Recommendations

- Recap of benefits and alignment with regional development goals.
- Call to action for investment and stakeholder commitment.

## 1. Executive Summary

This proposal outlines the development of a cable car system connecting Karkha to Deir Al-Mokhalles Monastery in Joun, a significant cultural and religious landmark in the Chouf region. **The project aims to:**

- Boost tourism by providing a unique transportation experience.
- Improve access to the monastery, especially for elderly visitors and pilgrims.
- Highlight the stunning natural and historical features of the Awali River valley.

The estimated budget for the project is \$10–\$15 million, with funding to be sourced from a mix of public, private, and international heritage preservation grants. The project is designed to be eco-friendly and is expected to generate revenue through ticket sales, tourism, and local partnerships.

## 2. Project Rationale

### Cultural and Religious Significance

- Deir Al-Mokhalles Monastery is a historic religious institution with deep spiritual roots in the region. It attracts pilgrims, history enthusiasts, and scholars from Lebanon and beyond.
- The cable car will honor this heritage by facilitating access and encouraging visitors to explore its rich history, architecture, and spiritual significance.

### Tourism Potential

- This project will highlight Joun and Karkha’s scenic beauty, including the Awali River valley, the Chouf mountains, and surrounding rural landscapes.
- A cable car ride will be a unique attraction, drawing both domestic and international tourists.
- It positions Joun and Karkha as a hub for experiential tourism in the region, encouraging longer stays and increased spending in local businesses.

### Transportation Improvement

- The current road access to Deir Al-Mokhalles Monastery can be challenging for some visitors, particularly the elderly. The cable car will provide a safe, direct, and enjoyable route.
- It will significantly reduce travel time between Karkha and the monastery while offering an unparalleled view of the surrounding landscape.

## 3. Feasibility Study

### Route and Location Analysis

- **Start Point:** Karkha (with a proposed station near the town’s central area).



- **End Point:** Deir Al-Mokhalles Monastery (station located at the monastery's main entrance).
- **Distance and Elevation:** Approximately 1.5–2 km in length, with a moderate elevation difference that allows for breathtaking panoramic views.

### Technical Aspects

- Proposed cabins will have a capacity of 8–12 passengers each, with a travel time of 5–7 minutes.
- Stations will feature waiting areas, ticket counters, restrooms, and souvenir shops.

### Environmental Assessment

- The project will adhere to strict environmental guidelines to minimize ecological disruption.
- Cable towers and stations will be placed strategically to avoid sensitive areas.
- Use of renewable energy (e.g., solar panels) for station operations will be considered.

## 4. Design and Construction

### Proposed Features

- Modern, enclosed cabins with panoramic glass panels for a full view of the landscape.
- Stations designed with traditional Lebanese architectural influences to blend with the environment.
- Enhanced safety features, including backup power systems and emergency protocols.

### Accessibility

- Elevators and ramps at both stations for individuals with mobility challenges.
- Space in cabins for wheelchairs and strollers.

## Timeline

1. Planning Phase: 6 months (site surveys, environmental impact assessments, and design approvals).
2. Construction Phase: 12–18 months (tower installation, station construction, and cable car setup).
3. Testing and Launch: 3 months for safety tests and trial runs.

## 5. Financial Plan

### Cost Estimates

- Land acquisition and permits: \$1–\$2 million.
- Cable car system, towers, and cabins: \$8–\$10 million.
- Station construction and landscaping: \$2–\$3 million.
- Miscellaneous and contingency: \$2 million.

### Funding Opportunities

- Public-private partnerships with local tourism and transportation companies.
- Government grants under cultural and tourism development programs.
- International heritage preservation organizations (e.g., UNESCO, World Bank).

### Revenue Streams

- Ticket sales: Anticipated price range \$5–\$10 per ride.
- Advertising: Local businesses and tourism boards can advertise on cabins and at stations.
- Partnerships: Collaboration with local guides, tour operators, and cultural organizations.

## 6. Stakeholders and Community Engagement

### Key Stakeholders

- Municipalities of Joun and Karkha.

- Administration of Deir Al-Mokhalles Monastery.
- Regional tourism and cultural boards.

## Community Involvement

- Public consultations to address community concerns and ensure support.
- Training and job creation programs for local residents in construction, operations, and tourism services.

## 7. Risks and Mitigation

### Identified Risks

- Environmental Concerns: Impact on local flora and fauna.
- Funding Challenges: Delays in securing investments.
- Community Opposition: Concerns about cultural or environmental disruption.

### Mitigation Measures

- Conduct detailed environmental impact assessments and provide solutions to offset any ecological effects.
- Diversify funding sources to ensure financial stability.
- Engage with local communities early to build trust and address concerns.

## 8. Benefits of the Project

### Economic Uplift

- Creation of direct and indirect jobs.
- Increased revenue for local businesses and attractions.

### Tourism Growth

- New landmark attraction for the Chouf region.
- Strengthening Joun and Karkha's position as a cultural and eco-tourism hub.



## Cultural and Environmental Preservation

- Highlighting and preserving the historical significance of Deir Al-Mokhalles.
- Promoting eco-friendly transportation methods.



**PART FOUR:**

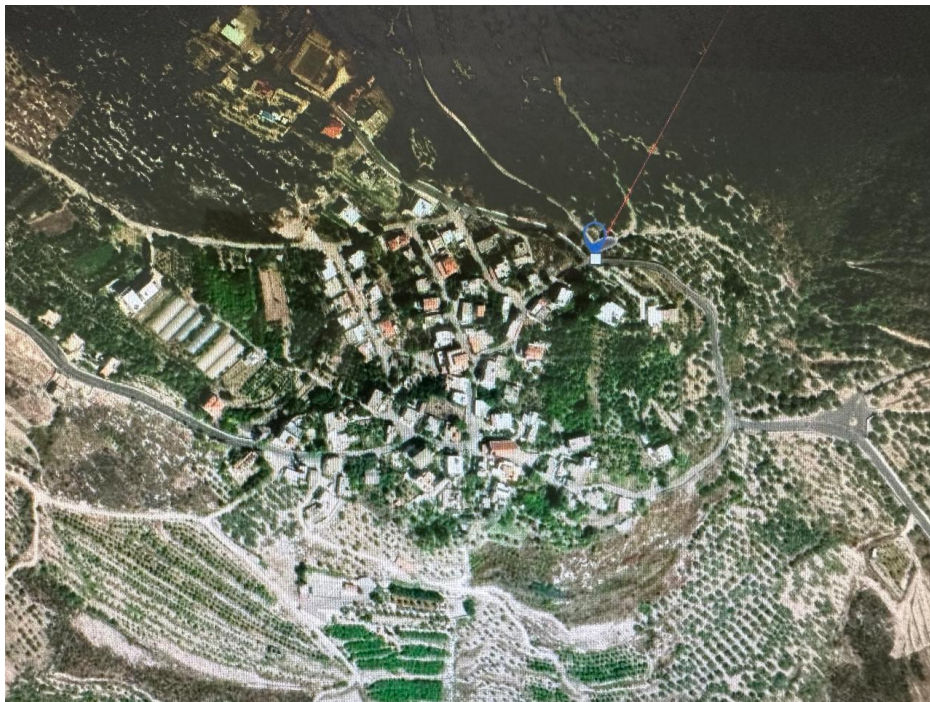
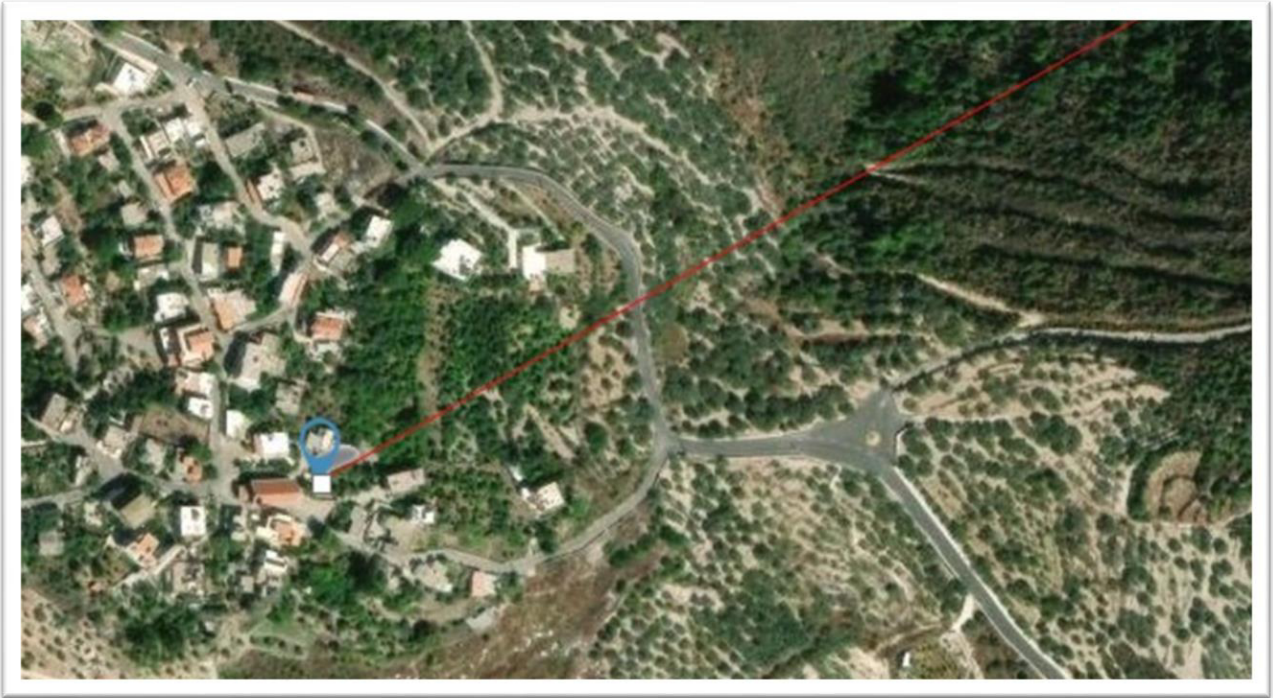
**THE STATIONS**

**STATION ONE:  
KARKHA (SAINT JOHN THE BAPTIST)**







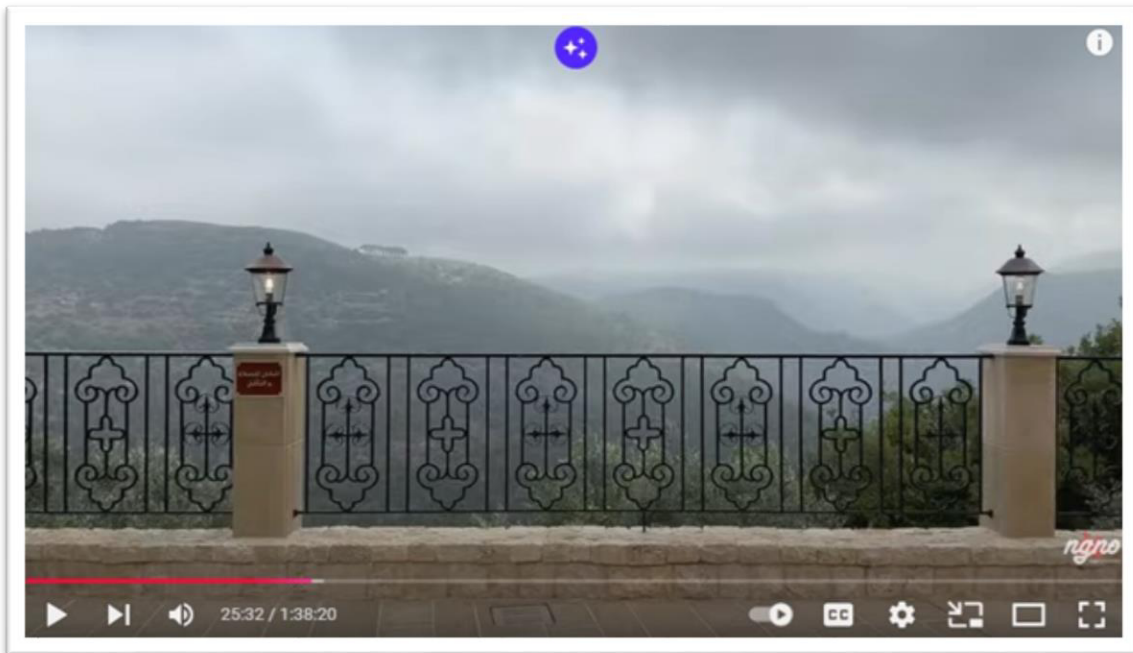
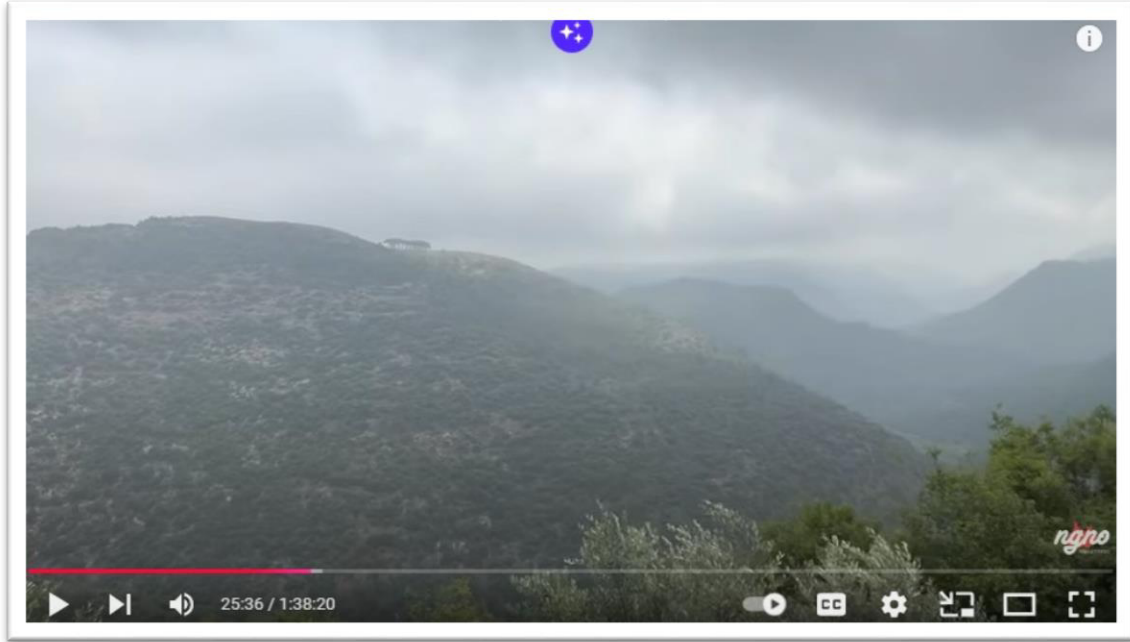


**SATELLITE IMAGE: STATION KARKHA**

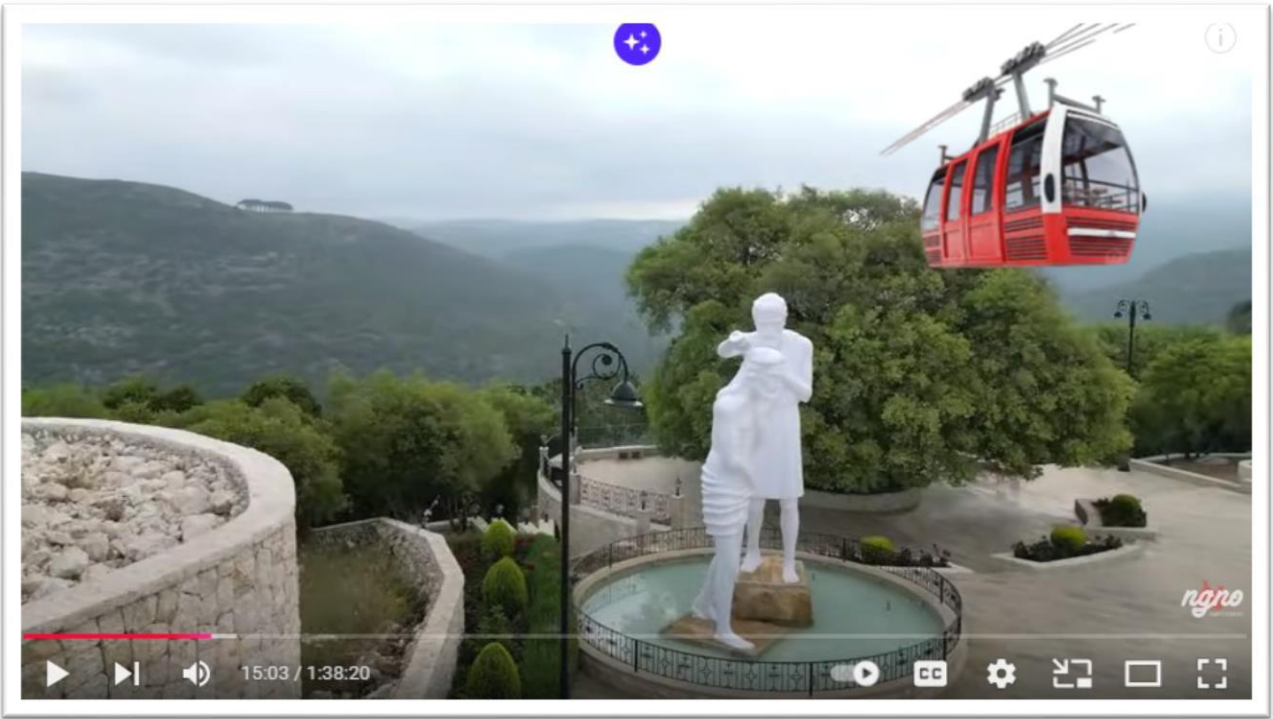
***PHOTO OF THE BEAUTIFUL VALLEY IS TAKEN FROM SAINT JOHN SITE TOWARDS DEIR AL MOKHALLES***



**TO NOTE: RAS QATEEAH PINE HILL IS AT A MIDWAY DISTANCE**





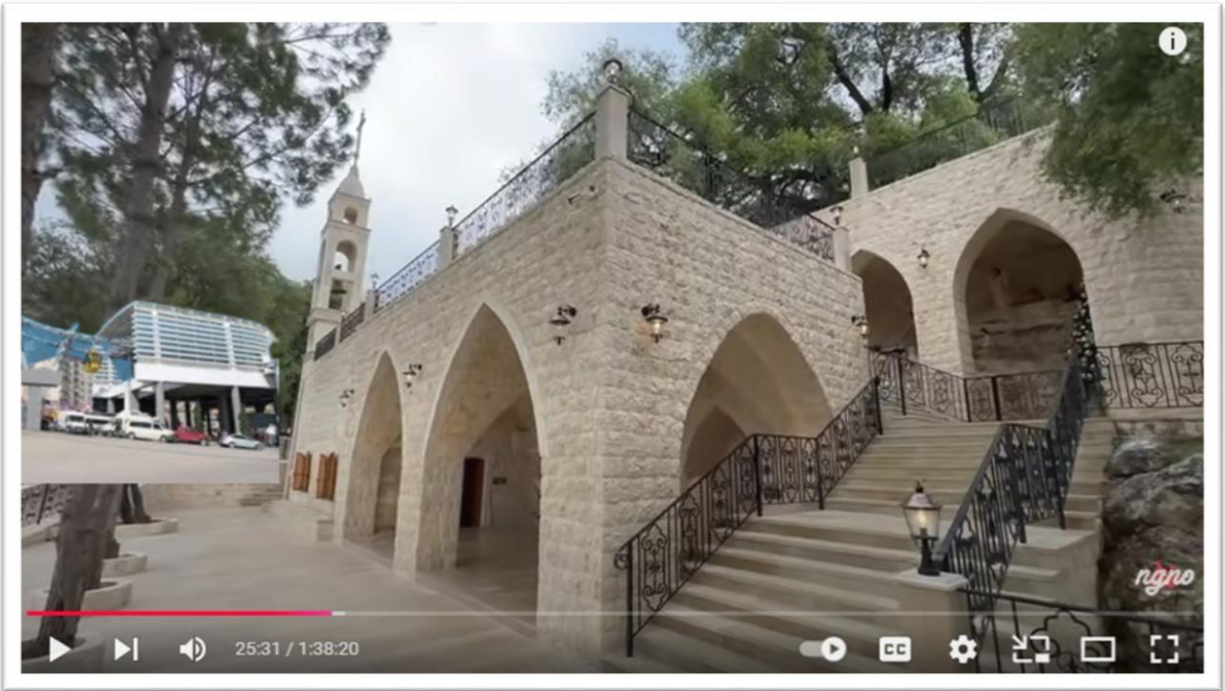




*PHOTOS FOR THE ACTUAL AWALI RIVER VALLEY RIGHT BELOW KARKHA*

A screenshot of a YouTube video player. The video shows a red cable car against a backdrop of misty, mountainous terrain. The video player interface includes a progress bar at 25:37 / 1:38:20, a volume icon, and various control buttons like play, pause, and full screen. Below the video, the title "Mechwar Bel Wadi Karkha: The Southern Village Dedicated To St. John" is displayed. The channel name "Anthony Rah..." with 2.57M subscribers is shown, along with a "Join" button, a "Subscribed" notification, and engagement metrics: 812 likes, a comment icon, a share icon, and a download icon.

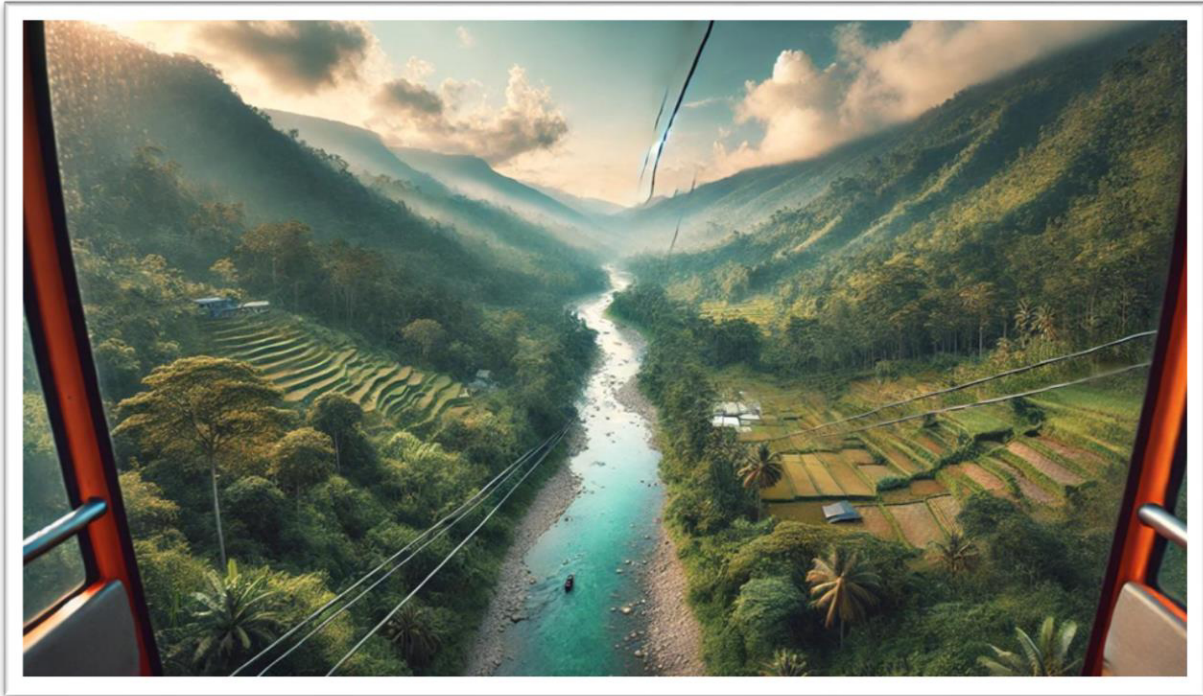




**PHOTO ABOVE IS OF SAINT JOHN SITE WITH AN OVERLAY OF AN IMAGE OF A CABLE CAR STATION ON THE LEFT SIDE**

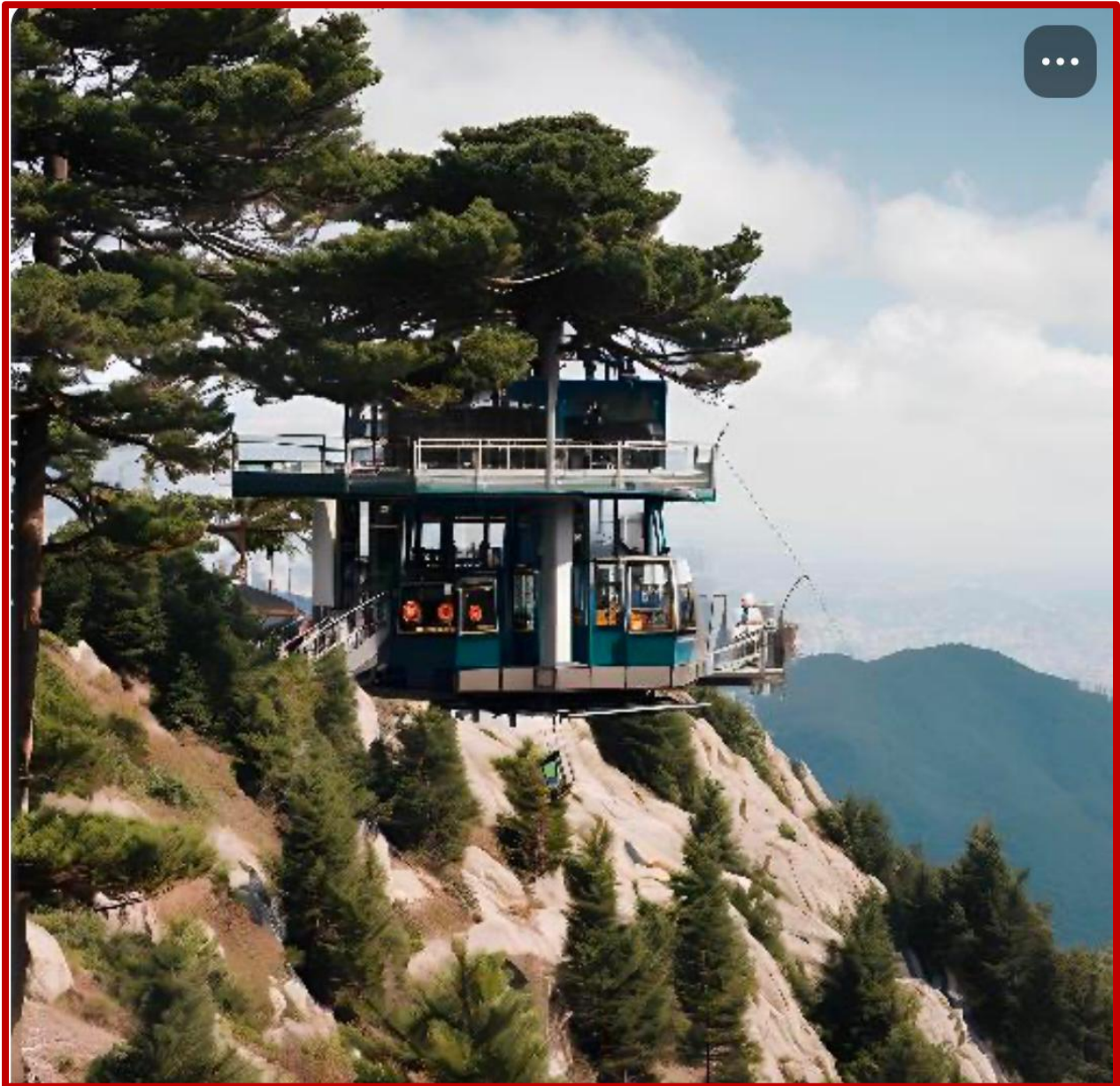




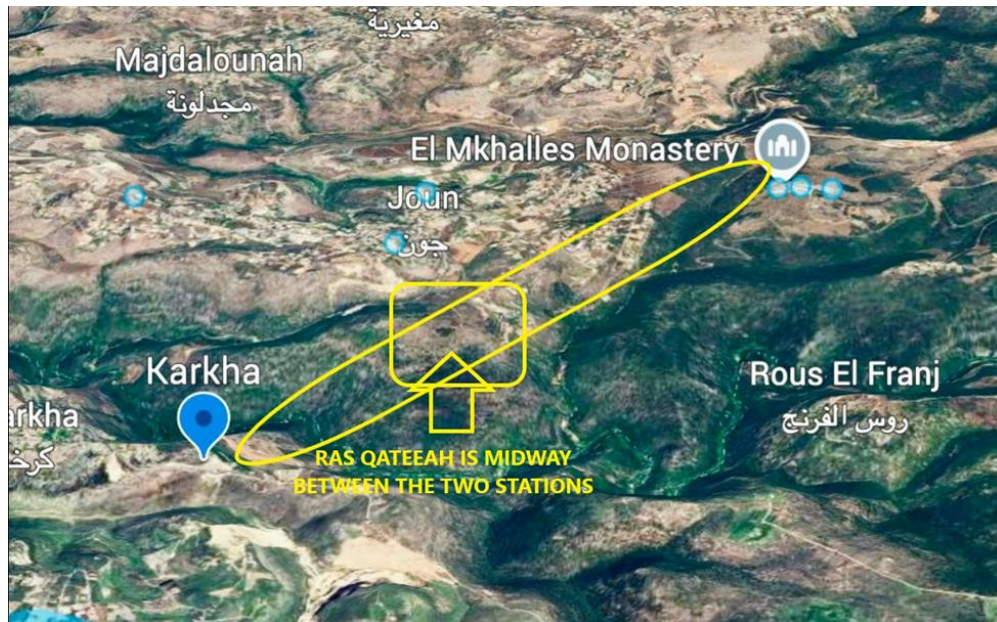


***PHOTO ABOVE IS FOR THE ACTUAL AWALI RIVER VALLEY NEAR KARKHA***

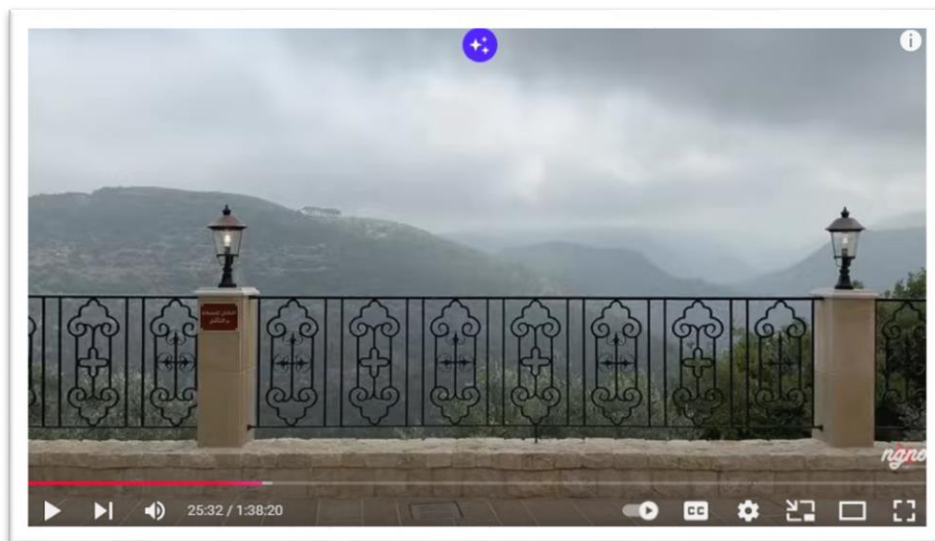
**STATION TWO:  
RAS QATEEAH PINE HILL LOCATED EXACTLY MIDWAY**







Ras Qateeah Pine Hill is a picturesque area located within the Joun Estates in Joun, Lebanon. This beautiful region is known for its lush pine forests and stunning natural landscapes, making it a popular destination for nature lovers and outdoor enthusiasts.



*Natural Beauty and Serenity*





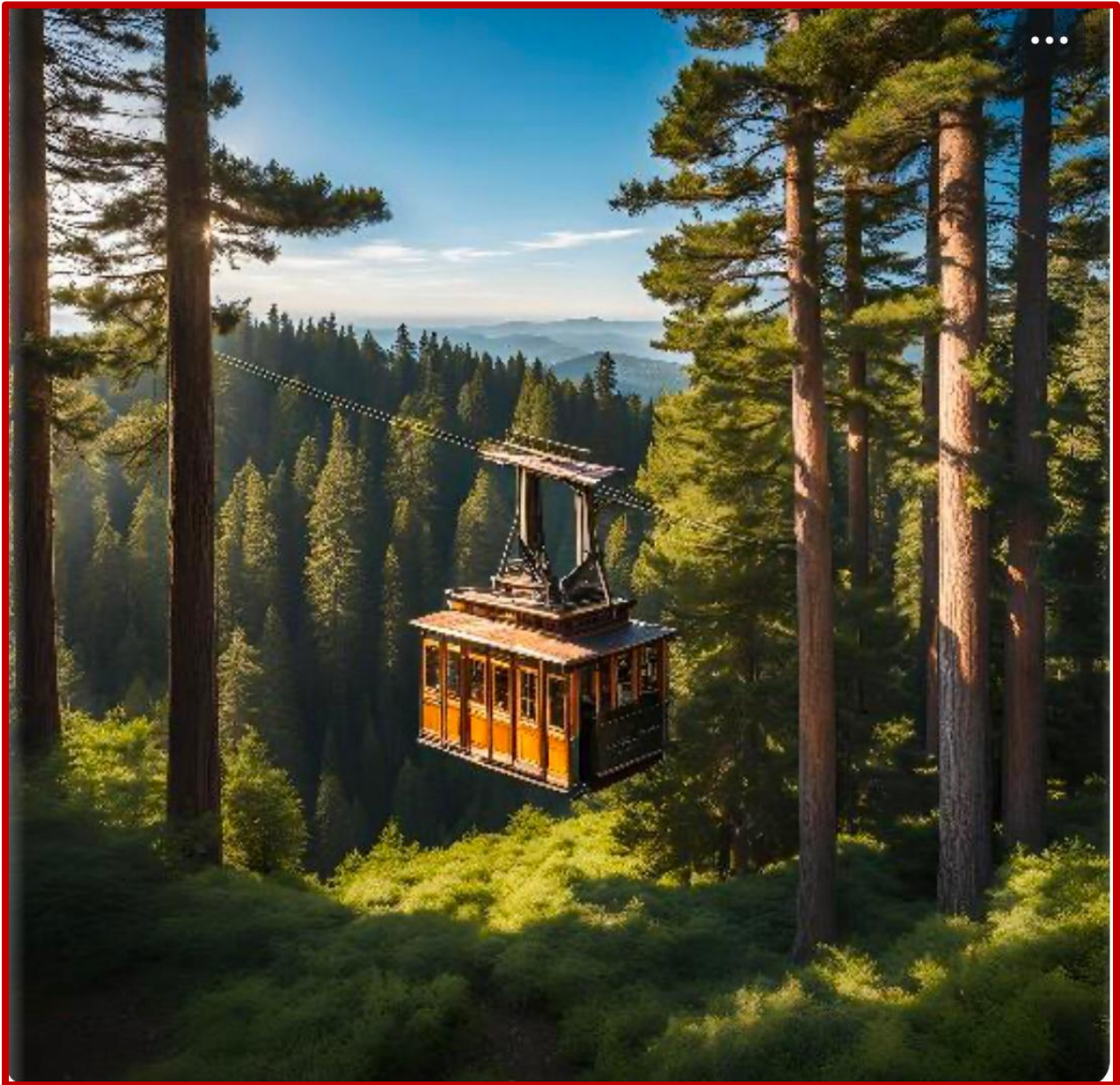
Ras Qateeah Pine Hill is characterized by its dense pine forests that provide a serene and tranquil environment. The area is perfect for hiking, picnicking, and enjoying the great outdoors. The pine trees offer shade and a cool respite during the warmer months, making it an ideal spot for a relaxing day out in nature.



***ACTUAL PHOTO OF THE RAS QATEEAH SIDE TOWARDS DEIR AL MOKHALLESS MONASTERY***

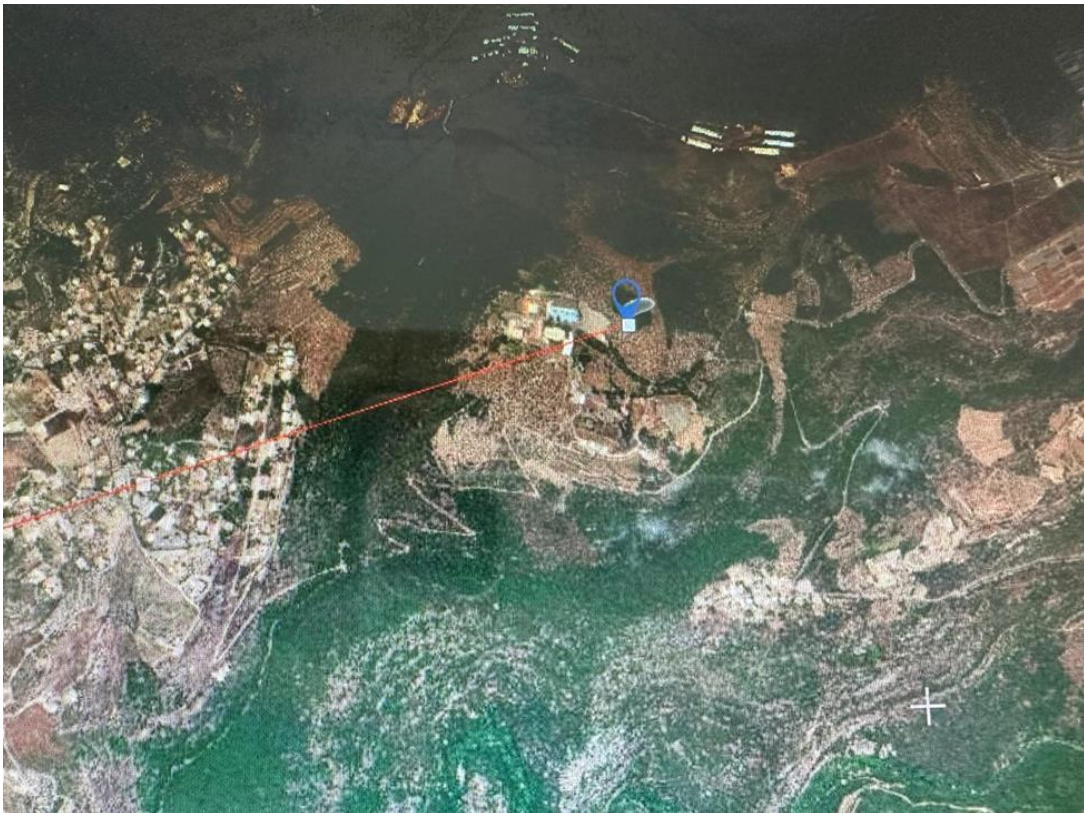
## Hiking Trails

The pine hills of Ras Qateeah are crisscrossed with numerous hiking trails that cater to all levels of hikers. These trails offer breathtaking views of the surrounding landscape, including panoramic vistas of the Mediterranean Sea and the rolling hills of Mount Lebanon. The trails vary in difficulty, providing options for both casual walkers and experienced hikers.





## STATION THREE: DEIR AL MOKHALLESS

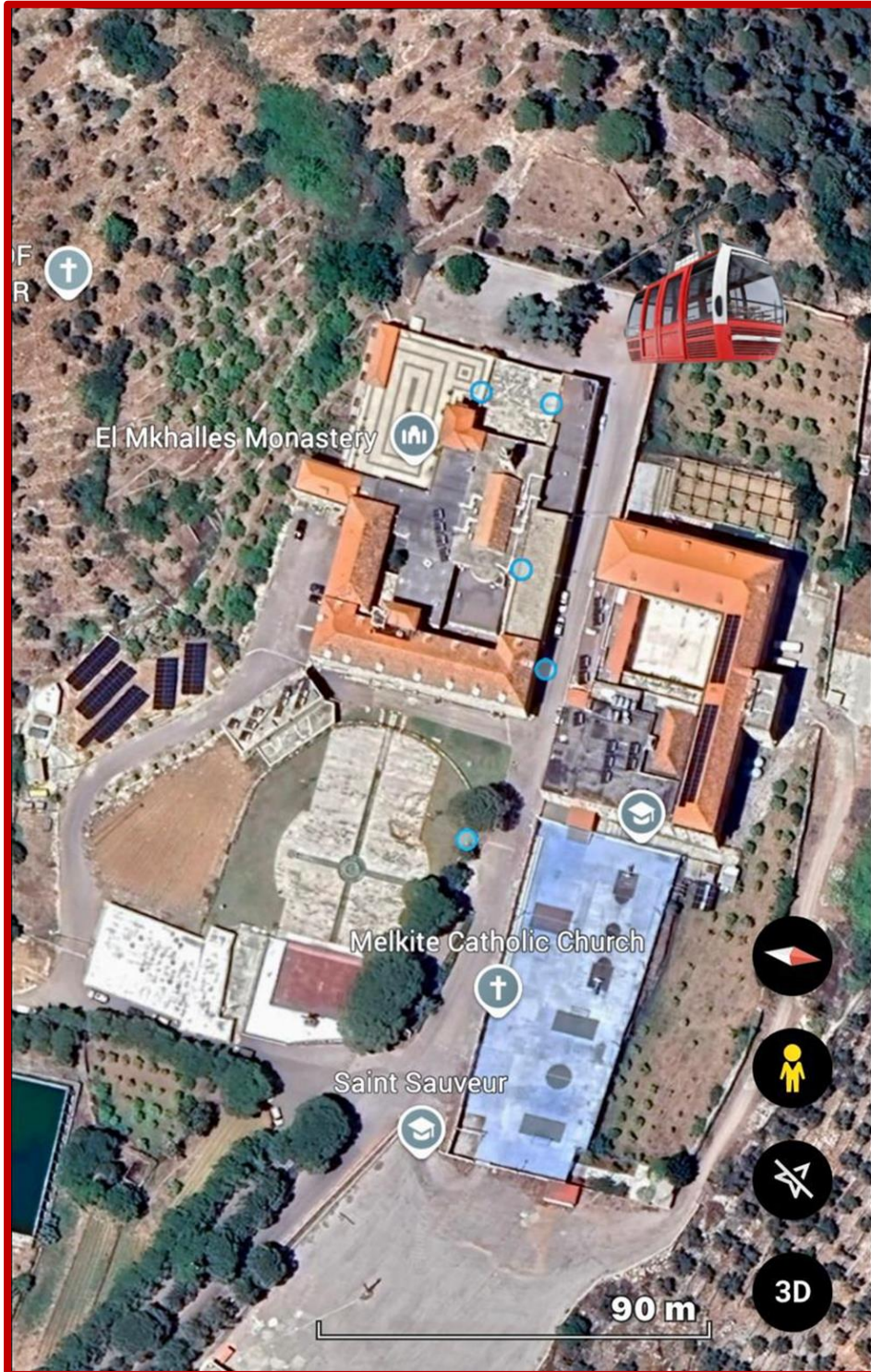




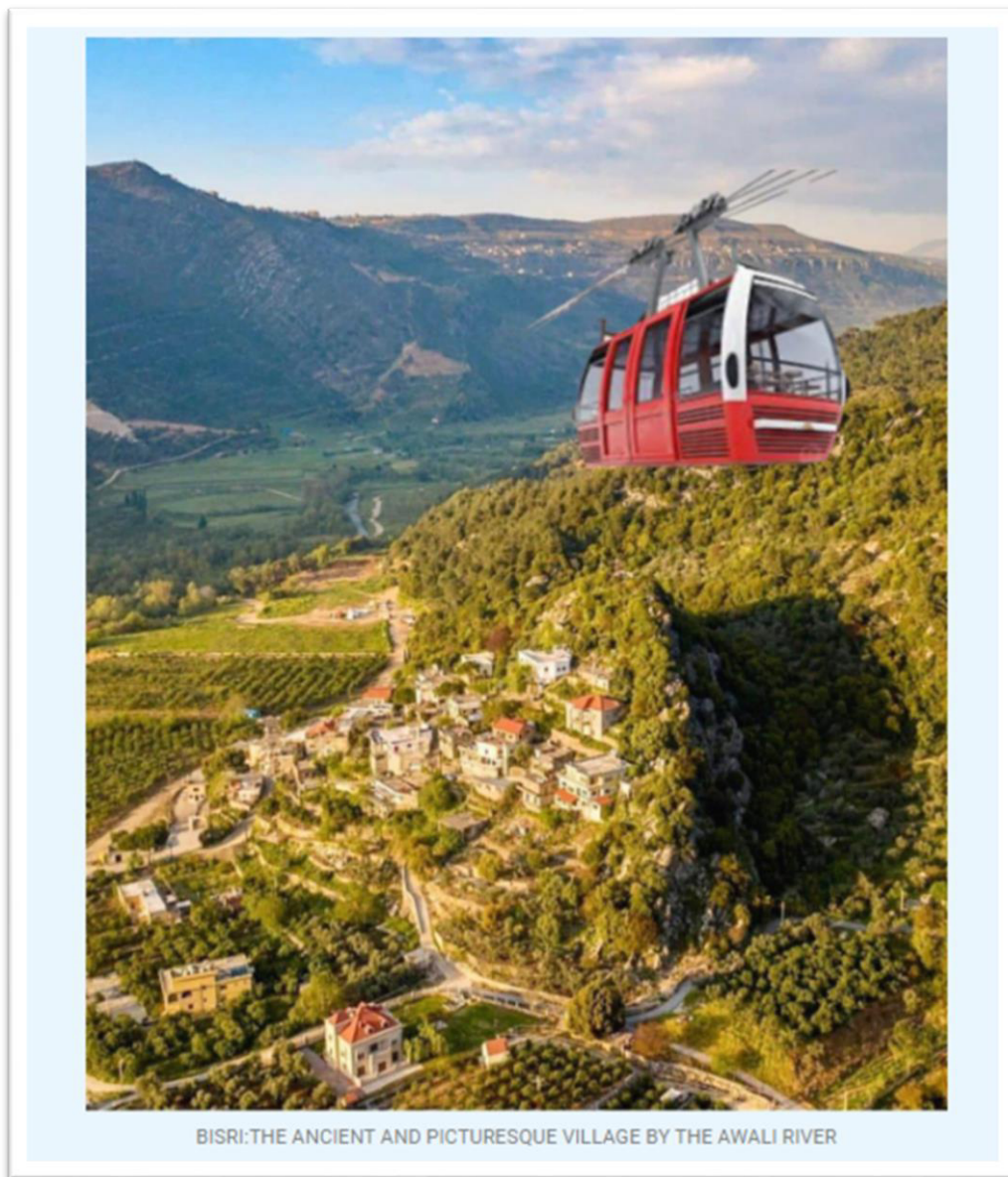
**SATELLITE IMAGE: STATION DEIR AL MOKHALLESS**







**BEYOND DEIR AL MOKHALLESS:  
THE AWALI RIVER AND THE BEAUTIFUL BISRI VALLEY**  
PERHAPS FOR CONSIDERATION FOR FUTURE EXPANSION





**PART FIVE:**  
**REST AREAS**

## Rest Area Cafeteria: Start Station - Saint John, Karkha

The cafeteria at the start station in Saint John, Karkha, is designed to reflect the charm and warmth of this picturesque village.



*Used Artificial Intelligence*

## Ambience and Design

- **Rustic Elegance:** The cafeteria blends traditional Lebanese architecture with modern amenities, featuring stone walls, wooden beams, and large windows that open to the surrounding olive groves and terraced fields.
- **Indoor and Outdoor Seating:** Guests can choose to sit inside the cozy, air-conditioned space or enjoy their refreshments on the outdoor terrace, which offers panoramic views of the lush Karkha landscape.





## Menu Highlights

- **Local Delights:** Freshly baked manakish, olive oil tastings, and rose water lemonade, showcasing Karkha's famous agricultural products.
- **Quick Bites:** Sandwiches, salads, and pastries for those eager to board the cable car.
- **Coffee and Beverages:** Lebanese coffee, espresso, and a variety of herbal teas, as well as fresh juices.

## Amenities

- **Souvenir Shop:** A small corner features locally made crafts, olive oil, and rose water for visitors to take home.
- **Information Kiosk:** Details about the cable car journey, the Awali Valley, and cultural landmarks.

## Example: Rest Area / Cafeteria: Destination Station - Saint Sauveur Monastery

The cafeteria at the destination station near Deir Al-Mokhalles Monastery is a serene and spiritual retreat, offering an atmosphere of peace and reflection.



## Ambience and Design

- **Monastic Serenity:** Inspired by the monastery's heritage, the cafeteria features arched stone walls, wooden furnishings, and soft ambient lighting that complement its tranquil surroundings.
- **Viewpoint Terrace:** An outdoor seating area overlooks the Awali River Valley and the monastery grounds, providing a breathtaking backdrop for visitors.

## Menu Highlights

- **Traditional Lebanese Cuisine:** Mezze platters, saj sandwiches, and seasonal fruits sourced from local farms.
- **Healthy Options:** Vegetarian and vegan-friendly dishes to align with the monastic theme of simplicity and well-being.
- **Beverages:** Freshly brewed herbal teas, monastery-made wine (optional), and cool beverages to refresh travelers.

## Amenities

- **Cultural Corner:** A display featuring the history of Deir Al-Mokhalles and the Awali Valley, with books and souvenirs for sale.
- **Meditation Area:** A quiet room adjacent to the cafeteria for visitors seeking a moment of reflection.

## Unifying Features

Both cafeterias prioritize:

- **Sustainability:** Solar-powered energy and the use of eco-friendly materials.
- **Accessibility:** Designed to be welcoming to all visitors, including families and individuals with mobility needs.
- **Hospitality:** Staff trained to provide warm, authentic Lebanese hospitality, making every stop a memorable part of the journey.



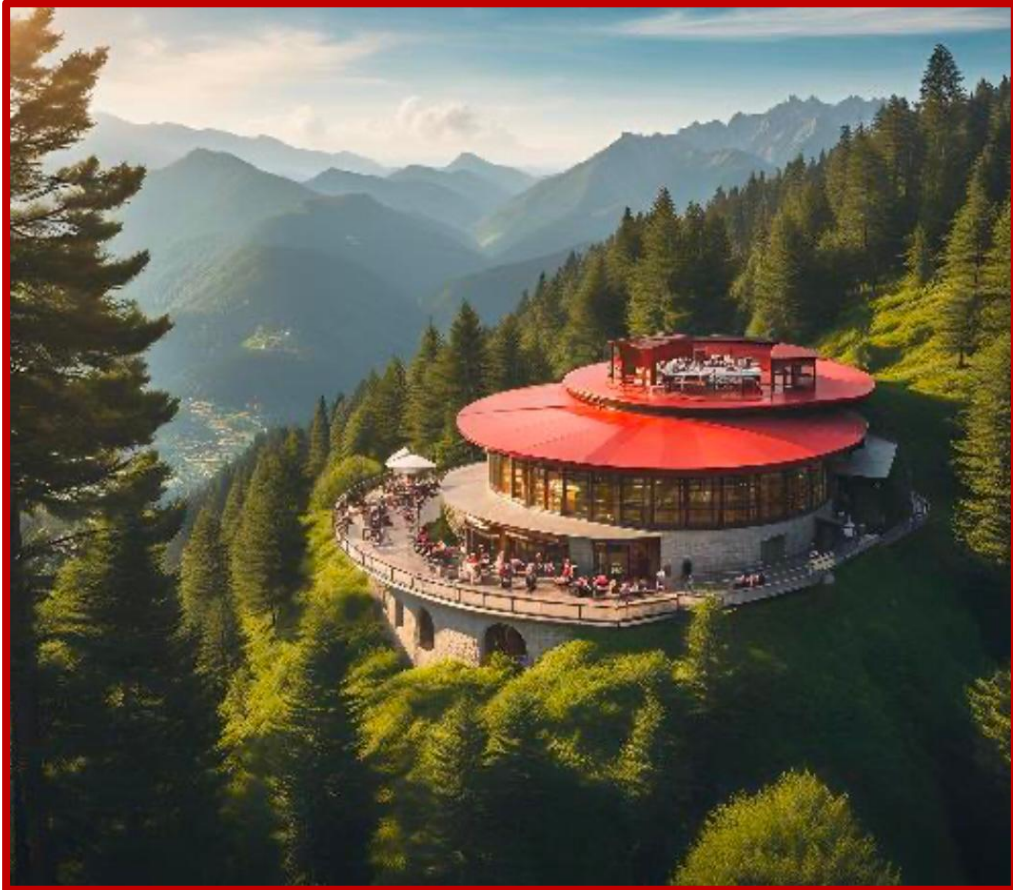


## Stations and Cafeterias Description

### 1. Saint John Cafeteria (Karkha Start Station)

Perched on a hilltop overlooking the breathtaking Awali River Valley, the Saint John Cafeteria serves as an inviting gateway to the cable car journey. Surrounded by lush pine trees, the cafeteria offers indoor and outdoor seating options, blending seamlessly with the natural environment.

- **Ambiance:** A peaceful and scenic atmosphere with large windows and an open terrace providing sweeping views of the sparkling Awali River and verdant hills below.
- **Design:** Inspired by local architecture, the structure incorporates natural stone and wooden elements, blending tradition with modern comfort.
- **Menu:** Light meals, Lebanese specialties, coffee, and refreshing beverages.
- **Experience:** Visitors can relax with a cup of coffee while marveling at the valley's beauty, making it a perfect spot for photos before boarding the cable car.



## 2. Ras Qateea Cafeteria (Midpoint Station)

Located at the midpoint of the cable car route, the Ras Qateea Cafeteria offers unparalleled 360-degree panoramic views of the surrounding landscape. Elevated and surrounded by pine forests, this station is a must-visit stop for travelers seeking an immersive natural experience.

- **Ambiance:** A modern yet cozy design, emphasizing open spaces and full-glass walls to showcase the dramatic scenery, including the Awali River, terraced hills, and distant mountain ranges.
- **Design:** Circular architecture with a rooftop observation deck, emphasizing its central position on the route. Natural materials such as wood and stone are used to harmonize with the environment.
- **Menu:** A more extensive menu featuring grilled items, salads, desserts, and refreshing drinks.
- **Experience:** Visitors can enjoy their meals while taking in the stunning views of Ras Qateea Hill. The rooftop deck is perfect for photographers and nature enthusiasts.





### 3. Deir Al-Mokhalles Cafeteria (Monastery Destination Station)

The final stop of the cable car journey, the Deir Al-Mokhalles Cafeteria is perched atop a serene hill, offering a tranquil retreat with views of the Awali River Valley and the surrounding pine forest. This station is a blend of historical reverence and natural beauty.

- **Ambiance:** Quiet and reflective, with soft lighting and a serene atmosphere that complements the spiritual setting of the monastery. Visitors can enjoy the peaceful environment surrounded by the rustling of pine trees.
- **Design:** Modeled after traditional monastic architecture, the cafeteria features arched windows and stone walls, providing a sense of timelessness. Outdoor seating is available for guests to enjoy the views.
- **Menu:** A selection of hearty meals, fresh pastries, and locally sourced herbal teas.
- **Experience:** Perfect for unwinding after the cable car journey, the cafeteria invites visitors to enjoy the scenic views while immersing themselves in the tranquil aura of the monastery.



## Common Features Across the Cafeterias

- **Integration with Nature:** Each cafeteria is surrounded by pine trees, enhancing the connection to the natural landscape.
- **Eco-Friendly Practices:** Solar-powered energy and sustainable materials are utilized throughout.
- **Cultural Connection:** The architecture and menu items reflect local heritage and culinary traditions.
- **Unique Viewpoints:** Each cafeteria offers distinct yet complementary perspectives of the Awali River Valley and its surrounding hills.

These stations not only serve as functional rest stops but also as destinations in their own right, enhancing the overall experience of the cable car journey.

## Inside a Typical Cable Car Cafeteria: A Lively and Warm Atmosphere

The interior of the cable car cafeterias is designed to create a welcoming, comfortable, and vibrant space for all visitors—whether tourists, families, or groups of friends. Each cafeteria reflects a blend of modern functionality and local charm, ensuring that every guest enjoys both the environment and the cuisine.



### 1. Interior Design

- Architecture and Materials:
  - Walls adorned with natural stone or wooden paneling, evoking a rustic, eco-friendly aesthetic.
  - Large floor-to-ceiling windows offer unobstructed views of the Awali River Valley and surrounding pine forests, creating a sense of dining in nature.
  - High ceilings with exposed wooden beams add a spacious and airy feel.
- Seating Arrangement:



- A mix of cozy corner booths, communal tables for groups, and smaller tables for couples or individuals.
- Comfortable chairs with cushions and durable, locally crafted furniture.
- Outdoor terraces for alfresco dining surrounded by fresh pine-scented air.
- Decor and Lighting:
- Soft, warm lighting with hanging pendant lamps and wall sconces.
- Local art and photography depicting the Awali River Valley and cable car journey add cultural richness to the space.
- Potted plants and small floral arrangements on tables enhance the natural ambiance.



## 2. Atmosphere

- Families with Children:
- Children are laughing and enjoying themselves in a dedicated play area or coloring on provided activity sheets.
- Parents are relaxed, savoring their meals while keeping an eye on their children.

- Kid-friendly menu options like sandwiches, pasta, and fresh juices are popular choices.
- Tourists and Groups:
  - Tourists marvel at the views through the panoramic windows, taking photos and pointing out landmarks.
  - Groups of friends chat excitedly about their cable car ride while enjoying shared dishes like mezze platters or grilled kebabs.
- Couples and Individuals:
  - Couples savor their meals in quieter corners, occasionally gazing out at the scenic vistas.
  - Solo travelers, perhaps with cameras or notebooks, sip herbal tea or coffee while jotting down thoughts about their journey.

### 3. Culinary Experience

- Menu Highlights:
  - Lebanese staples like fattoush, tabbouleh, and manakish are served alongside international favorites like pasta and sandwiches.
  - Desserts include baklava, kunafa, and locally made ice creams.
  - Refreshing drinks such as fresh orange juice, lemonade, and herbal teas from the region.
- Service Style:
  - Friendly staff wearing uniforms with a subtle logo of the cable car project assist guests with recommendations and provide efficient service.
  - A self-service counter with quick snacks and beverages caters to those on a tight schedule.

### 4. Sounds and Activities

- The lively hum of conversations mixes with the gentle clinking of cutlery.
- Children's laughter echoes softly, adding warmth to the space.

- Occasionally, a guide gathers a group to explain the next part of their journey, sharing anecdotes about the region.
- Soft background music featuring local or instrumental tunes enhances the relaxing ambiance.



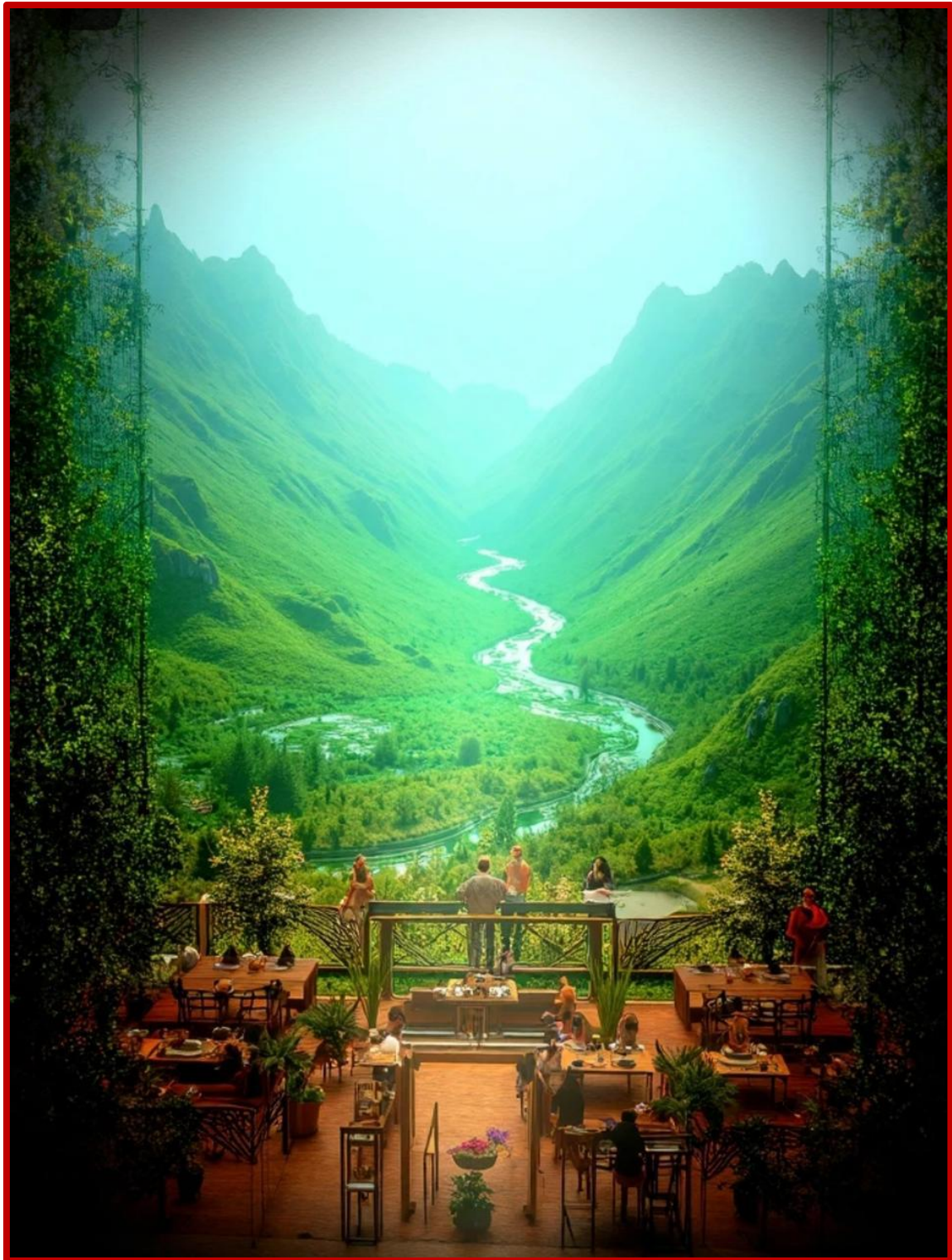
## 5. Special Features for Different Guests

- Tourist-Friendly Amenities:
  - Free Wi-Fi for uploading photos and connecting with loved ones.
  - Charging stations for phones and cameras.
- Family-Friendly Touches:
  - High chairs for toddlers and a small selection of toys or coloring materials.
  - Baby-changing stations in restrooms.
- Local Highlights:



- A small display of local products such as honey, olive oil, or crafts for guests to purchase as souvenirs.

This warm and inviting cafeteria setting offers more than just a meal—it provides a memorable dining experience that enhances the overall cable car adventure. Guests leave not just satisfied but enriched by the stunning views, friendly atmosphere, and cultural connection.



## A Journey of Awe: Inside the Gondola

As the cable car ascends over the Awali River Valley, the gondola becomes a vessel of wonder. Inside, a diverse group of passengers—including families, tourists, and friends—marvel at the breathtaking views surrounding them. The scene is a perfect blend of natural beauty, cultural heritage, and human connection.



### 1. The Interior Atmosphere

- **Design:** The gondola is spacious and modern, with large glass panels offering 360-degree views of the landscape. Soft lighting and comfortable seating make the ride both luxurious and accessible.
- **Interaction:** Passengers lean toward the glass windows, pointing out landmarks and sharing their amazement with each other. Excited chatter fills the air as everyone takes in the beauty of the scene.

### 2. Awe-Inspiring Views

- **Awali River Valley:**
- Below, the sparkling Awali River winds its way through the lush valley, surrounded by dense pine forests and terraced hills.
- The vibrant green landscape contrasts with the clear blue of the river, creating a picture-perfect scene.
- Families marvel at the beauty, with children excitedly exclaiming about the flowing water and distant hills.



- Ras Qateea Hill:
- As the gondola passes Ras Qateea Hill, passengers are treated to panoramic views of the surrounding region.
- Tourists reach for their cameras, snapping photos of the dramatic landscapes and distant villages.
- Mediterranean Sea and Saida:
- In the distance, the shimmering Mediterranean Sea unfolds like a vast, glistening canvas.
- The ancient city of Saida (Sidon) can be spotted, with its historic harbor and iconic buildings blending into the coastal beauty.
- Couples gaze silently at the horizon, holding hands and taking in the serene view.

### 3. Reactions of the Passengers

- Families:
- Parents smile as their children press their faces to the glass, pointing out the flowing river and the distant sea.
- Children squeal with excitement as the gondola glides over the valley, occasionally swaying gently with the breeze.
- Tourists:
- Travelers from around the world exchange stories about the journey and share recommendations for other nearby attractions.
- Some use binoculars to get a closer look at the pine forests and ancient terraces.
- Groups of Friends:
- Friends laugh and take selfies, capturing both the view and their shared joy.
- They enthusiastically debate which view is the most stunning—the river, the hills, or the sea.



#### 4. The Experience of Movement

- As the gondola ascends and descends, passengers feel a gentle, smooth motion that adds to the sense of adventure.
- The sensation of hovering over the valley, with nothing but air beneath, evokes a mix of exhilaration and tranquility.

#### 5. Emotional Connection

- **A Moment of Unity:** Passengers, though from different backgrounds, share a common sense of awe. Strangers exchange smiles, and conversations naturally flow as everyone revels in the beauty of the landscape.
- **A Lasting Impression:** Many passengers express their amazement out loud, saying things like:
  - “This is the most beautiful place I’ve ever seen!”
  - “I can’t believe how close we are to nature.”
  - “Look at how the sea meets the sky—it’s breathtaking!”

#### Conclusion

The gondola ride is more than transportation; it’s an unforgettable journey through a paradise of natural and cultural wonders. From the verdant Awali River Valley to the distant Mediterranean Sea, the experience leaves every passenger in awe, creating memories to cherish for a lifetime.





**PART SIX:**  
**BUSINESS PLAN**  
FOR THE KARKHA-DEIR AL-MOKHALLES  
CABLE CAR PROJECT

## 1. Executive Summary

The Karkha-Deir Al-Mokhalles Cable Car Project is designed to provide a scenic, sustainable, and efficient transportation link between Karkha and Deir Al-Mokhalles Monastery in Joun. The cable car will serve as both a practical solution for visitors and an iconic tourism attraction, offering panoramic views of the Awali River valley and Chouf region. The project anticipates an investment of \$12–15 million, generating revenues through ticket sales, partnerships, and tourism activities.

## 2. Business Description

- Business Name: Karkha-Joun Cable Car Company (KJCCC).
- Location: Karkha and Joun, Chouf region, Lebanon.
- Mission Statement: To enhance cultural tourism and connectivity in the Chouf region through an eco-friendly and memorable transportation experience.
- Vision: To establish Joun and Karkha as a regional tourism hub, leveraging its natural beauty and cultural heritage.

## 3. Market Analysis

### Industry Overview:

- Lebanon's tourism sector has significant growth potential, with increasing interest in cultural and eco-tourism.
- Cable cars are proven attractions worldwide, drawing both domestic and international tourists.

### Target Market:

1. Domestic Tourists: Families, youth groups, and cultural enthusiasts.
2. International Visitors: Religious pilgrims, history enthusiasts, and eco-tourists.
3. Local Residents: Affordable transportation and leisure rides.

### Competitor Analysis:

- The Harissa Cable Car is a comparable attraction in Lebanon, demonstrating the potential success of cable car tourism.

- Differentiator: The Karkha-Deir Al-Mokhalles cable car will focus on cultural heritage and stunning rural landscapes.

### **Market Size:**

- Estimated initial annual ridership: 150,000–200,000 passengers.
- Anticipated growth rate: 8–10% annually, with increased regional tourism promotion.

## **4. Organization and Management**

### **Ownership Structure:**

- Public-private partnership (PPP) model.
- Stakeholders include:
  - Local municipalities of Joun and Karkha.
  - Private investors.
  - Religious organizations managing the monastery.

### **Management Team:**

- Project Manager: Overseeing construction and operations.
- Marketing Manager: Driving tourism and partnerships.
- Operations Manager: Day-to-day management of the cable car system.
- Customer Service Manager: Ensuring a positive rider experience.

### **Employment Opportunities:**

- Construction Phase: 100+ temporary jobs.
- Operational Phase: 30–50 permanent positions in maintenance, operations, and tourism.

## **5. Services and Features**

### **Core Service:**

- Scenic cable car rides between Karkha and Deir Al-Mokhalles Monastery.



### **Additional Features:**

1. Station Amenities:
  - Ticket counters and digital booking options.
  - Souvenir shops, coffee stands, and resting areas.
2. Tour Packages:
  - Guided tours of Deir Al-Mokhalles Monastery.
  - Bundled offers with other attractions in Joun and Karkha.
3. Eco-Tourism Initiatives:
  - Educational materials on local biodiversity and heritage.

## **6. Marketing and Sales Strategy**

### **Marketing Channels:**

1. Digital Marketing:
  - Website for online ticket sales and information.
  - Social media campaigns targeting domestic and international audiences.
2. Collaborations:
  - Partnerships with travel agencies, tour operators, and cultural organizations.
3. Local Engagement:
  - Promotional events in nearby towns and cities.
  - Discounts for schools, universities, and local residents.

### **Sales Strategy:**

- Ticket pricing:
- Adults: \$8 per round trip.
- Children, students, and seniors: \$5 per round trip.
- Special group rates for tours and events.
- Seasonal promotions and family packages.

## 7. Operations Plan

### Daily Operations:

- Operating hours: 9 AM to 7 PM (extended hours during peak seasons).
- Staff: Operators, maintenance technicians, security personnel, and customer service representatives.

### Maintenance and Safety:

- Regular inspections of cabins, cables, and towers.
- Backup power systems to ensure uninterrupted operation.
- Emergency response protocols and training for staff.

## 8. Financial Plan

### Estimated Project Cost:

Category	Estimated Cost (\$ million)
Land acquisition and permits	2.0
Cable car system (cables, towers, cabins)	8.5
Station construction	2.5
Marketing and branding	0.5
Contingency	1.5
Total	15.0

### Revenue Projections:

Year	Ridership	Revenue (\$ million)
1	150,000	1.2
2	165,000	1.4
3	180,000	1.6
5	225,000	2.0

### **Break-Even Analysis:**

- Anticipated break-even point: 7 years after opening, considering both operational expenses and loan repayment.

### **Funding Sources:**

- Public funding: Local and national government grants.
- Private investments: Partnerships with tourism companies and private stakeholders.
- International funding: Grants from UNESCO and global tourism organizations.

## **9. Risk Assessment**

### **Potential Risks:**

- Delays in securing permits or funding.
- Environmental concerns or opposition from community members.
- Operational risks such as maintenance issues or low ridership in the initial years.

### **Mitigation Strategies:**

- Transparent communication with stakeholders and the community.
- Contingency funds to handle unexpected expenses.
- Marketing campaigns to drive early ridership.

## **10. Conclusion**

The Karkha-Deir Al-Mokhalles Cable Car Project represents an innovative step toward enhancing Joun and Karkha's tourism appeal and preserving its cultural heritage. This eco-friendly and scenic transportation system will provide economic, cultural, and social benefits to the region while positioning it as a premier destination in Lebanon.



# Benefits of the Karkha-Deir Al-Mokhalles Cable Car Project

## 1. Economic Benefits

- **Boost to Tourism Revenue:**

The cable car will attract a wide range of visitors, including pilgrims, tourists, and adventurers. Increased footfall will lead to higher spending on local accommodations, restaurants, shops, and other services.

- **Job Creation:**

The project will create both temporary jobs during the construction phase and permanent roles in operations, maintenance, ticketing, customer service, and marketing.

- **Increased Investment in Joun and Karkha:**

By enhancing the region's profile, the project can attract further investments in complementary businesses like guided tours, transportation services, and eco-tourism ventures.

- **Promotion of Local Products:**

Visitors can purchase locally made goods such as handicrafts, religious souvenirs, and artisanal foods at the cable car stations and surrounding areas.

## 2. Social and Cultural Benefits

- **Enhanced Accessibility to a Historic Landmark:**

The cable car will make Deir Al-Mokhalles Monastery more accessible to people of all ages, including the elderly and those with limited mobility.

- **Preservation and Promotion of Cultural Heritage:**

The project emphasizes the importance of preserving the monastery's history and promoting it as a key cultural asset in the Chouf region.

- **Community Empowerment:**

By involving local stakeholders, the project ensures that the community plays an active role in shaping the region's future. It will also provide local residents with educational opportunities to learn about and share their heritage with visitors.

## 3. Environmental Benefits

- **Reduction in Vehicle Traffic:**

The cable car will reduce the number of vehicles traveling to the monastery, decreasing road congestion and minimizing wear and tear on local infrastructure.

- **Lower Carbon Emissions:**

Cable cars are a sustainable form of transportation that uses electricity, making them an environmentally friendly alternative to gasoline-powered vehicles.

- **Support for Eco-Tourism:**

The project aligns with global trends toward sustainable tourism, promoting the natural beauty of the Awali River valley and the Chouf region.

- **Biodiversity Conservation:**

By avoiding major road expansions or construction in sensitive areas, the cable car will have minimal impact on local wildlife and natural habitats.

## 4. Tourism Benefits

- **Iconic Attraction:**

The cable car will be a landmark feature in the Chouf region, drawing visitors eager to experience the scenic ride and the panoramic views it offers.

- **Extended Stays:**

Tourists visiting the cable car will likely spend more time exploring nearby attractions, leading to longer stays and greater spending in the area.

- **Increased Visitor Diversity:**

The cable car will attract a mix of visitors, from religious pilgrims to adventure seekers, making Joun or Karkha and Karkha destinations for various demographics.

- **Seasonal Tourism:**

By operating year-round, the cable car can help maintain a steady flow of visitors during off-peak tourism seasons, particularly for festivals, religious events, or nature-focused tourism in the Chouf.

## 5. Infrastructure Development Benefits

- **Upgraded Local Infrastructure:**

To support the project, roads, utilities, and communication systems around the stations may be improved, benefiting local residents and businesses.

- **Modern Facilities:**

Stations will provide high-quality amenities like restrooms, cafés, and waiting areas, enhancing the experience for visitors and locals alike.

## 6. Regional and National Benefits

- **Enhanced Reputation of the Chouf Region:**

The cable car project will place Joun and Karkha on the map as key destinations in Lebanon's tourism portfolio, complementing other attractions in the Chouf region such as Beiteddine Palace and the Barouk Cedars Reserve.

- **Alignment with National Tourism Goals:**

The project supports Lebanon's vision for sustainable tourism development by highlighting cultural, historical, and natural landmarks.

- **Catalyst for Other Developments:**

Success in this project can inspire similar initiatives, such as other cable car routes, eco-tourism projects, or cultural preservation efforts, across the country.

## 7. Experiential Benefits for Visitors

- **Unforgettable Scenic Views:**

Visitors will enjoy a bird's-eye view of the Awali River valley, the monastery, and the surrounding landscapes, creating a memorable experience.

- **Unique Perspective on Heritage:**

Combining the ride with cultural and historical insights at the monastery offers visitors a deeper appreciation of the area's significance.

- **Recreational Opportunity:**

For families and groups, the cable car becomes not just a mode of transport but an enjoyable recreational activity.

## 8. Educational Benefits

- **Heritage Awareness:**

Informational displays at the stations and in the cable cars will educate visitors about the history, culture, and biodiversity of the region.

- **Promoting Sustainability:**

Highlighting the eco-friendly aspects of the project can inspire visitors to adopt greener practices in their daily lives.



## Expanded Financial Plan for the Karkha-Deir Al-Mokhalles Cable Car Project

### 1. Estimated Costs

#### Project Construction Costs:

The initial investment includes land acquisition, construction of infrastructure, procurement of the cable car system, and project management. Below is a detailed breakdown:

Category	Estimated Cost (\$ million)
Land acquisition and permits	2.0
Cable car system (cables, cabins, and towers)	8.5
Station construction (Karkha and Joun)	2.5
Landscaping and access improvements	0.5
Marketing and branding (pre-launch)	0.5
Miscellaneous costs (consultancy, legal fees, etc.)	0.5
Contingency reserve	1.5
Total Estimated Cost	15.0

### 2. Revenue Projections

#### Primary Revenue Streams:

1. Ticket Sales:
  - Estimated ticket price: \$8 per round trip (adults); \$5 (discounted for children, seniors, and groups).
  - Expected ridership growth: 8–10% annually.
2. Station Revenue:
  - Rental income from souvenir shops, cafés, and kiosks.
  - Paid parking at the Karkha and Al-Mokhalles stations.
3. Advertising Opportunities:

- Branding and advertising space in stations and on cable car cabins.
- 4. Special Packages and Tours:
  - Bundled tickets with local attractions, guided tours, or cultural events.

Projected Revenue Growth Over 5 Years:

Year	Ridership (Passengers)	Revenue from Ticket Sales (\$ million)	Other Revenue (\$ million)	Total Revenue (\$ million)
1	150,000	1.2	0.3	1.5
2	165,000	1.4	0.4	1.8
3	180,000	1.6	0.5	2.1
4	200,000	1.8	0.6	2.4
5	225,000	2.0	0.7	2.7

### 3. Operational Costs

Estimated Annual Operating Expenses:

Category	Estimated Annual Cost (\$ million)
Staff salaries and benefits	0.6
Maintenance and repairs	0.4
Utilities and energy costs	0.3
Insurance and safety compliance	0.2
Marketing and promotions	0.2
Administrative costs	0.1
Miscellaneous expenses	0.1
Total Annual Operating Costs	1.9

### 4. Break-Even Analysis

**Break-Even Point:**

- Annual Fixed Costs: \$1.9 million (operational costs).

- Contribution Margin (Ticket Sales):
- Average ticket price: \$7 (weighted average).
- Average operating margin: 60% after variable costs.

Calculation:

- Annual revenue required to break even: \$1.9 million ÷ 0.6 = \$3.17 million.
- Based on the projected growth in ridership and additional revenues, the project is expected to break even within 7 years of operation.

## 5. Funding Sources

To meet the estimated \$15 million in capital costs, a combination of public, private, and international funding sources will be pursued:

### Public Sector Contributions:

- Government Grants: Funding from the Lebanese Ministry of Tourism and Ministry of Public Works for infrastructure development.
- Municipal Investments: Contributions from the municipalities of Joun and Karkha to secure land and permits.

### Private Sector Investments:

- Public-Private Partnerships (PPPs): Collaborations with private tourism and transportation companies.
- Equity Investment: Local and international investors interested in eco-tourism and infrastructure development.

### International Funding:

- Cultural and Heritage Grants: Applications to UNESCO and other organizations supporting heritage preservation and sustainable tourism.
- Development Loans: Favorable loans from the World Bank or regional development banks for eco-friendly infrastructure projects.

### Additional Revenue Sources for Funding:

- Pre-sale of sponsorship rights for cabins and stations.
- Corporate sponsorships for branding opportunities.



## 6. Long-Term Profitability

### Financial Goals Over 10 Years:

- Net Present Value (NPV): Based on a 7% discount rate, the project is projected to achieve a positive NPV within 10 years.
- Return on Investment (ROI): Expected ROI of 12–15% annually after breaking even.
- Expansion Opportunities: If successful, the cable car model can be extended to connect other attractions in the region, creating a tourism network.

## 7. Risk Management

### Financial Risks:

- Low Initial Ridership: Potential lower-than-expected ticket sales in the first year.
- Delays in Funding: Challenges in securing grants and investments may lead to delays in project execution.
- Currency Instability: Fluctuations in the Lebanese pound could impact costs and revenues.

### Mitigation Strategies:

- Create flexible pricing strategies to attract early adopters.
- Engage financial advisors to diversify funding sources and secure favorable terms.
- Lock in foreign currency reserves for key expenses.

## Financial Projections for the Karkha-Deir Al-Mokhalles Cable Car Project

Below is a sample financial projection for the cable car project based on a Build-Operate-Transfer (BOT) Public-Private Partnership (PPP) model.

### 1. Capital Expenditure (CAPEX)

#### Estimated Total Cost: \$25 million

- Design and Engineering: \$3M
- Construction: \$15M
- Towers, cables, stations, gondolas.
- Equipment: \$5M
- Gondolas, control systems, solar power integration.
- Miscellaneous Costs: \$2M
- Permits, environmental assessments, and legal fees.

### 2. Operational Expenditure (OPEX)

#### Annual Operating Costs: \$1.2 million

- Staffing: \$400,000
- Operators, maintenance staff, security, and management.
- Maintenance: \$300,000
- Regular inspections, repairs, and replacement parts.
- Utilities: \$200,000
- Energy (solar and backup systems), water, and communications.
- Marketing and Administration: \$150,000
- Insurance: \$150,000

### 3. Revenue Streams

#### Primary Revenue Sources

- 1. Ticket Sales:**
  - Assumptions:
  - 500 passengers per day (low season) and 1,000 passengers per day (high season).
  - Average ticket price: \$10.
  - 300 low-season days and 65 high-season days annually.
  - Annual Revenue:
  - Low season:  $300 \text{ days} \times 500 \text{ passengers} \times \$10 = \$1.5\text{M}$
  - High season:  $65 \text{ days} \times 1,000 \text{ passengers} \times \$10 = \$650,000$
  - Total Ticket Revenue: \$2.15M/year
- 2. Retail and Food Outlets:**
  - Estimated revenue: \$150,000/year from retail spaces and concessions at stations.
- 3. Advertising and Sponsorships:**
  - Gondola branding and station advertisements: \$50,000/year.

Total Annual Revenue: \$2.35M

## 4. Profit and ROI Analysis

### Annual Profit

- Revenue: \$2.35M
- Operating Costs: \$1.2M
- Net Annual Profit: \$1.15M

### Return on Investment (ROI)

- Initial Investment: \$25M
- Annual Profit: \$1.15M
- Payback Period: 21.7 years
- ROI over 25 years:
- Total Revenue: \$58.75M
- Total OPEX: \$30M
- Total Profit: \$28.75M



- ROI: 115%

## 5. Revenue Sharing Model

Assume a 15% revenue-sharing agreement with the public sector:

- Annual Contribution to Municipality:
- $15\% \times \$2.35\text{M} = \$352,500/\text{year}$

Over 25 years:

- Total Revenue Shared: \$8.81M

## 6. Sensitivity Analysis

### Optimistic Scenario

- Increased passenger volume: 1,200/day in high season, 600/day in low season.
- Total Annual Revenue: \$2.8M
- Net Annual Profit: \$1.6M

### Pessimistic Scenario

- Decreased passenger volume: 800/day in high season, 400/day in low season.
- Total Annual Revenue: \$1.88M
- Net Annual Profit: \$680,000

## 7. Funding Options for the Private Sector

- Equity Financing: \$15M
- Raised from investors or sponsors with a projected ROI of 12%-15%.
- Debt Financing: \$10M
- Commercial loans at 5% interest rate with a repayment term of 10 years.

## 8. Economic Impact

1. **Job Creation:**
  - 200+ jobs during construction.
  - 50+ permanent jobs for operations.
2. **Tourism Boost:**
  - Estimated 50,000-100,000 visitors annually.
  - Increased demand for local hotels, restaurants, and cultural sites.
3. **Municipal Revenue Growth:**
  - Direct revenue from profit-sharing.
  - Indirect revenue through increased tourism-related taxes.

## Outsourcing a cable car project

Outsourcing a cable car project involves entrusting its design, construction, operation, and/or maintenance to specialized external firms. Here's an overview of the process, benefits, and considerations for outsourcing such a project:

### Steps to Outsource a Cable Car Project

1. **Project Feasibility Study**
  - Conduct a detailed study to assess technical, economic, and environmental feasibility.
  - Include market demand analysis, route planning, and community feedback.
2. **Define Scope of Work**
  - Determine which parts of the project will be outsourced (e.g., design, construction, operation, maintenance, or all phases).
  - Clearly outline specifications, timelines, and expectations.
3. **Request for Proposal (RFP)**
  - Issue an RFP to attract qualified contractors.
  - Include details like project location, length, capacity, terrain, safety standards, and budget.
4. **Evaluate Bidders**
  - Assess bids based on experience, technical expertise, financial stability, and compliance with safety standards.

- Review similar projects they've completed.
- 5. Contract Agreement**
  - Finalize a detailed contract specifying responsibilities, timelines, payment terms, and performance guarantees.
  - Include provisions for maintenance, safety inspections, and penalties for non-compliance.
- 6. Construction and Supervision**
  - Engage an independent engineering consultant to oversee the construction phase and ensure quality control.
- 7. Operation and Maintenance Outsourcing**
  - Consider engaging the same or a different company for long-term operation and maintenance.

## Benefits of Outsourcing

- 1. Expertise and Experience**
  - Access to specialized firms with proven track records in cable car development and operation.
- 2. Cost Efficiency**
  - Reduces upfront capital costs by leveraging third-party investment or expertise.
- 3. Quality Assurance**
  - Leading cable car companies bring technical expertise and ensure compliance with international safety standards.
- 4. Risk Mitigation**
  - Transferring construction and operational risks to the contractor.
- 5. Focus on Core Activities**
  - Allows municipalities or developers to focus on broader project goals, like marketing and community engagement.

## Key Considerations

- 1. Regulatory Compliance**
  - Ensure the contractor adheres to local and international cable car safety standards.



- 2. Public-Private Partnerships (PPP)**
  - Explore PPP models where private firms design, finance, and operate the system while sharing revenue with the municipality.
- 3. Maintenance Contracts**
  - Include comprehensive maintenance terms to ensure long-term safety and reliability.
- 4. Community Engagement**
  - Ensure the project aligns with the interests and concerns of local communities to build support.
- 5. Environmental Impact**
  - Partner with firms that prioritize sustainable and environmentally friendly construction practices.

## Top Companies for Cable Car Projects

- Doppelmayr/Garaventa Group (Austria): Renowned for high-quality aerial tramways and ropeway systems.
- Poma Group (France): Known for innovative solutions and customized cable car systems.
- Leitner Ropeways (Italy): Specializes in technologically advanced and energy-efficient systems.
- Bartholet Ropeways (Switzerland): Focused on modern and aesthetic designs for tourism and urban areas.

## Request for Proposal (RFP)

Cable Car Project: [Project Name]

Date Issued: [Insert Date]

Submission Deadline: [Insert Deadline]

Contact Information: [Name, Email, Phone Number]

### Section 1: Introduction

[Brief overview of the project, including its purpose and significance. Mention the location, the expected impact on transportation, tourism, or community development, and the key stakeholders involved.]

#### Example:

The Municipality of Joun / Karkha is seeking proposals from qualified firms for the design, construction, and operation of a cable car system connecting Karkha to Deir Al-Mokhalles Monastery. The project aims to enhance local tourism, provide an environmentally friendly transportation solution, and promote economic development.

### Section 2: Project Objectives

- Provide a safe, reliable, and efficient cable car system.
- Ensure compliance with international safety and environmental standards.
- Minimize environmental and visual impact on the surrounding area.
- Deliver an aesthetically pleasing and sustainable design.
- Optimize the system for both tourism and daily use.

### Section 3: Scope of Work

The selected contractor will be responsible for:

- 1. Design:**
  - Feasibility analysis and detailed engineering designs.
  - Environmental impact assessment.
  - Station architecture and cable car route layout.
- 2. Construction:**
  - Infrastructure development, including pylons, stations, and cable systems.
  - Installation of gondolas/cabins and related equipment.

- 3. Operation & Maintenance (Optional):**
  - Day-to-day operation of the system.
  - Long-term maintenance and inspections.
- 4. Compliance:**
  - Adherence to international cable car safety standards (e.g., OITAF, CEN standards).

## Section 4: Technical Requirements

- Route Specifications: [Length, terrain, elevation, number of stations, etc.]
- Capacity: Minimum passenger capacity per hour.
- Cabins: Features like ventilation, panoramic windows, accessibility, etc.
- Safety Systems: Redundancy systems, fire protection, emergency evacuation plans.
- Sustainability: Energy-efficient design, use of renewable energy.

## Section 5: Proposal Requirements

**Proposals should include the following:**

- 1. Company Profile:**
  - Background, experience, and similar projects completed.
  - Financial stability and certifications.
- 2. Technical Proposal:**
  - Approach to design, construction, and operation.
  - Innovation and sustainability features.
- 3. Financial Proposal:**
  - Detailed cost breakdown (design, construction, operation).
  - Revenue-sharing models (if applicable).
- 4. Project Timeline:**
  - Milestones from start to completion.
- 5. References:**
  - At least three references from similar projects.
- 6. Legal and Insurance Documentation:**
  - Licenses, permits, and liability insurance details.



## Section 6: Evaluation Criteria

Proposals will be evaluated based on:

1. Technical expertise and experience (30%).
2. Innovation and sustainability features (20%).
3. Financial feasibility and cost efficiency (25%).
4. Project timeline and deliverability (15%).
5. References and client satisfaction (10%).

## Section 7: Submission Guidelines

- Proposals must be submitted electronically in PDF format to [email address].
- Deadline for submission is [insert deadline]. Late submissions will not be considered.
- Questions or clarifications must be submitted by [insert date].

## Section 8: Terms and Conditions

1. The Municipality of Joun / Karkha reserves the right to accept or reject any proposal without explanation.
2. Costs incurred during the preparation of the proposal will not be reimbursed.
3. The selected contractor must sign a formal agreement upon acceptance of the proposal.

## Funding models to consider for the cable car project:

### 1. Public Funding

The project is financed entirely by government or municipal budgets.

- Sources: Local taxes, government grants, municipal bonds, or subsidies.
- Advantages:
  - Ensures public ownership and control.
  - Easier to align with broader public objectives.
- Challenges:
  - Heavy reliance on public funds.
  - Slower approval processes due to budget constraints.

### 2. Public-Private Partnership (PPP)

A collaborative model where the public sector partners with private companies to finance, build, and/or operate the cable car.

- **Types of PPPs:**
  - Build-Operate-Transfer (BOT): The private company finances and operates the system for a fixed period before transferring ownership to the government.
  - Build-Own-Operate (BOO): The private company owns and operates the system indefinitely.
  - Revenue Sharing: The private company operates the cable car and shares revenue with the government.
- **Advantages:**
  - Reduces public financial burden.
  - Access to private sector expertise and efficiency.
- **Challenges:**
  - Requires strong contracts to protect public interest.
  - Revenue-sharing models may limit government earnings.

### 3. Private Funding

The project is entirely financed and operated by private companies or investors.

- **Sources:**
- Equity investments from private firms.
- Bank loans or project-specific bonds.
- **Advantages:**
- No public financial commitment.
- Fast implementation due to streamlined decision-making.
- **Challenges:**
- Profit-driven operations may overlook public needs.
- Higher ticket prices to ensure return on investment.

### 4. Grant Funding

The project is funded by grants from international organizations, NGOs, or development banks.

- **Examples:**
- World Bank or International Finance Corporation (IFC) for infrastructure projects.
- Regional development grants (e.g., from the EU, UNDP, or similar organizations).
- **Advantages:**
- No repayment required.
- Promotes sustainable and socially beneficial projects.
- **Challenges:**
- Highly competitive application process.
- Stringent conditions and reporting requirements.

### 5. Crowdfunding and Community Investment

Funds are raised directly from the local community, businesses, or philanthropic contributors.



- **Methods:**
- Online crowdfunding platforms (e.g., Kickstarter, GoFundMe).
- Community investment models, such as issuing shares or bonds to residents.

- **Advantages:**
- Builds community ownership and support.
- Can raise awareness and enthusiasm for the project.
- **Challenges:**
- Limited scalability for large projects.
- Reliant on effective marketing campaigns.

## 6. Loan-Based Funding

The project is financed through loans from commercial banks, development banks, or international financial institutions.

- **Examples:**
- Low-interest loans from the European Investment Bank (EIB) or regional banks.
- **Advantages:**
- Flexible financing terms.
- Can be combined with other funding models.
- **Challenges:**
- Interest payments add to the cost.
- Financial risk if revenue projections are not met.

## 7. Revenue-Based Financing

The project is funded through future revenue streams from ticket sales, advertising, or retail operations.

- **Implementation:**
- Investors are repaid using a percentage of future income.
- **Advantages:**
- Aligns financing with project performance.

- Reduces upfront financial burden.
- **Challenges:**
- Requires accurate revenue projections.
- May delay profitability for investors.

## 8. Hybrid Model

Combines multiple funding sources to spread risks and benefits.

- **Example:**
- Public funding for initial infrastructure, private investment for operations, and grants for sustainability features.
- **Advantages:**
- Flexibility to meet diverse financial and operational needs.
- Balances public and private interests.
- **Challenges:**
- Complex coordination among stakeholders.
- Longer negotiation and setup periods.

## Recommendations

1. **For Tourism-Oriented Projects:**
  - PPP or private funding with revenue-sharing agreements.
2. **For Community-Oriented Projects:**
  - Public funding combined with grants or community investment.
3. **For Large-Scale Projects:**
  - Hybrid model with loans, grants, and private investment.

## Comprehensive Plan for a Cable Car Station

This plan outlines the design, facilities, operational requirements, and sustainability measures for a cable car station, ensuring functionality, user satisfaction, and environmental responsibility.

### 1. Station Design and Layout

#### 1.1. Architectural Style

- Theme: Blend modern functionality with the local culture and environment.
- Materials: Use natural stone, wood, and glass to harmonize with the surroundings.
- Sustainability: Incorporate eco-friendly and energy-efficient construction methods.

#### 1.2. Structure and Flow

- Main Building:
  - Entrance lobby with ticketing counters and automated kiosks.
  - Waiting areas with comfortable seating and clear views of the surrounding scenery.
- Cable Car Platform:
  - Secure boarding and disembarking areas.
  - Safety railings and clear signage.
- Accessibility:
  - Elevators and ramps for individuals with mobility challenges.
  - Wide pathways for easy navigation.

#### 1.3. Outdoor Areas

- Landscaped gardens with seating and shaded areas.
- Observation deck for panoramic views of the cable car journey.



## 2. Core Facilities

### 2.1. Ticketing and Information

- Ticket Booths: Traditional counters and self-service kiosks.
- Digital Services: Mobile app integration for e-ticketing.
- Information Desk: Staffed counter with brochures and maps.

### 2.2. Passenger Amenities

- Restrooms: Clean and well-maintained facilities, including accessible options.
- Cafeteria: A café offering light meals, beverages, and local specialties.
- Souvenir Shop: Featuring local crafts, postcards, and cable car memorabilia.

### 2.3. Waiting Areas

- Comfortable seating with charging stations for devices.
- Displays showing live updates on cable car schedules and weather conditions.

### 2.4. Safety and First Aid

- First-aid station equipped for emergencies.
- On-site security personnel and CCTV monitoring.

## 3. Operational Requirements

### 3.1. Technical Facilities

- Control Room: Monitors cable car operations, ensuring safety and efficiency.
- Maintenance Area: A workshop for routine inspections and repairs.
- Power Supply: Backup generators and renewable energy sources, such as solar panels.

### 3.2. Staffing

- Operators for ticketing, boarding, and technical oversight.
- Hospitality staff for information, cafeteria, and souvenir shop management.
- Security and maintenance personnel.

### 3.3. Scheduling

- Efficient boarding and disembarking systems to minimize wait times.
- Real-time updates on delays or changes due to weather.

## 4. Sustainability Measures

- Energy Efficiency: Solar panels, LED lighting, and smart energy management systems.
- Water Management: Rainwater harvesting and greywater recycling for landscaping.
- Waste Management: Recycling bins and composting for organic waste.
- Eco-Integration: Minimized environmental disruption during construction.

## 5. Accessibility and Inclusivity

- Universal Design: Ensure all facilities are accessible to individuals with disabilities.
- Multilingual Support: Signage and staff fluent in multiple languages.
- Family-Friendly: Designated play areas for children and family restrooms.

## 6. Community and Tourism Integration

- Local Engagement: Employ local staff and source products for the cafeteria and souvenir shop.
- Tourism Support: Promote nearby attractions through partnerships with local businesses.
- Events: Host seasonal events or exhibitions highlighting local culture.

## 7. Financial Model

- Revenue Streams:
- Ticket sales for cable car rides.
- Revenue from the cafeteria, souvenir shop, and event rentals.
- Sponsorships: Collaborate with local businesses and government for funding.
- Sustainability Grants: Apply for eco-tourism and renewable energy grants.

## 8. Safety and Compliance

- Standards: Adhere to international cable car safety standards.
- Training: Regular staff training on emergency procedures.
- Emergency Plans: Evacuation routes, communication systems, and emergency drills.

## 9. Marketing and Promotion

- Digital Campaigns: Showcase the station and cable car journey on social media and travel platforms.
- Collaborations: Partner with tourism boards and travel agencies.
- On-Site Promotions: Offer discounts for group bookings or events.

## 10. Example Functional Zones

Zone	Facilities/Services	Area (sq.m.)
Lobby and Ticketing	Ticket counters, kiosks, and information desk	150
Waiting Area	Seating, charging stations, and displays	200
Boarding Platform	Secured boarding, safety railings, and signage	100
Cafeteria	Indoor/outdoor seating and local delicacies	120



Souvenir Shop	Local crafts and branded merchandise	50
Restrooms	Accessible and family-friendly	80
Maintenance and Control	Control room and workshop for technical support	100

This comprehensive plan ensures the cable car station is functional, sustainable, and aligned with the natural and cultural character of the area.

**PART SEVEN:**  
**PPP FUNDING**

## Public-Private Partnerships (PPP) for Cable Car Projects

A Public-Private Partnership (PPP) is a collaboration between the public sector (government or municipality) and private entities to design, finance, build, and/or operate infrastructure projects. Cable car systems, as innovative urban or tourism-oriented transport solutions, are well-suited to the PPP model due to their technical complexity and high initial costs.

### PPP Models for Cable Car Projects

#### 1. **Build-Operate-Transfer (BOT)**

- The private partner designs, builds, and operates the cable car system for a defined period to recover costs and generate profits. After the concession period, ownership is transferred to the public sector.

- Example: The Medellín Metrocable system in Colombia.

#### 2. **Build-Own-Operate (BOO)**

- The private entity fully finances, builds, owns, and operates the project indefinitely. The government plays a regulatory role.

- Example: Privately operated ski resort cable cars in Austria and Switzerland.

#### 3. **Design-Build-Finance-Operate (DBFO)**

- The private sector manages the entire lifecycle of the project, including financing. The public sector pays back through service fees or revenue-sharing agreements.

- Example: Urban cable car systems in Latin America.

#### 4. **Lease-Operate-Transfer (LOT)**

- The public sector builds the cable car infrastructure, and the private sector leases, operates, and maintains it for a fixed term. Ownership remains with the government.

#### 5. **Revenue-Sharing Agreements**

- The private operator builds and operates the system, sharing a percentage of the revenue (from ticket sales, retail outlets, or advertisements) with the public sector.



## Benefits of PPPs

1. **Risk Sharing**
  - Construction, financial, and operational risks are shared between public and private sectors.
2. **Access to Expertise**
  - Private entities bring technical know-how, innovation, and project management expertise.
3. **Cost Efficiency**
  - The private sector often achieves cost savings through streamlined processes and economies of scale.
4. **Faster Implementation**
  - Private partners can expedite project timelines compared to government-led initiatives.
5. **Revenue Generation**
  - PPPs can provide a steady revenue stream for the public sector through sharing agreements.

## Challenges of PPPs

1. **Complex Negotiations**
  - Contracts must address issues like revenue-sharing, responsibilities, and penalties for non-compliance.
2. **Profit-Driven Approach**
  - Private partners may prioritize profitability, which could lead to higher ticket prices.
3. **Regulatory Oversight**
  - Governments must ensure safety, environmental standards, and accessibility are not compromised.
4. **Financial Viability**
  - The success of PPPs depends on accurate demand forecasting and long-term profitability.

## Steps to Develop a PPP for a Cable Car Project

1. **Feasibility Study**
  - Assess the technical, economic, environmental, and social feasibility of the project.

- 2. Define PPP Model**
  - Decide on the type of PPP (e.g., BOT, DBFO) based on project size, complexity, and goals.
- 3. Stakeholder Engagement**
  - Engage local communities, businesses, and experts to align interests and gain support.
- 4. Tender Process**
  - Issue a Request for Proposal (RFP) to attract qualified private sector partners.
  - Evaluate proposals based on technical expertise, financial capacity, and project understanding.
- 5. Contract Structuring**
  - Draft a detailed agreement that outlines:
    - Roles and responsibilities.
    - Risk-sharing mechanisms.
    - Revenue-sharing formulas.
    - Performance metrics and penalties.
- 6. Monitoring and Evaluation**
  - Establish a system to monitor construction progress and operational performance.

## Funding in PPPs

- 1. Private Investment**
  - The private sector funds construction and operational costs, recovering investments through revenues (e.g., ticket sales, advertisements).
- 2. Government Support**
  - Subsidies, tax breaks, or land provision to reduce private sector financial risks.
- 3. Blended Finance**
  - Combining public funds, private investment, and international grants or loans.

## Case Studies

1. Medellín Metrocable, Colombia

- A PPP project designed to connect remote, underserved communities to the city's public transport network.
- Financing and operation were split between the city government and private firms.
- 2. Emirates Air Line Cable Car, London, UK
- A PPP where private sponsors (including Emirates Airlines) funded the project, while Transport for London oversaw its integration into the city's transport system.

## Investors Pitch for a Public-Private Partnership (PPP) Cable Car Project

### Title:

Connecting Communities and Elevating Tourism: A PPP for the Karkha-Deir Al-Mokhalles Cable Car

### Opening Statement

Imagine a seamless connection between Karkha and the historic Deir Al-Mokhalles Monastery in Joun—a transport system that blends modern convenience with breathtaking views, attracts tourists, and revitalizes local communities. This innovative cable car project, powered by a Public-Private Partnership (PPP), represents a transformative opportunity for economic growth, environmental sustainability, and cultural preservation.

### The Vision

The proposed cable car will:

1. **Boost Tourism:** Create an iconic attraction that draws visitors, showcasing Joun and Karkha's rich history and natural beauty.
2. **Connect Communities:** Provide an efficient, environmentally friendly transportation solution for residents and visitors.
3. **Foster Economic Growth:** Generate revenue through ticket sales, retail opportunities, and associated tourism development.

### Why a Public-Private Partnership?

#### Public Sector Benefits

- **Reduced Financial Burden:** The private sector will cover design, construction, and operational costs.
- **Expertise Access:** Leverage private innovation and efficiency for project delivery and operation.



- **Revenue Sharing:** Establish a sustainable income stream through profit-sharing agreements.

#### Private Sector Benefits

- **Revenue Potential:** Attractive returns from ticket sales, retail spaces, and sponsorships.
- **Landmark Development:** An iconic project with high visibility and marketing potential.
- **Strong Public Support:** Backing from local governments and communities ensures project success.

### Key Features of the Project

1. **Route:**
  - A 3 km cable car route linking Karkha to Deir Al-Mokhalles Monastery, offering panoramic views of the Awali River valley.
2. **Capacity:**
  - Ability to transport 1,000 passengers per hour in high-tech, accessible cabins.
3. **Sustainability:**
  - Solar-powered stations and energy-efficient operations to minimize environmental impact.
4. **Economic Opportunity:**
  - Retail outlets, restaurants, and visitor facilities integrated into station design.

### Proposed PPP Model

- **Structure:** Build-Operate-Transfer (BOT).
- **Private Sector:** Finances, designs, builds, and operates the cable car for 25 years.
- **Public Sector:** Provides land, regulatory support, and monitors compliance.
- **Revenue Sharing:** 10%-15% of annual revenues to the municipality.
- **Investment Opportunity:** Initial project cost estimated at \$25M, with a 12%-15% ROI.

## Benefits for Stakeholders

1. Government and Community:
  - Improved transportation infrastructure.
  - Increased tax revenues and local job creation.
  - Cultural heritage promotion.
2. Private Investors:
  - High return on investment from diversified revenue streams.
  - Association with a sustainable, high-profile project.
3. Tourists and Visitors:
  - Enhanced experience with safe, convenient access to Joun or Karkha's historic and natural landmarks.

## Call to Action

This cable car project is more than an investment; it's a legacy. By partnering with the Municipality of Joun / Karkha, private investors can create a transformative infrastructure that will elevate tourism, connect communities, and generate long-term value. Let's work together to make this vision a reality.

Join us in building a new landmark for Joun and Karkha.

## **PART EIGHT**

### **MARKETING and VIDEO**

## Marketing Strategy for the Karkha-Deir Al-Mokhalles Cable Car Project

A comprehensive marketing strategy will ensure the success of the Karkha-Deir Al-Mokhalles Cable Car by promoting it as a unique tourism and cultural experience, driving ridership, and building long-term interest. Below are detailed strategies across different channels and approaches:

### 1. Branding and Positioning

#### Key Message:

- “Experience the Sky: A Journey Through Culture, Nature, and History.”
- The cable car will be positioned as an iconic, eco-friendly, and family-friendly attraction combining adventure, spirituality, and breathtaking scenery.

#### Visual Identity:

- Design a recognizable logo reflecting the region’s cultural and natural heritage.
- Use colors and motifs inspired by the Awali River valley, Chouf region, and Deir Al-Mokhalles Monastery.

### 2. Digital Marketing

#### Website:

- Create a mobile-friendly, visually appealing website with:
- Online ticket booking and pricing options.
- Virtual tours and panoramic views from the cable car.
- Visitor guides with information on nearby attractions, dining, and accommodations.
- Testimonials and user-generated content from early visitors.

#### Social Media Campaigns:

- Platforms: Focus on Instagram, Facebook, and TikTok for visuals; LinkedIn for business partnerships.



- Campaigns:
- “Ride the Sky Challenge”: Encourage visitors to share their cable car photos or videos for prizes.
- Storytelling Posts: Share historical and cultural stories about Deir Al-Mokhalles, Joun and Karkha, and the Chouf region.
- Live Streaming Events: Live coverage of the scenic ride or seasonal festivals.

#### **Content Marketing:**

- Regular blog posts on topics like eco-tourism, Lebanese cultural heritage, and religious tourism.
- Use high-quality videos and drone footage showcasing the cable car in action.

#### **Search Engine Optimization (SEO):**

- Optimize the website for keywords like “Joun or Karkha cable car,” “Deir Al-Mokhalles monastery tourism,” and “scenic attractions in Lebanon.”
- Collaborate with travel bloggers to boost online visibility.

### **3. Local and Regional Partnerships**

#### **Collaboration with Travel Agencies:**

- Partner with local and international tour operators to include the cable car in travel packages.
- Offer group discounts for school trips, university outings, and corporate events.

#### **Partnerships with Religious Organizations:**

- Promote pilgrimages by highlighting the cable car as the most scenic and convenient way to visit Deir Al-Mokhalles Monastery.

#### **Synergy with Local Businesses:**

- Partner with nearby restaurants, hotels, and shops to create bundle deals (e.g., “Ride & Dine” packages).

- Collaborate with artisan cooperatives to sell local crafts and souvenirs at cable car stations.

## 4. Public Relations (PR)

### Press Coverage:

- Host a launch event with local media and influencers.
- Distribute press releases to major Lebanese newspapers, travel magazines, and international tourism websites.

### Influencer Marketing:

- Invite travel influencers and bloggers to experience and share the cable car ride.
- Create a network of ambassadors who promote the cable car through their platforms.

### Community Engagement:

- Engage the residents of Karkha, and Joun, and nearby villages through town hall meetings and updates.
- Offer local residents discounts or free rides during the first month to encourage word-of-mouth promotion.

## 5. Advertising Campaigns

### Outdoor Advertising:

- Place billboards and posters in high-traffic areas, such as Beirut, Saida, and Chouf towns, with images of the cable car and monastery.

### Print Media:

- Advertise in travel magazines, religious publications, and newspapers like L'Orient-Le Jour or The Daily Star.

### Radio and TV Campaigns:

- Use local radio stations to promote discounts, seasonal events, or festivals.

- Feature short TV ads with breathtaking footage of the ride and views.

## 6. Seasonal Promotions

### Festivals and Events:

- Highlight the cable car during key cultural and religious festivals in the region (e.g., Easter, Christmas, and regional cultural fairs).
- Partner with Deir Al-Mokhalles Monastery to offer guided tours during religious celebrations.

### Holiday Promotions:

- Offer discounts during peak tourist seasons (e.g., summer holidays, Christmas).
- Family-oriented promotions like “Kids Ride Free” or group discounts for school trips.

### Eco-Tourism Packages:

- Create eco-tourism events with guided hikes, nature photography, or birdwatching tours combined with the cable car ride.

## 7. Customer Loyalty Programs

### Membership Packages:

- Introduce annual passes for frequent visitors at discounted rates.

### Reward Programs:

- Offer rewards for frequent riders, such as free tickets after a certain number of rides or discounts at partnered restaurants and shops.

## 8. Engagement with International Tourists

### Target International Markets:

- Promote the cable car to tourists from the Gulf, Europe, and diaspora communities.

#### **Collaborate with Airlines and Travel Platforms:**

- Partner with airlines, such as MEA, and online booking platforms like Booking.com and TripAdvisor to include the cable car in travel recommendations.

#### **Multilingual Marketing:**

- Develop promotional materials in Arabic, English, and French to cater to a diverse audience.

## **9. Crisis Management and Feedback Systems**

#### **Feedback and Reviews:**

- Encourage visitors to leave reviews on Google, TripAdvisor, and social media.
- Monitor and respond promptly to feedback to maintain a strong online reputation.

#### **Transparency:**

- Address any safety concerns or delays through clear and proactive communication.

## **10. Estimated Marketing Budget**

<b>Category</b>	<b>Annual Cost (\$)</b>
Website development and SEO	25,000
Social media campaigns	20,000
PR and influencer partnerships	15,000
Outdoor advertising	30,000
Seasonal promotions	10,000
Community engagement events	10,000
<b>Total Annual Marketing Budget</b>	<b>110,000</b>



## Logo for the Karkha-Deir Al-Mokhalles Cable Car Project

### Instructions for Creating a Logo for the Cable Car Project

A logo serves as the visual identity of the cable car project and should encapsulate its essence: connecting communities, celebrating nature, and fostering cultural heritage. Below are the instructions for creating an impactful and meaningful logo:

#### 1. Purpose and Vision

- Purpose: To represent the Karkha to Deir Al-Mokhalles Monastery Cable Car project as a symbol of innovation, heritage, and environmental harmony.
- Vision: A logo that evokes the beauty of the Awali River Valley, the spiritual significance of the monastery, and the cutting-edge technology of the cable car system.

#### 2. Design Elements

##### 2.1. Key Themes to Incorporate

- Natural Beauty: Illustrate the Awali River, green hills, and Ras Qateea Hill.
- Cultural Heritage: Include elements that symbolize the monastery or Lebanon's traditional architecture.
- Innovation: Represent the cable car as a modern and eco-friendly transportation solution.

##### 2.2. Symbolism

- Connectivity: Use flowing lines or bridges to represent the connection between nature and people.
- Elevation: Highlight the vertical ascent of the cable car journey with upward lines or imagery.
- Spirituality: Incorporate subtle symbols of peace or reflection, such as a cypress tree or a cross, to honor the monastery.

#### 3. Color Palette

##### Primary Colors

- Green: To symbolize the lush valley and environmental harmony.

- Blue: Representing the Awali River and the clear skies of the region.

#### Accent Colors

- Gold or Beige: For the monastery's historical and cultural significance.
- Gray or Silver: Reflecting the modern technology of the cable car.

Tone: Use soft, natural tones to convey tranquility and a connection to the environment.

## 4. Typography

#### Font Style

- Primary Font: Choose a clean, modern sans-serif font to convey innovation and accessibility.
- Secondary Font: Use a serif or handwritten font for the tagline to reflect heritage and elegance.

#### Text Placement

- Include the project name: "Karkha-Joun to Deir Al-Mokhalles Cable Car".
- Optionally, add a tagline: "Hovering Above the Awali River Valley".

## 5. Layout Options

- Horizontal Layout: Suitable for websites, signage, and brochures.
- Stacked Layout: Ideal for smaller spaces like social media icons or merchandise.

## 6. Additional Considerations

#### Scalability

- Ensure the logo looks great at all sizes, from large outdoor signs to small digital icons.

#### Versatility

- Design the logo in vector format for use across multiple mediums (print, digital, merchandise).
- Provide versions for both light and dark backgrounds.

## Memorability

- Create a simple, clean design that is easy to recognize and recall.

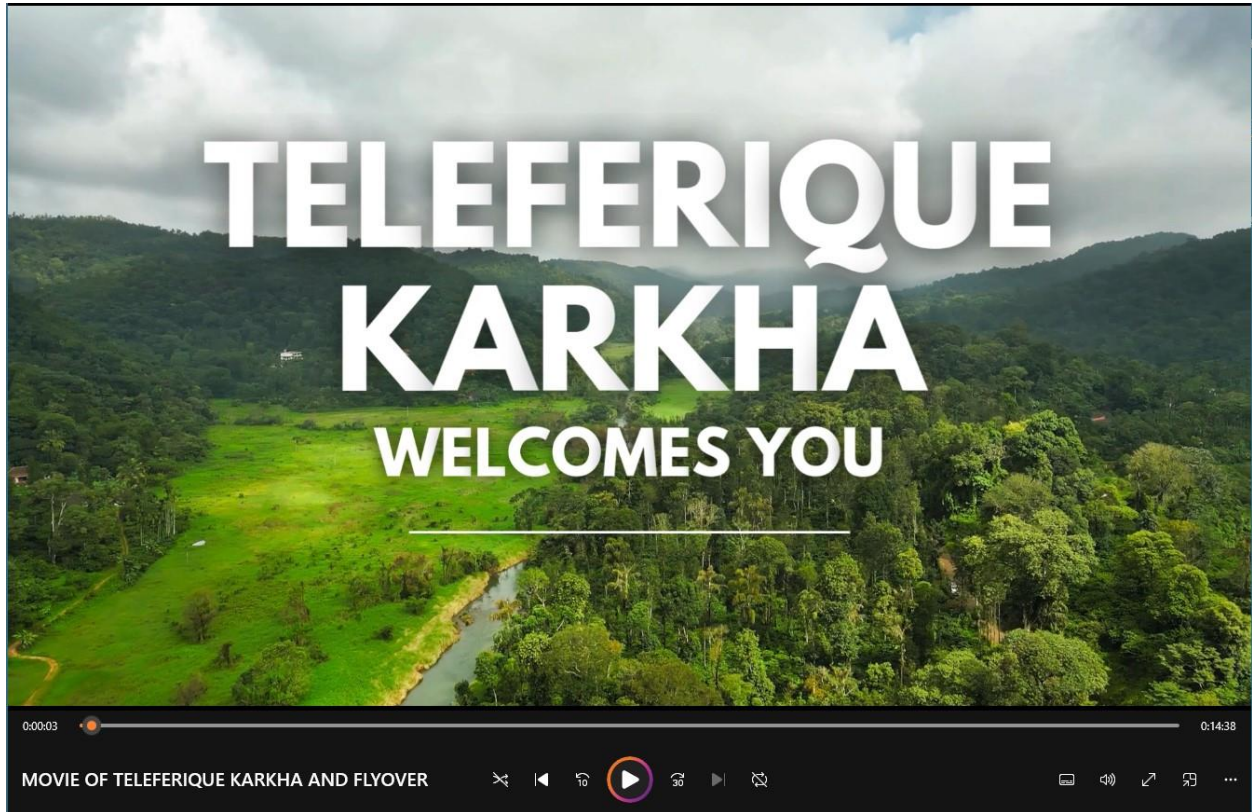
## 7. Deliverables

- File Formats: Provide the logo in SVG, PNG, and JPEG formats.
- Variations: Deliver a full-color version, monochrome version, and icon-only version.
- Guidelines: Include a style guide detailing color codes, font styles, and usage instructions.

## Inspiration and Style References

- Look at logos for other cable cars, eco-tourism projects, and heritage sites.
- Emphasize a balance between modern aesthetics and cultural authenticity.

## Video about the Karkha-Deir Al-Mokhalles Cable Car Project



[https://youtu.be/nDnapH\\_pSys](https://youtu.be/nDnapH_pSys)





**PART NINE**  
**STAFFING**

## Staffing Plan for the Karkha-Deir Al-Mokhalles Cable Car Project

To ensure smooth operations, efficient management, and a high-quality visitor experience, the cable car project requires a well-organized staffing structure. Below is a detailed breakdown of the staffing needs, their roles, and an estimated salary budget.

### 1. Management Team

#### 1.1 General Manager (1)

- Responsibilities:
- Oversee all aspects of operations, finance, marketing, and maintenance.
- Ensure compliance with legal, safety, and environmental standards.
- Liaise with investors, government bodies, and local stakeholders.
- Qualifications:
- Experience in tourism, transportation, or hospitality management.
- Strong leadership and organizational skills.
- Estimated Salary: \$60,000/year.

#### 1.2 Operations Manager (1)

- Responsibilities:
- Manage daily operations of the cable car system, including scheduling and performance.
- Coordinate with the maintenance and safety teams.
- Resolve operational issues promptly.
- Qualifications:
- Background in transportation or facility management.
- Estimated Salary: \$40,000/year.

#### 1.3 Marketing and Communications Manager (1)

- Responsibilities:
- Develop and execute marketing strategies.
- Manage digital platforms, including the website and social media.
- Build relationships with tour operators and media.

- Qualifications:
- Expertise in tourism marketing and digital campaigns.
- Estimated Salary: \$35,000/year.

## 2. Operational Staff

### 2.1 Cable Car Operators (4)

- Responsibilities:
- Operate the cable car system and ensure passenger safety.
- Provide assistance with boarding and alighting.
- Monitor the control systems during operations.
- Qualifications:
- Training in operating cable car systems (training provided on the job).
- Good communication skills for interacting with customers.
- Estimated Salary: \$12,000/year per operator.

### 2.2 Maintenance Technicians (3)

- Responsibilities:
- Inspect, maintain, and repair cable car cabins, cables, and stations.
- Conduct regular safety checks and emergency drills.
- Qualifications:
- Technical expertise in mechanical and electrical systems.
- Certification in safety protocols for cable car systems.
- Estimated Salary: \$15,000/year per technician.

### 2.3 Safety and Emergency Coordinator (1)

- Responsibilities:
- Develop and enforce safety protocols and procedures.
- Train staff in emergency response and evacuation techniques.
- Monitor compliance with international safety standards.
- Qualifications:
- Background in safety management and emergency response.
- Estimated Salary: \$20,000/year.

### 3. Customer Service Staff

#### 3.1 Ticketing Staff (3)

- Responsibilities:
- Handle ticket sales and inquiries at both stations.
- Manage online ticketing systems and assist with booking issues.
- Qualifications:
- Experience in customer service or cashier roles.
- Basic IT skills for handling ticketing software.
- Estimated Salary: \$10,000/year per staff member.

#### 3.2 Visitor Guides (2)

- Responsibilities:
- Provide information about the cable car, the monastery, and the surrounding region.
- Offer guided tours at the stations and nearby attractions.
- Qualifications:
- Knowledge of the local history, culture, and environment.
- Multilingual skills (Arabic, English, and French preferred).
- Estimated Salary: \$10,000/year per guide.

#### 3.3 Customer Experience Coordinator (1)

- Responsibilities:
- Oversee visitor satisfaction and handle complaints.
- Organize special events, group bookings, and VIP experiences.
- Qualifications:
- Background in hospitality or event management.
- Estimated Salary: \$15,000/year.

### 4. Administrative and Support Staff

#### 4.1 Administrative Assistant (1)

- Responsibilities:



- Assist the management team with scheduling, communication, and documentation.
- Manage office supplies and records.
- Estimated Salary: \$10,000/year.

#### 4.2 Security Personnel (2)

- Responsibilities:
- Ensure the safety and security of visitors and staff at both stations.
- Monitor security cameras and respond to incidents.
- Estimated Salary: \$9,000/year per staff member.

#### 4.3 Cleaning Staff (2)

- Responsibilities:
- Maintain cleanliness at both stations and inside the cable car cabins.
- Ensure restrooms and public areas are always in good condition.
- Estimated Salary: \$7,000/year per staff member.

## 5. Staffing Budget Overview

Role	Number	Salary per Role (\$)	Total Annual Cost (\$)
General Manager	1	60,000	60,000
Operations Manager	1	40,000	40,000
Marketing and Communications Manager	1	35,000	35,000
Cable Car Operators	4	12,000	48,000
Maintenance Technicians	3	15,000	45,000
Safety and Emergency Coordinator	1	20,000	20,000

Ticketing Staff	3	10,000	30,000
Visitor Guides	2	10,000	20,000
Customer Experience Coordinator	1	15,000	15,000
Administrative Assistant	1	10,000	10,000
Security Personnel	2	9,000	18,000
Cleaning Staff	2	7,000	14,000

Total Staffing Budget      22      -      355,000

## 6. Training and Development

### Initial Training:

- Cable car operators, technicians, and safety staff will undergo specialized training from the cable car system supplier.
- Visitor guides and ticketing staff will be trained in customer service, ticketing software, and local heritage.

### Ongoing Training:

- Regular workshops on safety protocols, emergency response, and customer experience.
- Skill development programs for staff interested in career growth within the organization.

## Comprehensive Training Plan for the Karkha-Deir Al-Mokhalles Cable Car Project

A robust training program is essential to ensure staff are well-prepared to deliver safe, efficient, and high-quality services. The training plan includes initial onboarding, role-specific technical training, and ongoing professional development.

### 1. Training Objectives

- Ensure all staff understand the operational and safety protocols of the cable car system.
- Provide role-specific skills training tailored to each team member's responsibilities.
- Instill strong customer service values to enhance visitor experience.
- Promote a culture of continuous improvement and adaptability.

### 2. Initial Training Program

#### 2.1 General Orientation (All Staff)

Duration: 2 days

Content:

- Introduction to the project, vision, and mission.
- Overview of the cable car system and its components.
- Health, safety, and environmental (HSE) policies.
- Customer service standards and guidelines.

#### 2.2 Role-Specific Training

##### Cable Car Operators:

Duration: 2 weeks (with hands-on practice)

Provided by: System supplier and certified instructors.

Content:

- Operating control systems for the cable cars.
- Emergency procedures, including manual evacuation and troubleshooting.
- Communication protocols with passengers and staff.

**Maintenance Technicians:**

Duration: 4 weeks (theoretical and practical).

Provided by: System supplier and external technical trainers.

Content:

- Maintenance schedules and procedures for cabins, cables, and towers.
- Diagnostics and repairs for mechanical, electrical, and hydraulic systems.
- Compliance with safety and inspection standards.

**Safety and Emergency Coordinator:**

Duration: 2 weeks.

Content:

- Developing and implementing emergency response plans.
- Training staff in fire safety, evacuation, and first aid.
- Monitoring safety compliance and conducting drills.

**Customer-Facing Staff (Ticketing, Guides, Experience Coordinator):**

Duration: 1 week.

Content:

- Ticketing system training, including troubleshooting and handling payments.
- Effective communication and multilingual customer service.
- Storytelling and knowledge-sharing about the region's culture, history, and landmarks.
- Managing complaints and ensuring visitor satisfaction.

**Administrative and Support Staff:**

Duration: 3-5 days.

Content:

- Administrative procedures and software training.
- Inventory and supply chain management for cleaning and safety supplies.
- Security protocols and coordination with local authorities.

**3. Ongoing Training Program**



### **3.1 Monthly Safety Drills (All Staff)**

- Mock evacuation exercises.
- Equipment failure simulations and response strategies.
- Updated briefings on safety protocols.

### **3.2 Customer Experience Workshops (Customer-Facing Staff)**

Frequency: Quarterly

Content:

- Enhancing interpersonal skills and conflict resolution.
- Updating local and cultural knowledge for visitor engagement.

### **3.3 Technical Skills Development (Operators and Maintenance Staff)**

Frequency: Biannually

Content:

- Advanced troubleshooting techniques.
- Updates on system upgrades or new technologies.

### **3.4 First Aid Certification (Safety and Emergency Coordinator and Key Staff)**

Frequency: Annually

Content:

- CPR and emergency medical procedures.
- Handling injuries or medical emergencies during cable car operations.

## **4. Specialized Training Programs**

### **4.1 Crisis Management Training**

- For the management team and safety coordinators.
- Focus on crisis communication, media handling, and disaster recovery plans.

### **4.2 Eco-Tourism and Sustainability Awareness**

- For all staff to align with the project's environmental goals.
- Topics include waste management, energy conservation, and promoting eco-tourism.

## 5. Training Delivery Methods

### 5.1 On-Site Training

- Conducted by system suppliers and certified trainers at the cable car stations.
- Real-life simulations for hands-on practice.

### 5.2 Classroom Training

- For theoretical modules, such as safety policies and customer service.
- Interactive sessions with role-playing exercises.

### 5.3 Online Learning Platforms

- Access to training materials, manuals, and videos for self-paced learning.

### 5.4 External Certifications

- Collaboration with local training centers for first aid and HSE certifications.

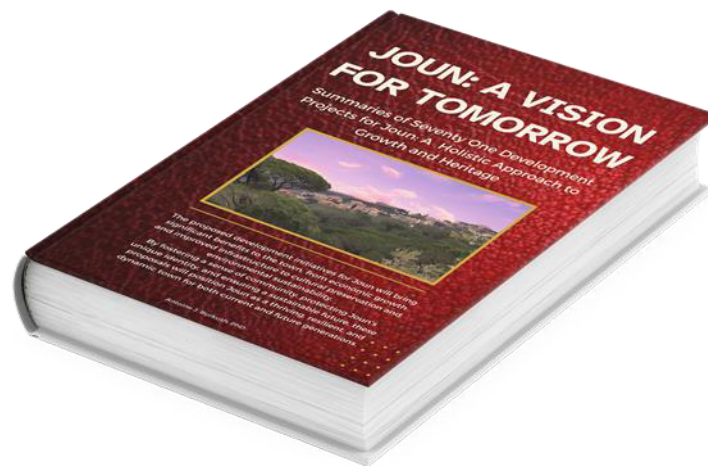
## 6. Training Budget

Category	Estimated Cost (\$)
General Orientation	5,000
Cable Car Operator Training	20,000
Maintenance Technicians Training	25,000
Safety and Emergency Coordinator	10,000
Customer-Facing Staff Training	7,000
Administrative and Support Training	3,000
Ongoing Training (Annual)	15,000
Total Training Budget	85,000

## 7. Evaluation and Feedback

- Conduct post-training assessments through quizzes and practical tests.

- Gather feedback from participants to refine future training programs.
- Monitor performance improvements to measure the training's impact.



**MAIN BOOK CONTAINING THE SUMMARIES OF THE 71 PROJECTS DEVELOPED**

**END OF THE DOCUMENT**