



الجورد  
AlJord

Project Responsible Tourism & Rural Development



## Region:

The area spreads over 150 km<sup>2</sup> at an altitude varying between 1500 and 3089 m (Qournet el Sawda). Its population is composed of 3 different social structures: tribes, families, and Bedouins.

The area is unique in its beauty, gathering centennial forests of Cedars, Juniper, and Fir, as well as agricultural plateaus and terraces with wild gorges such as Wady Jahannam and high arid mountains. The population still lives close to its traditions in stone houses, living on agriculture and raising herds.



## Available services:

Aljord S.A.L. offers you different services on a 400,000 m<sup>2</sup> area.

### Lodging:

You can sleep in a traditional goat hair tent, with stonewalls and traditional beds, furnished around a sitting area with a chimney. It is lit with a Lantern and its capacity is between 4 and 10 persons (9x4m). You can also spend the night in cotton tents, plant your own tent, or pick a tree.

Prices range between 4 and 16 € / person / night. (1€=1\$)



## The Two Entities:

To make this project possible, two entities were created:

### Mada:

It is an NGO that works hand in hand with the locals for their benefit and for the preservation of the environment. Mada is presently developing and implementing projects in 7 sectors such as tourism, agriculture, education, health, etc...

### Aljord:

It is a private company that manages Responsible and Sustainable Tourism in the area with high ecological and social concern. 25% of the company is owned by local partners, and 12% by Mada.

### Food:

You will be served traditional meals, cooked with local products, under a Bedouin tent where you can rest around a nargileh or a cup of tea and enjoy the hospitality of the locals who work there

20 € / person / day (3 meals).

Breakfast: 5 €

Lunch: 10 €

Diner: 9 €

### Transport:

Vehicles are prohibited on site. You will park your car in a secure parking in Marjhine, where a shuttle will pick you up. *Transport from and to your car: 4 € / person.*

You can also ask for our shuttle that leaves from Beirut every Friday at 5 p.m. Reservations must be done at the beginning of the week. *Map available on website: [www.aljord.com/map](http://www.aljord.com/map)*

### Activities:

Activities range between trekking (different levels), bicycle, donkey riding, flying kites and different sports and board games.

### Discounts:

Children < 5: free food, -50% on lodging | Children 5 - 12: -20% discount on food and lodging  
Over 2 nights/full board -10%  
Groups over 10 : contact us.



### Responsible Tourism:

Our project aims at developing a tourism cycle that will benefit the local population, whilst preserving the environment. To help us with this task, we ask our tourists to respect our chart:

#### Chart 1: Responsibilities of the tourist:

- Respect wild life, flora, and their habitat.
- Respect the fields planted by the locals.
- Respect the environment by keeping it clean and calm.
- Use walking passages when available.
- Respect the locals' traditions, customs and cultural differences. Do not abuse the locals' hospitality.
- Be open to learning (adapt to the local culture).
- Ask before taking pictures. Respect people's privacy and private property.
- Support local economy.

And in return we also commit to respect a chart of our own:

#### Chart 2: Our Responsibilities:

- Offer the locals fair partnership.
- Recruit and purchase locally.
- Recycle water.
- Use economical water systems.
- Use clean energy (solar electricity and solar water heating).
- Restrict transport.
- Recycle garbage.
- Respect esthetics and environment.
- Promote local culture.

الجزيرة  
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Project

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Partners for development: La CD-Thèque



## The Project:

The Aljord project was born out of a concern to develop and preserve the mountains, forests and local traditions of the jords of Hermel / Akkar / Donniyeh. Thus by creating new economical cycles that would benefit local populations and preserve the environment.

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