



GAMIFICATION STRATEGY

DESTINATION NORTH

(Batroun to Menjez)

6.1.1 Current Tourist Site Situations

Destination North includes the mohafazat of the North and Akkar. The region witness prosperity in its tourist activity because of various touristic attractions and events. The most visited sites are in the cities of Tripoli and Batroun, both of which have significant cultural heritage sites, but other places scattered throughout the region, as Mseilha, Enfeh and Menjez, also attract many tourists.

Destination North: 1.5 hour trip between the two ends of the destination

Other archeological sites on the path:

- 4 sites listed on the Tentative List of UNESCO World Heritage (Tripoli, Tripoli Fair, Menjez and Anfeh)

Covers 3 civilizations:

- Early Bronze Age
- Mamluk
- Ottoman

Themes:

- Megalithic tombs
- Hammam
- Fort



The Directorate General of Antiquities (DGA), along with other partners, have recently restored several historical sites in the destination, other projects are planned for the coming years:

Mseilha

Executed projects:

- Rehabilitation and presentation of the site of Mseilha : explanatory Panels, installation of hand rails, capping , guards room, fence,...(USAID, INMA,DGA)
- Rehabilitation of the building of the Mill of Mseilha (DGA)

Foreseen Projects:

- Implementation of a botanical area: plantation of *graminées* (grasses), evolution of wheat , barley, oat,... from the wild to domestic species (DGA,USJ, Jouzour Association).
- Rehabilitation of an area of exhibition inside the fort of Mseilha.

Tripoli

Executed projects:

- Rehabilitation of Tripoli Castle: archaeological excavations, restoration works, implementation of 2 museums, installation of explanatory panels and rehabilitation of DGA offices (CHUD PROJECT, AFD).
- Rehabilitation of a new space inside the castle for permanent exhibition (WMF)

Foreseen projects:

- Continue the rehabilitation of the Castle and installation of the permanent exhibition.

Menjez

Executed projects:

- Rehabilitation and presentation of 12 megalithic tombs and archaeological path (DGA, Municipality of Menjez, University of Geneva, Museum of Lebanese Prehistory USJ, Chateau-Musée Bellista France).
- Maison du patrimoine (Heritage House).

Foreseen projects:

- Research project: excavations and data base for megalithic tombs and rock art.
- Rehabilitation of archaeological path (University of Geneva, Warsaw University).

Batroun

Executed projects:



- Archaeological excavations program in Batroun: rehabilitation and integration of archaeological structures (DGA, Lebanese University, Chubu University).

Foreseen projects:

- Creation of an open archaeological park.



6.1.2 Suitable Sites for Gamification

1. Menjez Cultural Heritage sites

Site Overview

Menjez is a village located in the Akkar District. It overlooks the "El-Kabir" river which forms the northern boundary between Lebanon and Syria. Its Name is of Syriac origin meaning "saver" or "concealer". The village is famous for its vernacular houses built with the basalt stone, typical of the region. It encloses an important number of archaeological and historical monuments including the Roman Temple of Makam El Rab in addition to hundreds of megalithic tombs dating back to the bronze age. The village is inscribed in the tentative list of Unesco world heritage sites.

Location on Google Maps

<https://goo.gl/maps/krCioUwMZt3xQEkd8>

Importance of the Site

The sites in Menjez include prehistoric tombs, a Temple of Nemesis and the Heritage House.

The prehistoric tombs of Menjez are megalithic tombs with exceptional architecture and rock art. They represent a very exceptional and unique heritage in Lebanon. They are built with basalt dolmens inserted directly in the ground. They constitute the largest megalithic necropolis in Lebanon. Most of the tombs are located on public land owned by the Municipality.

The Heritage House (Maison du Patrimoine) is unique in the Akkar region. It is a museum rehabilitated in the framework of the conservation project of the Megalithic Tombs. The museum introduces the visitor to the history of the village of Menjez, and provides information on the Megalithic tombs and the daily human activities in ancient times. Explanatory panels and replicas of the precious artefacts discovered in the tombs are displayed. Cultural activities are proposed to the visitors, such as an educational workshop for the students and a guided visit to the megalithic tombs.

The Temple of Nemesis, known as "Makam el-Rab", is located on the caravan route which crossed the phoenician coast towards the interior of the region. The Temple was in antiquity a high place of pilgrimage and it is the only one built with basalt stone in Lebanon. The temple is the property of the Ministry of Culture - The Directorate General of Antiquities (DGA).

Though these sites are often visited by schools, local and foreign tourists, it still needs more exposure on the national and international level.

Menjez Cultural Heritage Sites has been selected for gamification because of their historical and cultural importance. The sites fulfill as well the prerequisite criteria defined by DGA, namely:

- ✓ The sites are mostly public properties (DGA and Municipality of Menjez).
- ✓ Menjez is listed in the tentative list of UNESCO.
- ✓ The sites are in good condition.



- ✓ There is strong engagement from local stakeholders.

Suggested Individual Game applications

- Games can be developed around the enigma of the rock art.
- *Chasse au trésor* around the different sites in Menjez: megalithic tombs, Temple, fort, where the player should find the enigma or the treasure while visiting the sites and learning about their history.
- A digital device can be installed in the *Maison du Patrimoine*, where visitor can play digital game or answering questions after the visit of the museum.(reconstruct the tombs, or the temple, find the snake on the rocks,...).

2. Hammam Ezzedine

Site Overview

Hammam Ezzeddine is the oldest and biggest Hammam from the Mamluk period in Tripoli. Built between 1294 and 1298 by the Governor Ezzeddine Aibek al-Mûcily, the Hammam still in use around 700 years from 13th century till 1975. It was built on the site of a church and dispensary from the Crusader period, the symbol of Saint Jacob is still present at the entrance of the Hammam.

The Hammam follows the same concept of the Roman and Byzantine baths. It is divided into three sections, the visitor enters by the cloakroom, then goes to the cold room, the warm room and finally the hot room. The eastern part of the Hammam is the technical area where water and heating are controlled. The rooms and the domes are beautifully decorated.

Location on Google Maps

<https://goo.gl/maps/NhvsbTFMgRacfCKc7>

Importance of the Site

The Hammams represent one of the most important and representative historical elements of the Mamluk and Ottoman city of Tripoli. Hammam Ezzeddine is the only one owned by the Ministry of Culture - Directorate General of Antiquities (DGA). The Directorate General of Antiquities restored the monument in 2004, and since then the site is open to the public for free. The site is managed by the DGA and maintenance works are continuously carried out. Explanatory panels are posted there to explain how the Hammam works.

The site is frequently visited because of its cultural importance and for its strategic location in the heart of the historical area of Tripoli. Its beautiful domes are decorated in different patterns. Also, many cultural events take place in the Hammam as concerts during the National Heritage day.



Hammam Ezzedine has been selected for gamification because of its historical and cultural importance. The site fulfill as well the prerequisite criteria defined by DGA, namely:

- ✓ The site is owned by DGA.
- ✓ Tripoli is listed in the tentative list of UNESCO.
- ✓ The site is in good condition because it has been recently restored.
- ✓ There is strong engagement from local stakeholders.

Suggested Individual Game Applications

- VR or AR devices in the Hammam
- Other games related to historical facts that happened in the historic city.



6.1.3 Local Cultural and Creative Resources

Gamification Stakeholder		
1	Name of stakeholder	The Municipality of Menjez
2	Country of affiliation	Lebanon
3	Type of stakeholder	Governmental institution
4	Interests of the stakeholder	Promotion of the village, development of tourism. The municipality of Menjez has already implemented many actions to promote the village.
5	About the stakeholder	Local authority at municipal level. The Municipality is the major actor in local development of Menjez at all levels.
6	Stakeholder contact information	Georges Youssef (Mayor of Menjez) menjezmunicipality@gmail.com Tel: +961(3)706 221
7	Stakeholder website	www.facebook.com/MunicipalityOfMenjez/



Gamification Stakeholder		
1	Name of stakeholder	Directorate General of Antiquities (DGA)
2	Country of affiliation	Lebanon
3	Type of stakeholder	Governmental institution
4	Interests of the stakeholder	Promotion of the cultural heritage, creation of connections with the local communities, visitors and tourists.
5	About the stakeholder	The DGA is the technical unit of the Ministry of Culture and is responsible for the protection, promotion, and excavation activities in all sites of national heritage in Lebanon.
6	Stakeholder contact information	Sarkis El Khoury (Director General) sarkis.khoury@dga.culture.gov.lb Tel: +961(1)612294
7	Stakeholder website	



Gamification Stakeholder		
1	Name of stakeholder	Cultural committee within the Municipality of Tripoli
2	Country of affiliation	Lebanon
3	Type of stakeholder	Local authority
4	Interests of the stakeholder	Organizing cultural events in Tripoli especially that the city of Tripoli is elected the Capital of culture for 2023.
5	About the stakeholder	The cultural committee within the Municipal Council of Tripoli is responsible for the development of cultural and artistic events in the city in collaboration with other stakeholders such as the DGA and the Institut Français of Tripoli.
6	Stakeholder contact information	Bassem Bakhach (President of the cultural committee at the Municipality of Tripoli) bakhache@hotmail.com Tel: +961(3)172319
7	Stakeholder website	www.tripoli.gov.lb



Gamification Stakeholder		
1	Name of stakeholder	XYZ Lebanon
2	Country of affiliation	Lebanon
3	Type of stakeholder	Private company/Freelancer
4	Interests of the stakeholder	Advanced 3D scanning techniques and tools to transform existing reality into virtual 3-dimensional data
5	About the stakeholder	Team of experts with 20 years of combined experience in various aspects of 3D scanning and modeling
6	Stakeholder contact information	Joe Daniel Hadchity (Co-Founder and Managing Director) Tel: +961(3)423476
7	Stakeholder website	www.xyz-lb.com



Gamification Stakeholder		
1	Name of stakeholder	AKDI 360
2	Country of affiliation	Lebanon
3	Type of stakeholder	Private company/Freelancer
4	Interests of the stakeholder	Create interactive virtual tour
5	About the stakeholder	Team of engineers and software developers who work together to create interactive virtual tour and walkthrough for any kind of property using a new photography technology
6	Stakeholder contact information	Lola Zakhem lolazakhem@gmail.com Tel: +961(70)418216
7	Stakeholder website	www.akdi360.com



6.1.4 Possible Financing Structures and Procedures

Gamification Financial Resource		
1	Name of stakeholder	Italian Agency for Development Cooperation in Lebanon
2	Country of affiliation	Italy
3	Type of stakeholder	Funding organization
4	Interests of the stakeholder	Italian Agency for Development Cooperation mission is to perform technical and operational activities associated with the examination, development, financing, management and control of the cooperation initiatives.
5	About the stakeholder	AICS - the Italian Agency for Development Cooperation - is one of key innovations established by the Italian law on international cooperation (Law No. 125/2014). The Agency began operating in January 2016, with the aim of aligning Italy with its principal European and global partners in the endeavor of development. The Agency headquarter is in Rome and has a field office in Lebanon.
6	Stakeholder contact information	Tel. +961(5)951376/377/378 www.beirut.aics.gov.it Email: segreteria.beirut@aics.gov.it
7	Stakeholder website	www.beirut.aics.gov.it



Gamification Financial Resource		
1	Name of stakeholder	The National Heritage Foundation
2	Country of affiliation	Lebanon
3	Type of stakeholder	Funding organization
4	Interests of the stakeholder	The National Heritage Foundation is committed to promote and mobilize all means of action in favor of the safeguard of the Lebanese heritage.
5	About the stakeholder	The National Heritage Foundation is a non-governmental and non-profit organization, established in 1996, and legally registered on September 20, 1996 under the number 127/ AD. It is a private institution, overseen by a Board of Trustees and an Executive Committee.
6	Stakeholder contact information	Tel: +961(5)455101/2 (ext : 609) Email : fnpatrimoine@hotmail.com
7	Stakeholder website	www.lebanonheritage.org

