

Action Plan Moshe Shaler

Introductory statement

Community involvement is essential in environmental projects.

Goal

To involve the local communities (L.C) in management and preparations of the tourism program for the newly established Ramat – Menash Park by the KKL and the municipal authority.

Barriers:

- The six local communities located inside the park, may not agree on one program.
- KKL and the local communities may not agree about a common budget.

Benefits:

- People of the local communities will feel more responsible for the nature resources and the forest area in their park.
- Income generation.

Action	Indicator of success	Resources needed
To convince KKL directories with the new communities involvement idea.	O.K to start negotiate with the L.C and getting a common budget & vision	A month
To negotiate with the L.C. about building tourism program (6 meetings)	Agreement of all the L.C. to plan the program for the park & support A team is designated	1 month
Preparing the plan (facilities, programs, marketing). KKL with L.C. team.	Recreation & tourism opportunity map	* 3 month * Budget for publishing * A tourist & businessman advisors

Key stakeholder

Benefit positively:

- The L.C. may get some jobs (as guides) and more income for B&B.
- The people all over Israel may discover a new attractive park.
- KKL may get a reputation as a successful area management organization

Benefit negatively:

- Other nearby communities out of the park, hotel& lodging owners in north of Israel, may be effected by reducing their hotel occupancy and therefore income