

Abstract:

This study aims to investigate environmental awareness in general and ecotourism in particular of locals, tourists, and visitors in Jericho governorate. Also, the study aims to examine the extend of social and economical understanding of the ecotourism in the subjects included in the study. This will be used as an input for studying the possibility of applying ecotourism in the included study region. Furthermore, the study seeks to suggest ecotourism locations and tracks in Jericho governorate.

To meet the objectives of the study, dedicated questionnaires were designed and disseminated to the involved subjects. The questionnaires included information about sex, educational level, residence, and others aimed at identifying subjects with prior knowledge of ecotourism. The completed questionnaires were collected and analyzed. Results were tabulated using cross tabs. The results of the study show that all the subjects had a certain level of environmental awareness. Males had higher score than females in the locals while opposite trends was found in tourists and visitors. These observed findings can be related to the educational level. In the locals, the educational level was higher in males than females where the opposite was found tourists and visitors. The results also show positive effects on the economical sector within the study area through offering job opportunities and subsequent income improvement for locals. No effect was found with regards to social aspects.

In conclusion, establishing ecotourism in Jericho is possible giving that the regional ecotourism principles are preserved. Upon the above findings, three tracks of ecotourism were established in Jericho

region, WadiNoaima, and WadiFasayel based on several environmental, cultural, historical, and landscape factors