

# نزل فينان البيئي

## قصة نجاح أردنية في مجال السياحة البيئية

### Feynan Ecolodge

#### Jordan's Successful Ecotourism Venture

Nabil Tarazi

Founder & Managing Director,  
EcoHotels

Advisory Board of International  
Ecotourism Society

نبيل ترزي

مؤسس ومدير عام شركة الفنادق  
البيئية

عضو مجلس إدارة الجمعية العالمية  
للسياحة البيئية

Amman

3 June, 2014

عمان

٣ حزيران ٢٠١٤

لاحظ الفرق  
Spot the difference



فینان  
resort  
feynan

jordan's great escape









فینان  
ecolodge

jordan's great escape





فینان  
ecolodge

jordan's great escape





فَيْنَانُ  
feynan  
ecolodge

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هل كان هنالك فرق؟  
Was there a difference?



Those resorts could be anywhere in  
the world.  
They all offer the same product.

How about the following?



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red  
feynanütwa

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**Lapa Rios Ecolodge, Osa Peninsula, Costa Rica**













Laguna Lodge Ecoresort, Guatemala





  
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**Pacuare Lodge, Pacuare River, Costa Rica**





feynan  
فeynan

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Feynan Ecolodge, Dana Biosphere Reserve, Jordan



Those were some of the best  
ecolodges in the world.

Although they are all ecolodges,  
each offers unique experiences tied  
to the area the lodge is located in  
and the people that live around it.



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~~Sightseeing~~

Sightdoing

=

سياحة الخبرات

Experiential Tourism

# Feynan Ecolodge

## Dana Biosphere Reserve, Jordan



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Feynan Eco Lodge







  
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فينا  
feynan  
experience

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Operated in a unique NGO/private  
sector partnership between the  
Royal Society for the Conservation  
of Nature & EcoHotels



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# فينان feynan

ecolodge



برية الأردن  
Wild Jordan



الجمعية الملكية  
لحماية الطبيعة  
RSCN



نساعد الطبيعة... نساعد الناس Helping Nature... Helping People



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# مبادئ نزل فينان feynan ethos

خبرات فريدة وأصيلة

unique & authentic visitor experiences

المساهمة بحماية الطبيعة

contribution to conservation

إفادة المجتمع المحلي

local community benefit

التقليل والحد من الأثر البيئي

minimal carbon footprint



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# Sunset hike



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# Candle-lit lodge











# Dining by candle-light under the stars



  
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# Stargazing



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# Unique candle-lit rooms



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# Sunrise hike



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eco lodge

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Choice for short and long hikes:  
nature  
various canyons  
historic sites  
ancient copper mines









  
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Feynan Lodge

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# Mountain biking





  
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Tea with every guided hike



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# Interactive experiences with the local Bedouin community:

Day with a shepherd  
Coffee traditions  
Kohol make up  
Goat-hair tent weaving  
Bread baking

















  
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# Cooking class











Haven for groups:

retreats

trainings

yoga/meditation



Visualizing Women's Rights Workshop, Feynan Lodge 2010: Mapping Track

### Session 2:

- Carving out participants' campaigns and choose the appropriate mapping tools
- Hands-on session on either GPS, SmartPhone, QGIS, Google Earth, Speedump, subject to participants interest
- Organize, gather data, group taking GPS points, group undertaking household survey with smart phones, group drawing on map, group interviewing and taking pictures
- Continuing working on campaigns and/or putting base map data together



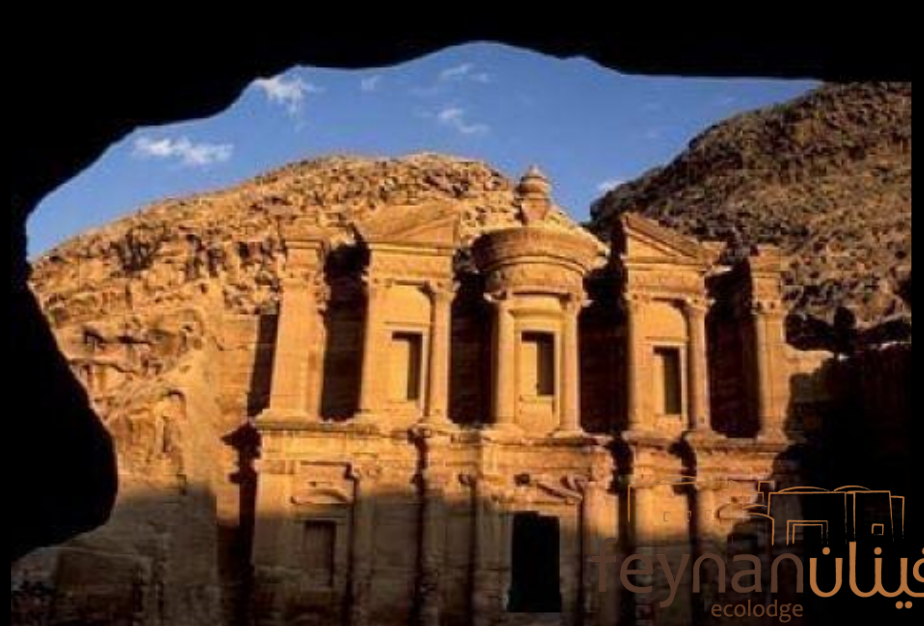








Experiences do not end at the lodge:  
route linking Feynan to Petra on of  
the most scenic routes in Jordan





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unique & authentic visitor experiences

المساهمة بحماية الطبيعة

contribution to conservation

إفادة المجتمع المحلي

local community benefit

التقليل والحد من الأثر البيئي

minimal carbon footprint

Proportion of revenue goes to  
conservation work

Helps protect Dana Biosphere Reserve  
and conserve the flora and fauna  
that inhabit it





  
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# 100% local employment

all 26 staff from housekeeping to  
lodge manager











45 local community drivers shuttle  
guests to and from the lodge.  
All money goes to drivers





Bread baked by local community  
woman fresh 3 times a day





Four local women and a man work  
in the candle and leather workshops  
at the lodge







  
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80 families/400 individuals  
directly benefit from the lodge

In 2013, over 50% of revenue stayed  
in the local community





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The lodge is totally off the grid  
limited electricity used is generated  
by the sun

Feynan uses less electricity than a  
two bedroom apartment in Amman



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Water is heated by the sun





plastic disposable water bottles  
eliminated

replaced by clay jars filled with mineral  
water made by a local women's  
cooperative

10,000 disposable bottles eliminated  
from environment annually







  
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# Reusable water bottles for hikes

Additional 5,000 disposable bottles  
eliminated from environment annually



  
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Waste is recycled



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Food wasted is composted



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*Jift* replaces wood in the fireplaces  
saving 4 tons of trees annually







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## السياحة البيئية:

الترحال / السفر المسؤول إلى مناطق طبيعية التي يساهم بحماية البيئة ويساعد بتحسين مستوى معيشة

## المجتمع المحلي

الجمعية العالمية للسياحة البيئية (تايز) ١٩٩٠

## Ecotourism:

"responsible travel to natural areas that conserves the environment and improves the well-being of local people."

TIES, 1990

Internationally recognized  
numerous awards including  
National Geographic's top 25  
ecolodges in the world list



Virgin Holidays  
Responsible  
Tourism Awards

2011 with *responsibletravel.com*

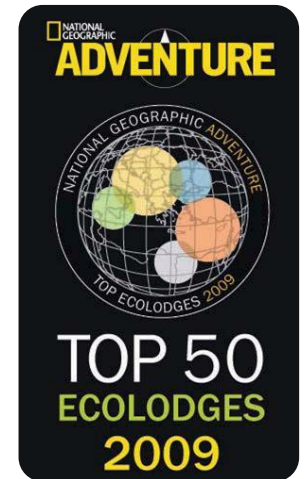
Best for poverty reduction  
**HIGHLY COMMENDED**



**WINNER**  
**CERTIFICATE  
OF EXCELLENCE**

**2012**

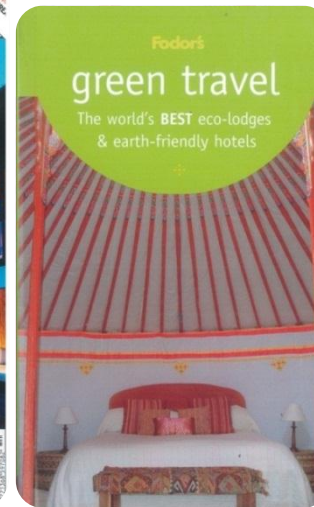
tripadvisor®



Local Insights. Global Experiences.



How green  
was my  
wadi



# النجاح المستدام

الناس، البيئة، الربح

Sustainable Success  
people, environment, profit

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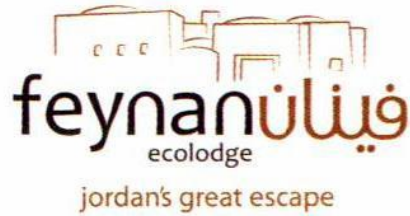
نبيل ترزي  
المدير العام

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