



**Evaluation of Potential Tourism Resources for Developing Different Forms  
of Tourism: Case Study of Iraq Al-Amir and its surrounding areas –  
Jordan**

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## **Acronyms and Abbreviations**

ACOR	American Center of Oriental Research
ASOR	American Schools of Oriental Research
BASOR	Bulletin of the American Schools of Oriental Research
DoA	Department of Antiquities
DLS	Department of Lands and Surveys
F&B	Food and Beverage
GIS	Geographic Information System
GAM	Greater Amman Municipality
GDP	Gross Domestic Product
GFJF	General Federation of Jordanian Farmers
IFPO	Institut Français du Proche-Orient
IUCN	International Union for Conservation of Nature
JICA	Japan International Cooperation Agency
JES	Jordan Environment Society
JHPA	Jordan Handicraft Producers Association
JSTTA	Jordan Society of Tourism and Travel Agents
JTB	Jordan Tourism Board
JOHUD	Jordanian Hashemite Fund for Human Development
LA	Liber Annuus
MoA	Ministry of Agriculture
MoC	Ministry of Culture
MoE	Ministry of Education
MoEnv	Ministry of Environment
MoF	Ministry of Finance
MoIT	Ministry of Industry and Trade
MMA	Ministry of Municipal Affairs
MoPIC	Ministry of Planning and International Cooperation

MPWH	Ministry of Public Works and Housing
MSD	Ministry of Social Development
MoTA	Ministry of Tourism and Antiquities
MWI	Ministry of Water and Irrigation
NTS	National Tourism Strategy
NGOs	Non-governmental Organizations
NHF	Noor al-Hussein Foundation
RUAF	Resources Centers on Urban Agriculture and Food Security
RSCN	Royal Society for the Conservation of Nature
SMEs	Small and Medium Enterprises
SWOT	Strengths, Weaknesses, Opportunities, and Threats
TOWS	Threats, Opportunities, Weaknesses, and Strengths
UNESCO	United Nations Educational, Scientific and Cultural Organization
UNWTO	United Nations World Tourism Organization
USAID	United States Agency for International Development

## **Abstract**

This case study aims to identify, inventory and classify existing and potential tourism resources in Iraq al-Amir and its surrounding areas, which could be used as baseline data by decision-makers for future tourism development to develop, promote, and market the area. Additionally, it uses evaluation criteria to identify potential tourism resources, in order to determine suitability and likelihood of success if development does take place. Three distinct tourism segments are considered: cultural heritage, nature-based, and agritourism.

Study findings are primarily based on qualitative methodology, in the form of interviews and field observations. Quantitative methodology was used to extract some of the data from maps of the case study area, as data for some of the criteria was not provided by the respondents. Analysis of the data confirms that Iraq al-Amir and its surrounding areas have abundant potential tourism resources for all three of the tourism segments analysed, particularly in terms of diversification.

Findings reveal that the case study area has inadequate basic infrastructure. A major drawback to the feasibility of future tourism activities is the lack of easy access. The main access road is narrow and very winding, but it would be possible for visitors to use three existing alternative roads to access the area if they were upgraded and signposted. The lack of infrastructure is a direct result of ineffective coordination and cooperation among stakeholders, from both the public and private sectors, together with complicated regulations and laws, which has limited the extent to which the local community tourism is able to benefit from development and investment opportunities which a strong tourism industry could potentially provide.

Conclusions from the case study affirm that Iraq al-Amir and its surrounding areas are suitable for tourism development, due to its diverse range of attractions, one of the major factors relating to successful tourism. Diversity of attractions is a key motivation for tourists to visit a destination. Without attractions, there is no need to supply facilities and services. Potential facilities and services provided for tourist related activities could also be used by the local population, thus significantly improving quality of life in the case study area, which currently lacks such infrastructure.

## **Zusammenfassung**

Vorliegende Fallstudie beabsichtigt, potentielle und existierende touristische Ressourcen in Iraq al-Amir und den benachbarten Gebieten zu identifizieren, zu inventarisieren und zu klassifizieren. Die gewonnenen Daten sollen für Entscheider im Bereich der Tourismusedwicklung genutzt werden können, um die Region als Destination zu entwickeln, zu bewerben und zu vermarkten. Hierfür werden in der Fallstudie Evaluationskriterien erarbeitet, um Eignung und Erfolgswahrscheinlichkeit potentieller touristischer Ressourcen zu bestimmen. Drei Tourismus-Sektoren werden berücksichtigt: Kulturelles Erbe, Natur-Tourismus und Agrotourismus.

Die Ergebnisse der Studie basieren primär auf qualitativen Methoden in Form von Interviews und Feldbeobachtungen. Quantitative Methoden werden ebenso verwendet, zum Beispiel für die Datenextraktion aus Karten der Fallstudienregion, da Daten für manche Kriterien von den Befragten nicht geliefert wurden. Die Analyse der Daten bestätigt, dass potentielle touristische Ressourcen für alle drei untersuchten Tourismus-Sektoren in Iraq al-Amir und den umliegenden Gebieten reichlich vorhanden sind.

Die Ergebnisse zeigen auch, dass die Fallstudienregion nicht über eine ausreichende Grundinfrastruktur verfügt. Eine große Beeinträchtigung für die Durchführbarkeit zukünftiger Tourismusaktivitäten ist die schwere Zugänglichkeit der Region. Die Hauptzugangsstraße ist eng und kurvig. Allerdings wäre es Besuchern möglich, drei bestehende alternative Zugangsstraßen zu nutzen, falls diese ausgebaut und beschildert werden würden. Das Fehlen von Infrastruktur ist ein direktes Ergebnis ineffektiver Koordination und Kooperation zwischen den beteiligten Akteuren aus dem öffentlichen und dem privaten Sektor. Das Problem wird verschärft durch komplizierte Bestimmungen und Gesetze. Dies hat das Ausmaß stark limitiert, in welchem der lokale Tourismus von Entwicklungs- und Investment-Möglichkeiten profitieren könnte.

Schlussfolgerung aus der Fallstudie ist, dass Iraq al-Amir und die benachbarten Gebiete bestens zur Entwicklung von Tourismus geeignet sind zwar auf Grund ihrer Vielfalt an Attraktionen, was einen Hauptfaktor für erfolgreichen Tourismus darstellt. Vielfalt an Attraktionen ist eine Schlüsselmotivation für Touristen, um eine Region zu besuchen. Ohne Attraktionen gibt es keinen Bedarf, Versorgungsanlagen und -dienste bereitzustellen. Potentielle Anlagen und Dienste, die für tourismusbezogene Aktivitäten bereitgestellt werden,

könnten auch von der lokalen Bevölkerung genutzt werden, was die Lebensqualität in der Region, welcher im Moment eine solche Infrastruktur fehlt, signifikant verbessern würde.

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## **Dedication**

This thesis is dedicated to my beloved parents, brothers, and sisters for their love, sacrifice, constant support, and encouragement throughout my life.



## Chapter One: Introduction

Tourism is considered one of the fastest growing industries across the world, and can be particularly important in attracting foreign investment in developing countries such as the Hashemite Kingdom of Jordan. It is a service, not a production industry and all classes of society are engaged across the board, both in provision and as consumers. It seeks to combine complementary industries and trades, such as the food industry, transportation industry, and so on. It is a complex industry as it is comprised of various socio-economic activities, like attracting visitors to a destination, transporting, feeding, and entertaining them. The expansion of tourism can lead to significant improvements in infrastructure and assist tourist regions to develop (Bramwell et al., 1996).

Tourism can provide significant economic benefits in developing countries because it creates a competitive advantage easily comparable to other economic sectors. It does not require high import content, leads to a high growth rate, has a steady influence on exports, and is a labor-intensive sector which increases employment (Scheyvens and Momsen, 2008). Although tourism represents a major economic activity, it is necessary to invest in required infrastructure and to meet the needs of tourists, so that the national economy of a developing country can benefit from it (Gupta and Bansal, 2001). Although tourism is a strong driver for accelerated growth in socio-economic development and safeguards biodiversity, ecosystems, and cultural heritage (Cobbinah et al., 2013) there are obstacles which prevent tourism from achieving objectives, and which pose threats to sustainable development (Cobbinah et al., 2013). This necessitates caution in planning, construction of infrastructure, and consideration of carrying capacity for individual zones in relation to visitor use and the development of services (Tanaka et al., 2005).

Jordan, as a developing country with limited resources, is a young country in terms of the tourism industry. Interest in developing tourism to augment foreign investment in Jordan was evident when the Emirate of Transjordan was established in 1923; this coincided with the establishment of the Department of Antiquities in the same year, whose main objective was to preserve, restore, and excavate archaeological sites (Shdeifat et al., 2006). The first antiquities law for Transjordan was established soon after, in 1924 (Corbett, 2014). The first tourism bureau was established in Jerusalem in 1953; the main office was transferred to Amman in the same year to regulate and promote tourism, although the office in Jerusalem remained open to facilitate tourism for the holy sites of the three major religions (Atlas Investment Group,

2001; Nazzal, 2005; Shdeifat et al., 2006). During the Trans-Jordan Emirate (1921 to 1946), the DoA was responsible for all matters relating to tourism.

Attempts to promote the tourism sector in Jordan continued from the 1950s to 1990s<sup>1</sup>, although it played a limited role in Jordan's economy in the 1970's and 1980's (with the exception of some investment and support) due to the events of Black September in 1970, political and military disturbance in the region during the Iraq-Iran War (1980 to 1988), the dramatic drop in oil prices in the mid 1980's, and strained relations between Jordan and Israel. As a result, Jordan's income declined from 1979 to 1988, including tourism receipts (al-Mahadin, 2007; Hejazeen, 2006). However, after a number of peace negotiations, particularly the cessation of fighting between Iraq and Iran in 1988, the 1993 Oslo Accords between Israel and the Palestine Liberation Organization, and the signing of the 1994 Israel-Jordan peace treaty, the number of visitors to Jordan began to rise, including Israeli and Arab-Israeli tourists, who had previously been unable to visit as the borders were closed. With peace settling in the region, Jordan increasingly focused on the tourism sector, and requested international aid to support its tourism industry; numerous countries have provided substantial aid to promote strategic development, support tourism initiatives, and encourage the development of a sustainable tourism industry.

Tourism contributed significantly to prosperity in the 1990's, but there was a dramatic drop in 2001, due to the events of 11 September in the U.S.A. However, by the middle of the decade the industry had rallied, and became an extremely important sector of the economy in terms of Gross Domestic Product (GDP) contribution, foreign exchange earnings (second highest), and job creation. It was also the largest export sector and the second largest private sector

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<sup>1</sup> (1) In 1956, at the Al-Ramtha check point (in the north of Jordan on the border with Syria), the government, with the assistance of the International Development Association (the part of the World Bank that helps the world's poorest countries [World Bank, <http://ida.worldbank.org/about/what-ida>] established the first tourist rest house to provide services for visitors. (2) In 1960, the tourism bureau was transferred to the tourism authority and attached to the Ministry of National Economy. In the same year, the first tourism law (Law No. 17) was enacted. In 1965, Law No. 45 was decreed as an amendment to the previous law, to enhance private sector participation in the authority's council, grant independence to the director of the tourist authority, and increase the authority's tourism budget to 20% of the annual income. In 1967, the Jordanian tourism authority was converted into a ministry, with the DoA under its control (Hejazeen, 2006). (3) The 1970's were very important in regards to defining Jordan's orientation for tourism at both the domestic and international level. By the end of the 1970's, basic infrastructure for the tourism industry had been established and had begun to contribute to foreign exchange. (4) In 1981, the Jordanian Tourism Authority, together with the Departments of Antiquities, Culture and Youth, were annexed within a unified ministerial portfolio, the Ministry of Youth, Culture, Tourism and Public Antiquities. In 1985, the Jordanian Tourism Authority was annexed into the portfolio of the Ministry of Information, Culture, Tourism and Antiquities. In 1988, the Tourism Authority was replaced by the Ministry of Tourism and ratified by Tourism Law No. 20. In 1989, the Antiquities Department and the Ministry of Tourism and Public Antiquities were merged into one entity, the Ministry of Tourism and Antiquities (Shdeifat et al., 2006).

employer (Mohsen et al., 2008; USAID, 2008). This coincided with the launch of a number of strategies specifically for tourism and heritage by the Ministry of Tourism and Antiquities (MoTA) and the Department of Antiquities (DoA). The first and second National Tourism Strategy, (NTS) 2004-2010 and 2011-2015 respectively (MoTA, 2004 & 2011), aimed to improve long-term economic and social welfare for Jordanians.

These strategies rest on four pillars: 1) marketing and promotion of Jordanian products; 2) product development by focusing on access, transport, visitor experience, attractions, and activities by improving the presentation, management, and interpretation of cultural resources, and the main heritage sites by cooperating with the private sector, and the hospitality industries; 3) human resources; and 4) institutional and regulatory frameworks (MoTA, 2004 & 2011). As a result of these efforts, the United States Agency for International Development (USAID) funded the first tourism development project in Jordan, which took place over three years, from 2005 to 2008; the aim was to support national efforts to develop tourism as outlined in the first NTS. USAID assisted with tourism strategy execution, and to promote Jordan's competitiveness as an international tourism destination by the creation of an institutional and regulatory framework which enhanced private sector investment, contributed to an increase in the growth of tourism, and facilitated projects to maintain tourism and the environment as a national asset.

USAID then initiated the Jordan Tourism Development Project II (2008-2013), also known as Siyaha, which continued to facilitate development of Jordan's tourist sites under the direction of MoTA and the DoA. This initiative was particularly important for its work in upgrading management of archaeological sites and encouraging investment in the most significant sites, especially Petra and the Amman Citadel. The outcome of these efforts produced a steady rise in tourism during the first decade of the 21<sup>st</sup> century, especially in 2010 in terms of tourist arrivals, expenditure, and length of stay. According to the UNWTO, international tourist arrivals showed virtually continuous growth during this period; 8,247,135 visitors in 2010, of which 4.55 million were overnight visitors. Tourism expenditure reached more than JOD 2.423 billion, which contributed 12.4% to the GDP, with tourist receipts amounting to JOD 2.423 billion, where direct employment reached 41,900 in 2010 and is estimated to support several hundred thousand full time-equivalent jobs economy-wide when the full multiplier impact is accounted for (NTS, 2011, p.22). Nevertheless, although this is a significant financial contribution, most of the archaeological and tourist sites require further development. It must also be recognized that tourism development (planning, marketing, and

management) in Jordan is concentrated in key sites which have large numbers of visitors, with disregard of other sites, despite of their potential.

A major factor for development is Jordan's geographical location and moderate climate, which has meant human settlements have existed since the Palaeolithic period. Archaeological surveys indicate the presence of a multitude of archaeological sites distributed over the whole country, with over 100,500 archaeological sites and numerous heritage and cultural sites mentioned on the UNESCO World Heritage List<sup>2</sup>. This diversity of tourism resources is located within a small area of approximately 89,206 km<sup>2</sup>, and showcases Jordan's tourism products: culture, eco-tourism, and medical tourism (Alhrot, 2007; MoTA, 2011; Shdeifat, 2006).

The legacy of archaeological heritage is Jordan's strongest tourism asset, and is one of the largest single contributors to Jordan's economy during periods of tourism stability. The DoA is of great importance, as it is the main body for management, protection, maintenance, restoration, preservation, and presentation of Jordan's antiquities and archaeological sites. It has recently launched two strategies: *A Strategy for the Management of the Archaeological Heritage in Jordan 2007-2010* and *The Strategy for Management of Jordan's Archaeological Heritage 2014-2018*, which have provided safeguards for archaeological sites and enhanced site management. These strategies were linked to the National Tourism Strategy, Sub-Pillar 2 (Attractions and Activities), in partnership with other stakeholders. These strategies have increased the protection for unique value of attractions, by focusing on sustainability of archaeological heritage resources, enhancing the competitiveness of Jordan's cultural heritage products internationally, and enhancing community involvement and partnerships with the private sector to improve the management of archaeological heritage (DoA, 2007, 2014).

In spite of the diversity of Jordan's tourism resources, which include a plethora of natural and cultural attractions (for example, this case study for Iraq al-Amir and its surrounding areas), there is still a lack of tourism development over much of the country. This is due to the focus on specific sites which can attract a large number of tourists, with development of basic infrastructure and tourism-related facilities and services lacking at sites which do not have significant carrying capacity (Shdeifat et al., 2006). Further obstacles which hinder tourism

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<sup>2</sup> Petra (inscribed 1985); Quseir Amra (inscribed 1985); Umm al-Rasas (Kastrom Mefa'a) (inscribed 2004); Wadi Rum Protected Area (inscribed 2011); the Baptism Site "Bethany Beyond the Jordan" (Al-Maghtas) (inscribed 2015). The Cultural space of the Bedu in Petra and Wadi Rum was inscribed for Intangible Cultural Heritage in 2008. There are also 14 sites listed on the tentative list.

development are lack of financial support (Falade Obalade and Dubey, 2014; Ababneh, 2015), lack of coordination between concerned bodies (Shunnaq et al., 2007; Daher, 2006), inadequate tourism facilities and services (Doan, 2006), and limited understanding of the importance of domestic tourism among the local population (Mustafa, 2012). As a result of this, there is a domino effect in place, whereby limited local community participation in tourism development results in limited opportunities for local communities to receive tourism benefits in terms of employment opportunities leading to increased economic benefit. Local residents are almost always excluded from the decision making process, a consequence of which is that they harbour false expectations about the potential benefits of tourism (Moscardo, 2008; Ababneh, 2015).

Furthermore, political instability in the Middle East is a major constraint for tourism development at the present time, despite the fact that Jordan itself is safe for tourists (Buda, 2015; Al-Shorman et al., 2016). There is significantly decreased demand for Jordan as a tourist destination compared to receipts in 2010, due to its position between Syria and Lebanon to the north, Iraq to the east, and Egypt and Israel-Palestine to the west (Al-Ississ, 2010). This has particularly impacted on the passage of tourists through land borders; previously, it was easy to access all of these now unstable countries, and most international package tours combined a number of countries within a single tour, which is no longer possible (Mansfeld and Winckler, 2015; Feiler, 2013). This has led in turn to decreased expenditure from the public and private sectors for tourism development and marketing, which has impacted on economic receipts for Jordan as a whole and many families in particular.

### **1.1 Statement of the Problem**

The international segment demand for tourism in Jordan has declined as a result of political instability; this has negatively impacted on all sites, but has had an even more important impact on potential tourism sites which have not been developed so far, as there is presently little capital available for tourism development purposes, and investors are wary of financing expensive infrastructure which is not likely to realize a profit for the near future. One such site is Iraq al-Amir and its surrounding areas, which suffers from neglect in terms of tourism development, due to a number of challenges. Existing case studies provide evidence that, although archaeologists have worked extensively at the Iraq al-Amir Palace, and to a limited extent in the surrounding area, the provision of infrastructure and services to facilitate tourism

has never been a government priority, despite its international significance as a unique site, as it is the most extensive extant example of Hellenistic architecture in the Middle East. Furthermore, potential exists for a variety of tourism segments, which will be discussed in more detail later in the thesis.

The main problem discussed in this thesis is that potential attractions in Iraq al-Amir and its surrounding areas have not been identified and inventoried. As evidenced by statistics from MOTA in 2016, which is the first instance that such statistics were collected, there are only two sites which currently attract visitors, namely Qasr al-Abd (Palace of the Slave) and the caves of Iraq al-Amir. This is a result of the absence of studies related to tourism for the site itself and its surrounding areas in terms of potential development, accessibility, appropriate infrastructure, and adequate tourism facilities and services. This thesis identifies and evaluates potential tourist attractions based on specific tourism evaluation criteria, to identify any existing attraction resources which could act as the basis for developing a diversified tourism product.

As previously stated, tourism development in Iraq al-Amir and its surrounding areas has been hindered by weaknesses in and threats to tourism development which exist in Jordan in general. Further obstacles which relate explicitly to this area are accessibility and road networks, land ownership, insufficient and poor quality tourism infrastructure, high taxes, overlapping responsibilities, changes in government structure, institutional and organizational arrangements affecting decisions, funding, and lack of cooperation and coordination between relevant stakeholders. Existing weaknesses and challenges are addressed, and suggested recommendations and alternatives for improvement provided, using the Threats, Opportunities, Weaknesses and Strengths (SWOT) matrix analysis.

## **1.2 Significance of the Thesis**

This thesis discusses existing and potential tourism resources in Iraq al-Amir and its surrounding areas. Existing tourism resources and their distribution in Iraq al-Amir and its surrounding areas are identified, and classified as natural and cultural (including both tangible and intangible) resources. Chapter Five addresses the potential of a number of tourism resources using specific criteria, and classifies them into three tourism segments; cultural heritage, nature-based, and agritourism. This case study highlights major weaknesses and threats facing tourism development, and provides suggestions and alternatives to address these problems.

Finally, case study findings provide a starting point for future planning and decision-making in the case study area with regards to tourism, as it is the first attempt to systematically identify and inventory existing attractions in Iraq al-Amir and the surrounding areas, which could be used to build an agritourism product. In addition to classifying resources as either natural or cultural, spatial distribution for Iraq al-Amir and the surrounding areas is mapped. Evaluation based on specific criteria measures suitability of existing and potential tourist resources to support the three tourism segments mentioned above and provides baseline data for future development, promotion, and marketing for Iraq al-Amir and its surrounding areas as a tourist destination. Furthermore, this thesis contributes to an understanding of how diversifying tourism products and economic activities will provide benefits across the board for the local community.

### **1.3 Research Questions**

Two fundamental questions are addressed:

1. What are the existing and potential resources in Iraq al-Amir and its surrounding areas which could be used to create and sustain a successful tourism product?
2. Are existing and potential tourism resources sufficient to develop a diversified tourism product?

### **1.4 Research Aims and Objectives**

Objectives of the research will address the research questions and are as follows:

**Research Question 1:** What are the existing and potential resources in Iraq al-Amir and its surrounding areas which could be used to create and sustain a successful tourism product?

1. Identify all tourism resources in Iraq al-Amir and the surrounding areas
2. Classify tourism resources in Iraq al-Amir and its surrounding areas as:
  - i. Cultural heritage
  - ii. Natural heritage
3. Identify and map distribution of tourism resources within the area.

**Research Question 2:** Are existing and potential tourism resources sufficient to develop a diversified tourism product?

1. Identify and implement criteria to evaluate tourism resource potential;
2. Identify the tourism segment which is most likely to be successful in each instance, depending on existing and potential resources;
3. Evaluate the likelihood of a successful and sustainable tourism product for each tourism segment identified in the previous objective, according to specific evaluation criteria
4. Identify strategies which will ensure sustainability, preservation and integrity of existing and potential tourism resources
5. Suggest practices which could be developed for each tourism segment particularly in terms of marketing the case study area as a tourist destination
6. Identify major stakeholders and their roles.

### 1.5 Thesis Structure

This thesis consists of seven chapters (see Figure 1.1)

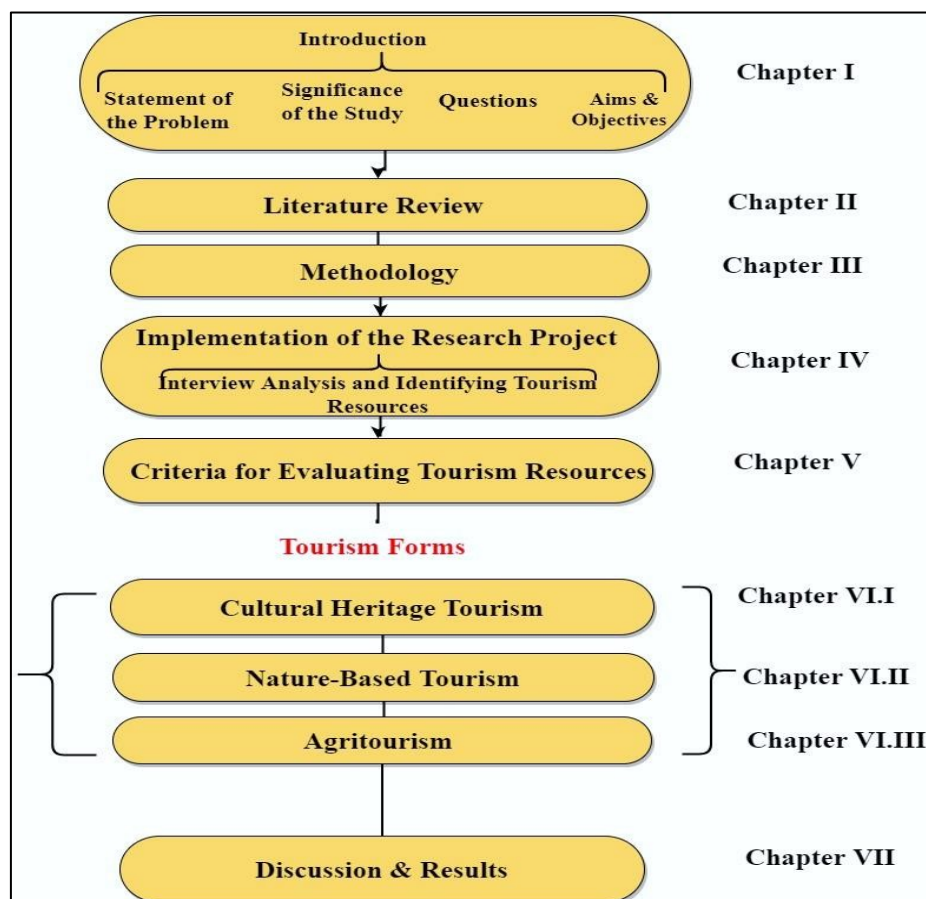


Figure 1.1: Research design



Chapter One provides the outline of the thesis, and is comprised of an introduction with a brief background about tourism development in Jordan, the research problem, the significance of the study, and the research aims and objectives.

Chapter Two reviews relevant available literature for tourism; all sources are related to the evaluation of tourism resources for development, the concept of tourism potential, classifications used for the tourism product (together with the criteria used to identify them), and techniques used for assessment.

Chapter Three discusses methodology used for the case study, and presents findings for qualitative content analysis research as used for the social sciences, and the methods used for data analysis (data collection, sampling, recording, transcribing, translation, category system, coding the text, and content analysis). This chapter also delineates interviewee characteristics.

Chapter Four presents the results of Research Question 1 as provided in the previous section. The main focus is to identify and inventory existing tourism resources, thereby providing baseline data which is used to determine potential tourism attractions, and the suitability of these resources as an alternative source of employment and economic benefit. This chapter is the most important in the thesis.

Chapter Five provides an overview of criteria used in the literature to evaluate tourism resources; these are applied in Chapter Six.

Chapter Six presents the results of the research questions as provided in the previous section. It tackles the analysis of existing and potential resources in Iraq al-Amir and its surrounding areas, and its ability to support the three tourism segments. In this context, the chapter is subdivided into three sections. The first is related to cultural heritage tourism potential, by evaluating the existing tourism product with a detailed overview of existing and potential tangible and intangible cultural heritage resources in the case study area, together with an assessment of their current situation. It suggests strategies to both protect and safeguard tourism resources, and how the local community should be involved in the development process. There are also suggestions and alternatives for developing and improving basic and tourism infrastructure to ensure that tourism development is successful. The next section deals with stakeholders responsible for development and promotion of cultural heritage tourism, from both the public and the private sectors, together with their roles and responsibilities. Finally, legal and regulatory aspects relating to development and

management of tourism sites, such as the laws concerning land use, the Jordanian Antiquities Law, and so on, are discussed.

The second section evaluates a potential tourism segment, nature-based tourism, which could be developed to promote alternative attractions. A detailed overview of the identification and evaluation of natural resources in the case study area is based on the tourism resource base identified in Chapter Four. Details are supported with a variety of relevant Geographic Information System (GIS) maps which illustrate the diversity of natural resources in this area. Nature-based tourism opportunities and potential applications are also addressed, together with a strategy which, if accepted and implemented, should protect biodiversity; one of the fundamental principles behind the strategy is that, as with developing a successful cultural heritage tourism product, authentic involvement of the local community is a basic requirement. Further suggestions include means to develop and improve accessibility, infrastructure, and facilities, in order to ensure successful development. Additionally, the various roles which could be played by stakeholders if this tourism segment was implemented, together with relevant laws and regulations relating to developing and promoting nature tourism.

The third section evaluates another potential tourism segment which could be developed in the case study area, agritourism. If careful planning and support were provided, this tourism segment could have exciting possibilities, based on a set of location-based factors that would play a major role in contributing to the potential success of agritourism. The significance of agriculture in the local community, including the role played by women, is discussed. The potential for agritourism in the case study area, in terms of adapting current work practices on family farms to develop sustainable attractions are considered, including the potential impact agritourism could have on the local community in general, and on family farms in particular. Suggestions and alternatives for developing and improving tourism infrastructure, to ensure long term and short term goals are achieved, as well as strategies to guarantee involvement by the local community, so that an alternative economic resource, provided by agritourism attractions, with augment the ability of family farms to remain viable. The roles played by the various stakeholders in developing and promoting this potential tourism segment in the case study area is also addressed.

Chapter Seven encompasses the discussion and the main results of the research study.

## Chapter Two: Literature Review

This chapter reviews the relevant literature for evaluating tourism resources for tourism development, the concept of tourism potential, tourism resource classification, tourism resource inventories, together with techniques and criteria used for assessment.

Although tourism potential is widely used in the tourism domain, it can sometimes create misconceptions about prospective regional capabilities, which may have a slightly narrower domain (Abdulla and Soumen, 2012). Research indicates that “potential” may be replaced by the term “attractiveness” which clearly refers to the relationship between supply and demand (Formica, 2000). Despite the similarities between the two concepts, some authors prefer to use attractiveness because it entails a more comprehensive relationship between supply and demand, focusing on the dependency between existing and potential elements and tourism demand, acting directly on tourist arrivals, and ensuring the success of a tourist destination (Iațu and Bulai, 2011), whereas the concept of tourism potential concentrates on the presence of tourism resources, which include natural, human, and infrastructure components. Both concepts, however, are important because "they directly put their mark on how actors act in tourism" (Gârbea, 2014: 85). The term ‘tourism potential’ will be used throughout this thesis, because tourism resources in the case study area need to be enhanced, promoted, and effectively managed in order to create demand. Evaluating tourism resources which are deemed requisite for tourism supply (based on specific criteria) will be the main focus.

In general, tourism potential can be defined as the natural, man-made, cultural, historical, economic, and social components which represent the potential tourist supply of a given territory. These factors, together with technical facilities and basic and tourism infrastructure, constitute the foundation of a tourist attraction for a given territory and helps to deem the destination as either suitable or unsuitable for visiting and receiving visitors (Barbu, 2014; Dincu, 2015).

The ability of a region to attract tourists relies on several factors, the most important of which is that it must have some kind of attraction. This is strongly linked to the availability of tourism resources in an area and their ability to attract tourists, in addition to a location which is close to other centers which has great tourism demand. Nevertheless, the presence of resources alone is not sufficient to prove that a place/region has tourism potential. Accessible and suitable infrastructure, facilities, and services must also be present. First and foremost,

however, is the idea that sufficient tourism potential exists; once this has been determined, it is possible to develop required services and facilities to develop a tourism destination (Bowtell, 2015).

## **2.1 Tourism Resource Classification**

Tourism as an activity which involves three major elements: service seekers (tourists), service providers, and a place. Service seekers are the main players in the tourism system and their needs and desires must be taken into account. The target market, who would be interested in consuming the specific tourism product under offer, must be identified. Service providers seek to meet the needs of the visitors. Place is a very important element for determining the scope of tourism in any region (Suryawanshi, 2014). Tourism does not occur randomly, and success varies from one region to another, depending on tourism potential to attract visitors. Thus, any tourism activity in a region cannot begin unless its potential is identified, categorized, assessed, and realized (Formica and Uysal, 2006).

It must be understood that basic tourism resources, which are required for a specific tourist attraction, differ substantially from one area to another (Jannin and Camalig, 2014). Furthermore, tourism studies also vary as to how they classify tourism resources and tourist attractions. Kusen (2010) states that all tourism resources are not tourist attractions, but all tourist attractions are tourism resources, because 'tourism resource' is a synonymous term for 'potential tourist attraction' (which may be significantly unknown, unevaluated, or unprotected). It will not become real unless or until it can provide general accessibility for visitors. On the other hand, the term 'tourist attraction' refers to real tourist attractions which already exist in the market and are promoted. Bulai and Cehan (2015) disagree with the former definitions; they believe that 'tourism resources' has the same meaning as 'tourist attractions', and that both refer to places which are suitable for visitation, and can be exploited by tourist activities as raw material.

A variety of different models for classifying tourism resources have been proposed. Lew (1987) discusses three major typology approaches for the classification of tourism attractions: ideographic, the organizational approach, and the cognitive perspective. 1) Ideographic describes the concrete uniqueness of a site, rather than focusing on universal features. Typologies are identified individually by name, with which each group comprised of similar attraction types. Three tourist attraction categories are identified by this approach: nature, nature-human interface, and human. 2) The organizational approach does not examine

attractions themselves but focuses on three categories: spatial features, capacity features, and temporal nature. 3) Cognitive perspective is based on tourist perceptions and experiences related to those attractions.

Lew's (1987) classification of tourist attractions does not only include landscapes, historic sites and amusement parks; it also encompasses services and facilities which fulfill the needs of visitors, but which are not necessarily the attraction tourists have come to see. Jansen-Verbeke (1986), however, classifies such facilities as secondary elements of tourist attractions; although they contribute significantly to the attractiveness of a place, they only support the primary elements. Her classification falls into two groups; leisure settings, such as physical setting and social/ cultural characteristics (for example, natural and cultural elements); and activity settings, (for example, events, cultural and entertainment facilities).

Other classification systems organize tourism resources in relation to global or national levels. On the global level, the tourism resource classification of Boniface et al. (2016, p. 36-39) evaluates the potential of a site for development as a tourist attraction into two distinct features; physical features, such as sea, landforms, mountains, hills, inland water, coasts, and forests, and cultural features, such as culture, lifestyle, art, handicrafts, and heritage. Swarbrooke (2012) classifies resources for tourism on a national scale, where boundaries may not always be clear cut, but can overlap. In this instance, tourism resources are classified into four categories; 1) natural features (for example, caves and scenic features), 2) man-made structures, buildings and/or sites which are not originally designed to attract visitors for touristic purposes (for example, cathedrals and castles), 3) man-made structures, buildings and/or sites which were built in order to attract visitors for touristic purposes (for example, museums and theme parks), and 4) special events (for example, sporting or religious events and festivals).

There are also general classifications of potential tourism resources which could be developed as tourist attractions. Fayal and Wanhill (2005, p. 347) note that early attempts to classify attractions were divided according to resource type; distinguishing between natural resources (for example, wildlife, viewpoints, outstanding natural phenomena, and national parks) and man-made features (for example, cultural, traditional and events). Gunn (2002, p. 60-63) classifies tourism resources into five subcategories for natural resources, (climate, wildlife, vegetation, topography and water) and thirteen subcategories for cultural resources (prehistoric and historic archaeological sites, places for ethnicity, education and lore,

professional, trade and industrial centers, sites for entertainment, and places for religion and sport).

One of the most recent classifications (Navarro, 2015) classifies tourism resources into three subgroups based on the UNESCO criteria for inscription on the World Heritage List; the origin of a resource (natural, cultural, or human), materiality (tangible or intangible), and movability (moveable or unmovable).

This case study classifies the tourism resource attractions in Iraq al-Amir and its surrounding areas into two categories: natural and cultural.

## **2.2 Tourism Resource Inventories**

Tourism development requires a variety of information about potential tourism resources which will assist developers and decision-makers. Once a place/area of tourist interest has been identified, it is essential to inventory and classify existing and potential tourism resources. Inventorying tourism resources is the first step which should be taken when evaluating tourism potential. It includes information about natural and cultural resources, together with tourism services and facilities (Lickorish and Jenkins, 2007; Boniface et al., 2016; Gunn, 2002).

General inventories of tourism resources which can be used for baseline data to assess tourism potential in general have been developed. Jannin and Camalig (2014) use a qualitative method to inventory existing and potential tourism resources as baseline data to promote Cavite, in the Philippines. They list 159 existing and 24 potential tourism resources, 25 of which were natural resources (14 existing and 11 potential); 52 were cultural resources (48 existing and 4 potential), and 82 were man-made (73 existing and 9 potential).

López et al. (2015) have conducted an inventory of tourism resources for the Zona Altiplano in San Luis Potosi, Mexico. It is based on governmental reports, institutional information, their own fieldwork, and interviews with area residents. There are 270 tourist attractions within 15 municipalities; 86 natural and 184 sociocultural tourism resources. Outputs included mapping and a Strengths, Weaknesses, Opportunities and Threats (SWOT) analysis to describe the potential for tourism development.

Aynalem et al. (2015) use a mixed research approach, including questionnaires, interviews, and field observation together with a descriptive research design to conceptualize, assess, and

inventory existing and potential tourism resources in Bale Zone, Ethiopia. Their inventory is divided according to tourism type; with numerous tourism resources encompassing natural, cultural (both tangible and intangible) and historical sites.

Abellán and González's (2010) inventory of tourism resources depends on fieldwork to provide baseline data for Albacete, central Spain. Output is organized into three classification groups: 174 natural resources; 471 historical and monumental, technical, ethnological and artistic resources and 157 folkloric, festival, and event-scheduled resources.

Aldakhil (2007) use GIS to identify, classify, and distribute tourism resource attractions in Al-Qaseem-Saudi Arabia; and plot the spatial interrelationships between tourist attractions, services, and accessibility. Output is divided into two subdivisions of tourism resource attractions: six natural resources and eight cultural resources.

Tourism resources have also been assessed to classify specific forms of tourism, such as nature-based tourism (Priskin, 2001; Marzuki et al., 2011; Alaeddinoglu and Can, 2011; Abdulla and Soumen, 2012; Ashouri and Faryadih, 2010; Rahayuningsih et al., 2016; Marzuki, 2016); cultural tourism (Suryawanshi, 2014; Asmelash, 2015; Aynalem et al., 2015; Abdulla and Soumen, 2012); and agritourism (Brian, 2013; Ainley, 2012; Aubrey, 2010; Kuehn et al., 1998).

Priority should be given to identifying existing and potential tourism resources in Iraq al-Amir and its surrounding areas. This will include the following data: 1) name, 2) location and current status 3) type and 4) threats. A tourism resource inventory will provide the first framework for tourism resource classification; classification of the inventory will facilitate the creation of typology for potential tourism segments in the case study area (see Chapter Six for more detail).

### **2.3 Evaluating Tourism Potential**

Edward and George (2008) provide two approaches for evaluating potentials: 1) study the potential for tourism activities; and 2) explore tourist preferences and perceptions of a destination's attractiveness. Determining destination potentials can be accomplished by inventorying and summarizing indicators which represent tourism resources and infrastructures (Jannin and Camalig, 2014; Asmelash, 2015; Atuk, 2014).

Numerous criteria and indicators have been used to evaluate tourism resources (for example, accessibility; health facilities; roads; education, infrastructure, entertainment facilities; political stability; admission; popularity; importance; seasonality; diversity) according to the type of tourism being examined. Varying techniques are applied as strategic tools to support the decision-making process, such as GIS, multi-criteria analysis techniques, and multi-criteria decision methods (Marzuki et al., 2011; Priskin, 2001; Alaeddinoglu and Can, 2011; Gadakh et al., 2015; Panbamrungkij, 2012; Ashouri and Faryadih, 2010; Abdulla and Soumen, 2012). Alternative evaluation methods are based on fieldwork, for example interviews and group discussions (Asmelash, 2015; Puşcaşu, 2015; Abellán and González, 2010).

This case study is primarily based on fieldwork (primary source of data is stakeholder interviews) to identify and classify the main tourism resources. Stakeholder interviews assisted to identify potential tourism segments and destinations, and the extent to which they are suitable for development as a tourism product. Results are based on evaluation criteria and mapping which are applied in Chapter Six. An evaluation criteria model is developed for Iraq al-Amir and its surrounding areas, which classifies tourism resources as either existing or potential.



## **Chapter Three: Methodology**

This chapter outlines the methodology used for the research process. It presents the qualitative content analysis research in the format required in social sciences, together with the methodology for data analysis (data collection, sampling, recording, transcribing, translation, category system, text coding and content analysis). It also outlines interviewee characteristics.

### **3.1 Choosing a Research Methodology**

#### **3.1.1 Qualitative Research versus Quantitative Research**

There are two discrete methods used in the field of Social Science; qualitative and quantitative. On occasion, a combination of the two, or mixed methodology, is used. After consideration of the nature of the research problem and the research questions, it was decided to use mixed methodology. Qualitative methodology was used to design and write the research program, while data was extracted from maps of the case study area using quantitative methodology.

The quantitative research method uses standardized procedures suitable for large samples and is meant to measure social phenomena using numerical or statistical data; it tests hypotheses by examining the relationship between variables (Silverman, 2013; Creswell, 2014). A fundamental criticism directed towards quantitative research methods is the absence of direct contact with people, which can lead to randomly defining variables. Some phenomena cannot be measured numerically, statistically or using random sampling and it limits the chance to discover unique aspects of a phenomenon (Allwood, 2012).

Qualitative research as defined by Creswell (2012, p. 626) is:

An inquiry approach useful for exploring and understanding a central phenomenon. To learn about this phenomenon, the inquirer asks participants broad, general questions, collects the detailed views of participants in the form of words or images, and analyzes the information for description and themes. From this data, the researcher interprets the meaning of the information, drawing on personal reflections and past research. The final structure of the final report is flexible, and it displays the researcher's biases and thoughts.

It focuses on understanding opinions, experiences, and words rather than numbers (so therefore cannot be quantified to the same extent as the previous methodology) and uses open-ended rather than closed-ended questions (Creswell, 2014). Furthermore, there is more

focus on individual instances than general opinions or occurrence (Mayring, 2014). Finally, it is largely inductive rather than deductive (Williams, 2007; Cropley, 2015). Criticism of qualitative research methods is related to aspects of validity and reliability; these two aspects will be discussed further in Section 3.1.2.

Selection of research methodology depends on the nature of the research problem and research questions to be examined. For exploratory research, such as this case study, a qualitative content analysis method appears to be the most appropriate choice for research design (Mayring, 2014). Instead of identifying, inventorying, and classifying the main resources, and then evaluating their suitability for the development and promotion of different tourism segments, this case study uses an alternative approach; that is, open-ended questions to identify tourism resources. This baseline data is then used to assess the tourism potential for the case study area from the stakeholders' points of view, and explore appropriate tourism development possibilities in accordance with the inventory base. In addition to using an exploratory research design, this study uses existing theories to understand the process of evaluating tourism potential and to assess the extent to which potential tourism resources exist. Inductive processes are used to develop a classification and evaluation criteria model for the case study area.

### **3.1.2 Validity and reliability**

It is recommended that both reliability and validity are considered in qualitative research (Bryman, 2012); however, qualitative generalization is limited in its application to this method. Bryman (2012) argues that the purpose of qualitative research is not to generalize findings of a single case study (individual cases), population, or random samples, but rather aims to understand and explore a specific case or situation. In the same context, Creswell (2014, p. 206) states that:

Qualitative generalization is a term that is used in a limited way in qualitative research since the intent of this form of inquiry is not to generalize findings to individuals, sites, or places outside of those under study. Generalizing findings to theories is an approach used in multiple case study qualitative research, but the researcher needs to have well-documented procedures and a well-developed qualitative database.

Validity is one of the main strengths of qualitative research methods, which relies on identifying the accuracy of the findings or results. Leung defines validity in qualitative

research as ‘appropriateness’ of the tools, processes, and data. If the research question is valid for the desired outcome, the choice of methodology is appropriate for answering the research question, the design is valid for the methodology, and the sampling and data analysis is appropriate, and finally, the results and conclusions are valid for the sample and context (2015, p. 325).

In the context of assessing the validity of qualitative research, Creswell (2014) addresses eight strategies for validating research findings, and recommends the use of multiple strategies to enhance accuracy of the research findings; triangulation, member checking, rich and thick descriptions<sup>3</sup>, researcher bias, spending a prolonged time in the field, peer debriefing, discussing contrary information by discussing evidence about the theme, and using an external auditor.

Applied methodology as used in this study is based on triangulation, using multiple sources of evidence: primary data sources to present the main background information about the case study area and its surroundings, semi-structured interviews, and field observations to discover additional tourism resources in the case study area which are not mentioned by the respondents, and also to observe attitudes and behavior exhibited by community members towards tourists, both domestic and international. On occasion, particularly when collecting data used to ensure accuracy in the evaluation process (for example, statistical data and information extracted from maps) further questioning was required, as the respondents often answered only briefly and in general terms. Additional questioning also strengthened accuracy of the evaluation process, as some respondents did not cover all the interview themes. Furthermore, rich and thick descriptions of the qualitative data (interviews and field observations) with detailed descriptions are provided as part of the analysis and evaluation process.

Another aspect of qualitative methodology is reliability, which refers to consistency of approach across a number of researchers, at different times and under different conditions, to obtain the same result (Gibbs, 2007; Drost, 2011). Ensuring reliability is difficult, especially for qualitative studies. In this context, Taylor et al. (2015: 10-11) went so far as to say that it “is not possible to achieve perfect reliability if we are to produce meaningful studies of the

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<sup>3</sup> “The term “thick description” was first used by Ryle (1949) and later by Geertz (1973), who applied it in ethnography. Thick description refers to a detailed account of field experiences in which the researcher explicitly describes patterns of cultural and social relationships and places them in context (Holloway, 1997). It can be contrasted with “thin description”, which is a superficial account". (<http://www.qualres.org/HomeThic-3697.html>)

real world”. Qualitative research studies emphasize meaningfulness because “they are designed to ensure a close fit between the data and what people actually say and do” (Taylor et al., 2015: 10). The approach taken is to observe people in their daily lives, listen to what they say, and talk to them in order to know what is on their minds; with this method, research obtains information first-hand.

Pole and Lampard (2002) state that quantitative research assesses the reliability of findings by using statistical data and/or in a numerical format, which is easy to replicate (either by the same researcher or by others) in subsequent studies; hence it is possible to test reliability by comparing subsequent and original findings. In contrast, assessing reliability in qualitative research is difficult, perhaps even unattainable, is protracted with repetitive data, and impossible for a location-specific study, because data is subjective and is a narrative, rather than numerical, format. Furthermore, according to Pole and Lampard (2002: 27), reliability in qualitative interviews is a challenge because “data yielded is a reflection of the circumstances under which the interview is conducted”. Conducting or reproducing interviews with the same interviewee more than once may lead to a different result, as a consequence of the changed context; for example, different conditions, time, place, or occasion.

However, that does not mean reliability is omitted by the qualitative researcher. Suggestions have been made to enhance reliability for qualitative research. In this context, Mayring (2014: 14) argues that reliability can be achieved, and that “within Qualitative Content Analysis, the rule-guided procedures can strengthen this criterion.” According to Silverman (2013), reliability can be achieved if the researcher describes the research process and the choice of theory clearly, so others can follow and understand the steps.

The methodology for this case study follows both Mayring and Silverman’s recommendations, by adopting several measures to ensure the reliability of the collected data; examples include designing interview questions which support the research aims, voice-recording all interviews, transcribing, translating, and using quotations to analyze data collected during the research process.

### **3.2 Choosing a Method**

Several methods can be used to conduct research using qualitative methodology, such as interviews, observation, and group discussions (Moriarty, 2011). It was decided that interviewing is the most appropriate method in this instance, because it allows the researcher

to ask open-ended questions, thus collecting detailed opinions from respondents concerning the research questions.

Interviews can be structured, semi-structured or unstructured (Bryman, 2012). Semi-structured and unstructured interviews are most often used by qualitative researchers, as they are most likely to result in ‘thick’, in-depth information which include opinions, perspectives, and experiences for each interviewee (Edwards and Holland, 2013).

Semi-structured interviews as described by Edwards and Holland (2013) were selected as the most suitable method for this case study. Typically, an interview guide with a list of questions or topics to cover during the interview was used in each case. Flexibility in a semi-structured interview ensures that theoretical issues can also be covered, which facilitates the analysis process. Semi-structured interviews are more suitable than structured interviews for this case study, due to the nature of the research questions, which aim to identify and assess existing and potential tourism resources in the case study area, which will contribute to enhanced understanding of how tourism should be developed for this area. Structured interviews may have prevented the possibility of delving deeper into the issues under discussion, because of their relative inflexibility; they are more useful for large scale surveys.

### **3.2.1 The Interview Guide**

Before commencing the interviews, a literature review of existing studies related to the evaluation of tourism resources was carried out, in order to develop an outline and to formulate interview questions. These were developed based upon evaluation criteria as identified in the literature, within categories according to the respondent groups; this is discussed further in later chapters. Based on these questions, an interview guide was developed, as a tool to maintain the focus of the interview and to ensure that all themes and issues were covered during each interview (see Appendix 1).

Questions in the interview guide were not necessarily asked in the same order; the semi-structured character of the process, with open-ended questioning, allowing the interview to evolve according to each individual interview situation, encouraged unrestricted and more meaningful responses from the interviewees. However, this resulted in some topics being discussed out of order, or one response covering several themes.

## **3.2.2 Conducting the Interviews**

### **3.2.2.1 Number of Interviews and Sampling Techniques**

In order to cover all themes discussed in this thesis, sixty one people were interviewed. They are divided into four groups, according to theme. This study is based on probability and non-probability sampling, using purposive and random sampling techniques (see Figure 3.1). The purposive sample technique for non-probability sampling was used to identify a sample from those familiar with the main issues (evaluation of the site's resources, basic and tourist infrastructure, etc.) as it “enable[s] the researcher to use their judgement to select cases that will best enable them to answer the research question(s) and to meet the objectives” (Saunders et al., 2009: 237). Twenty-four interviews were conducted using this approach with respondents from the MoTA, the DoA, the Jordan Tourism Board (JTB), local community representatives from the Greater Amman Municipality (GAM) and the House of Representatives, the private sector, non-governmental organizations (NGOs), and donor organizations (U.S.A.I.D.). Two approaches were used to contact potential respondents. Firstly, an introductory email was sent from the researcher to the potential interviewee, with a brief description of the research topic and a request for information about their interest and availability during the field work period to participate in an interview. Secondly, if the researcher did not have an email address for potential respondents, telephone calls were made to provide an introduction and to organize an interview if possible.

A probability approach using random sampling, which is one of the sampling strategies that can be used in Qualitative Content Analysis (Mayring, 2014), was used to obtain a sample of thirty seven individuals from the local community in Iraq al-Amir and its surrounding areas.

All interviews were conducted between 28 March and 10 June 2015 in various settings (including interviewees' homes, place of work, and at the archaeological sites); each lasted between 15 to 60 minutes. All interviews were conducted in Arabic (the primary research language), voice-recorded with the permission of each respondent, transcribed using oTranscribe (a web app), and then translated into English.

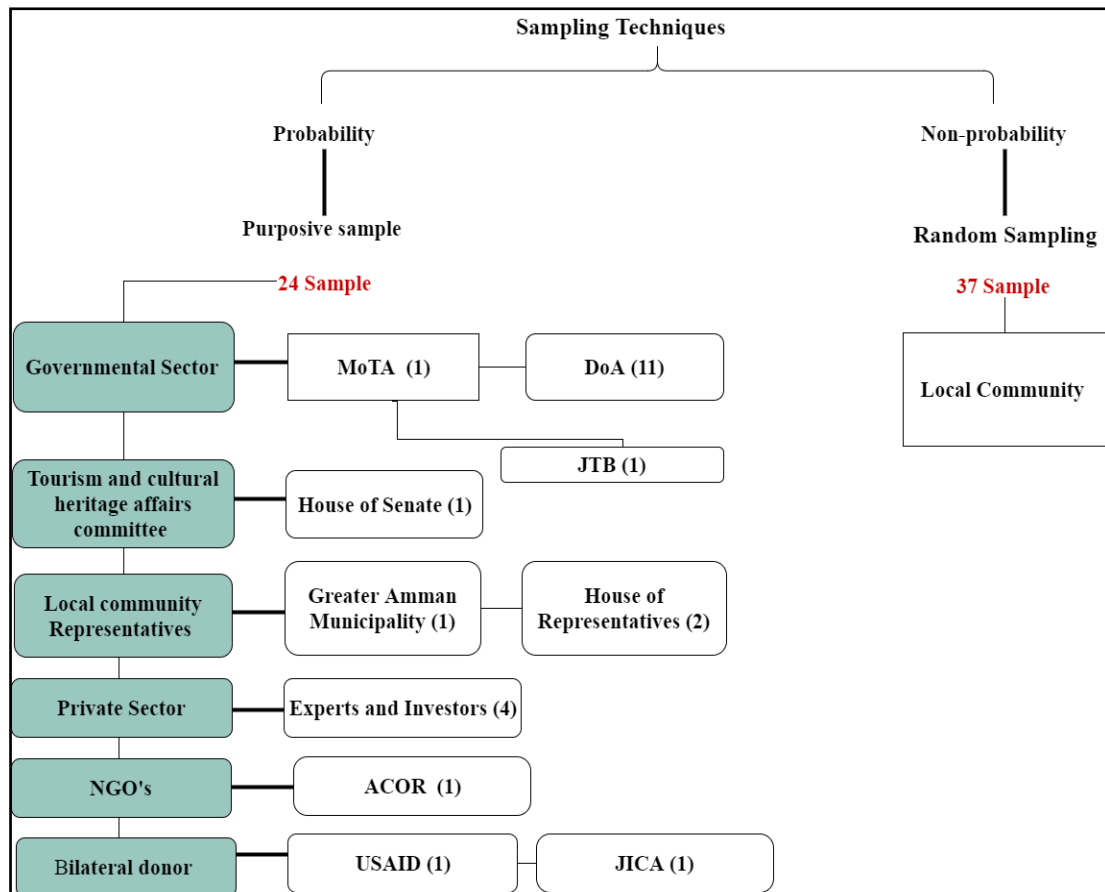


Figure 3.1: Sampling techniques and number of respondents used in the case study area

### 3.3 Analysis

#### 3.1.1 Defining the Material

All interviews were recorded, transcribed, and translated for analysis. Data obtained was analyzed using the Mayring Qualitative Content Analysis using MAXQDA software, which is a suitable method for analyzing the content of material which is also considered to be the theoretical background of the research (Mayring, 2000). Furthermore, Mayring (2000) defines it as an “approach of empirical, methodological controlled analysis of texts within their context of communication, following content analytical rules and step by step models, without rash quantification” (p.5).

The first step when conducting a qualitative content analysis is to define the source of the text material, which includes data collection methods, sampling techniques, the number of samples/target groups, and describing the basic conditions of the interviews, as described below in Section 3.2.2.1 (Mayring, 2014). Furthermore, research questions and the theoretical background must be strictly specified and explained (Mayring, 2014). The research questions

and the theoretical background of this study are provided in Chapters One (Section 1.4) and Two (Sections 2.1-2.3), and provided in more detail in the interview guide (see Appendix 1) and the coding agenda (see Appendix 2). The research design, whether explorative, descriptive, relational, causal or mixed (Mayring, 2014), is described in Section 3.1.1.

### **3.3.2 Category System and Coding**

Researchers must revise coding data and be aware of the risk of missing data that is inconsistent with the categories. Therefore, categories must be carefully defined and researchers must be alert for important data that may fall outside them (Silverman, 2013; Mayring, 2014).

In this study, each category is divided into subcategories, and each is defined. Each interview was repeatedly evaluated to define missing categories or subcategories, and then coded by carefully reading the text line by line. Thereafter, each code was assigned a color scheme, to keep track of what was important within the text, and to quickly identify the codes contained in each interview. Additional categories and subcategories were developed if content did not fit within the existing categories. Some content was transferred verbatim. However, content was paraphrased on occasion, particularly when statements were repeated or explanations were particularly verbose.

After the interviews had been coded, data was analyzed and interpreted (see Chapter Four and partially in Chapter Six), resulting in valuable and useful findings; for example, outputs included maps which strengthen the qualitative categories in terms of evaluating potential tourism resources which were not commented on during all interviews, but which are crucial for answering the research questions.

### **3.3.3 Types of Interpretation**

According to Mayring (2014: 64), three basic types of interpretation can be applied in qualitative content analysis: 1) **Summary meaning**: “The object of the analysis is to reduce the material in such a way that the essential contents remain, in order to create through abstraction a comprehensive overview of the base material which is nevertheless still an image of it”; 2) **Explication meaning**: “The object of the analysis is to provide additional material on individual doubtful text components (terms, sentences...) with a view to increasing understanding, explaining, interpreting the particular passage of text”; 3) **Structuring meaning**: “The object of the analysis is to filter out particular aspects of the



material, to give a cross-section through the material according to pre-determined ordering criteria, or to assess the material according to certain criteria.”

Structuring was an object of the analysis in this study, in order to filter out the pertinent content of the material as a whole; it was then analyzed with respect to pre-defined categories. These categories were selected according to the theoretical background to identify, classify, and evaluate tourism resources. The structural content-analytical method was the most suitable technique to filter data from the interviews into categories, and to further develop categories based on the theoretical aspects. Furthermore, categories were deductively generated based on the theoretical background, which was then used as a framework to evaluate existing and potential tourism resources in Iraq al-Amir and its surrounding areas, and the region’s suitability to sustain different segments of tourism (see Chapter 5).

Subcategories were inductively generated from interviews, field observations, and data extracted from GIS maps, so as to identify existing and potential primary and secondary tourism resources in the case study area, and to propose a classification strategy for tourism resource attractions.

## **Chapter Four: Identification and Assessment of the Tourism Resources**

### **4.1 Introduction**

Inventorying and identifying local available tourism resources are the first tasks in developing a tourism plan which should include tourism attractions and basic tourism infrastructure (Travis, 2011). This section will focus on doing such for the available and potential tourism resources in Iraq al-Amir and the surrounding areas in order to assess the tourism resource base and their suitability for developing different forms of tourism. The first step in this research is studying the potential resources of tourism based on interviews conducted with people who had identified and assessed the current situation of the site and the surrounding areas. The questions were designed (appendix 1) to understand the site's current situation and to identify strengths in order to develop different forms of tourism.

The first group interviewed were government officials who were divided into four sub-groups, including archaeologists at DoA, the Director General of the DoA, the technical assistant for the director general, and the directors of Directorates of Antiquities of Amman, Madaba, Jerash, and Ma'an, the director of the World Heritage Sites, director of Site Management Directorate, and the director of Maintenance and Restoration Directorate. In the second sub-group were MoTA officials including the Director of the Department of Touristic Investments and Contracts in the Directorate of Tourism Sites Management at MoTA. In the third sub-group were JTB officials (public-private sector): the Director of Communication and Media at JTB and the Acting Director of Marketing. The fourth sub-group was comprised of the Head of the Tourism and Cultural Heritage Affairs Committee at the House of Senate.

The second group is the private sector represented by four tourism experts and investors in Jordan. The third group is NGOs represented by the American Center of Oriental Research (ACOR). The fourth group is bilateral donor represented by USAID and the Japan International Cooperation Agency (JICA). The fifth group is the local community which was divided into three sub-groups: 1) members who did not have any dealings with tourism development, 2) members who had some interaction with tourism such as Iraq Al Amir Handicraft Village and small business owners (food service providers), and 3) their

representatives for GAM and deputies of the fifth constituency<sup>4</sup> who live in the case study area.

#### 4. 2 The Site and its Surrounding Attractions: Identifying Tourism Resources

Coding was initially a simple exercise, as the most important objective of the first question is to classify tourism resources according to resource type. Two primary codes (Natural Resources and Cultural Resources) were created, which were then further divided into sub-codes; Scenic View, Topography and Landforms, Geological Formation, Flora and Water Resources for Natural Resources and Tangible and Intangible for Cultural Resources (see Fig. 4.1).

Various officials and tourism experts were asked the question “What are the available potential resources for tourism in Iraq al-Amir and its surrounding areas?” to determine available and potential resources for tourism development at the site.

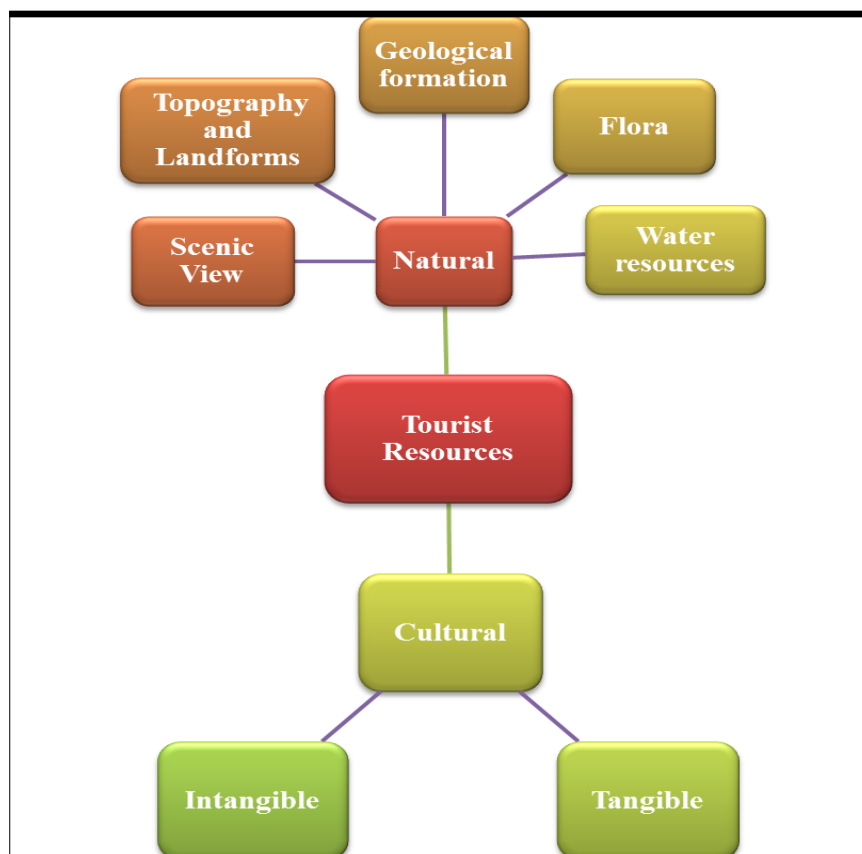


Figure 4.1: Main code and sub-codes for the tourism resources.

<sup>4</sup> . The fifth electoral constituency is one of 23 electoral constituencies throughout Jordan. It is also the 5th Electoral District in the Greater Amman Municipality.

As shown in Fig. 4.2, the available and potential tourism resources in Iraq al-Amir and the surrounding areas can be identified and classified into natural resources with five subcategories: topography and landform, water, area's geological formation, natural beauty, and flora. Cultural resources were divided into two subcategories: tangible (archaeological sites, heritage buildings, handicraft products) and intangible cultural heritage (e.g., traditions and customs).

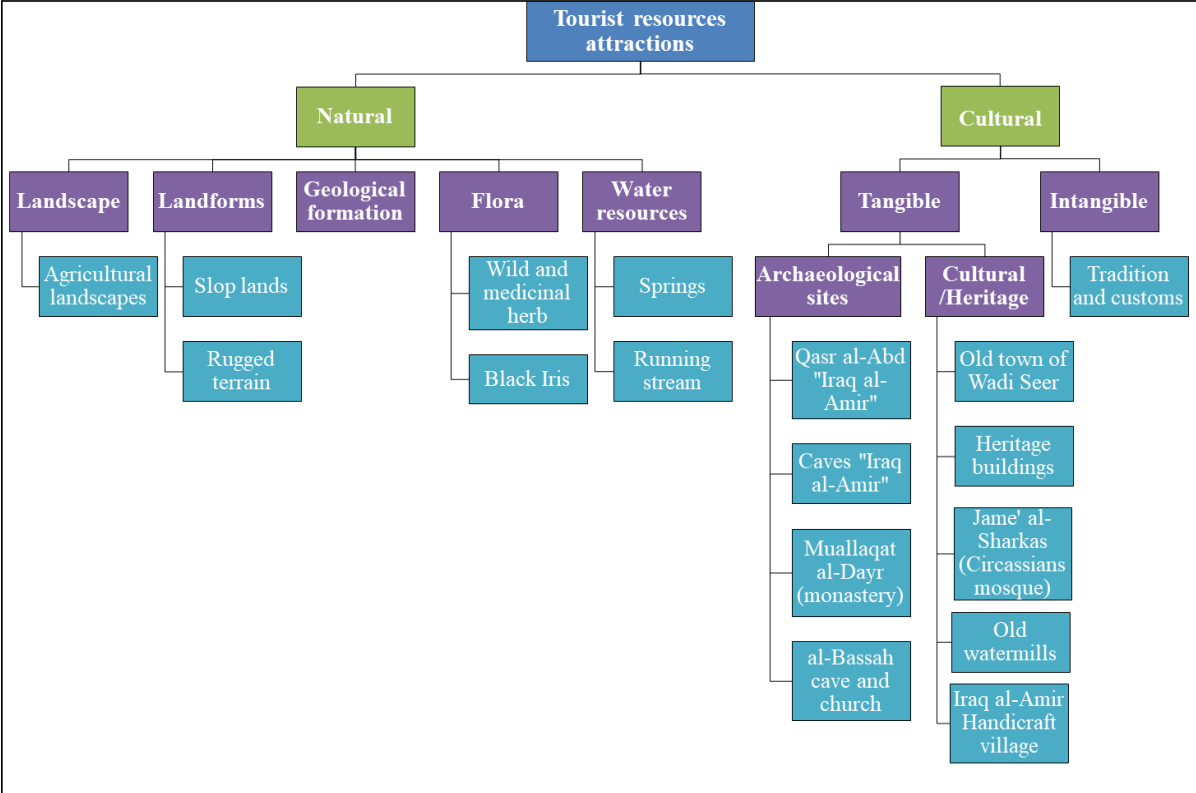


Figure 4.2: Classification of tourism resources attractions in Iraq al-Amir and its surrounding areas.

**4.2.1 Natural resources**

**4.2.1.1 Natural beauty**

Many of the officials and tourism experts (respondents) interviewed cited the pleasing and beautiful views of the natural area in Iraq al-Amir and its surroundings as a major attraction. In this context, M.J., Director General of the Department of Antiquities, stated: “...Iraq al-Amir and its surroundings is an important spontaneous beautiful environmental site, but it needs to [be] taken care [of] and [given] more attention, so that they share Department of Antiquities with the others.” Y.A. stated: “What most distinguishes the area is the beauty of the landscape.” This same view was shared by J.H: “It has enchanting beauty, which gives it the chance to become a natural tourist destination.” T.F: stated, “The site and its surrounding

areas are characterized by stunning nature.” A.Sh: discussed the elements that would possibly motivate a tourist to visit the site: *“The area is a cluster of environmental, geographical and natural elements. These elements, in addition to their archaeological importance, require sensitive tourism management if it is to be exploited, because the outstanding landscape of Iraq al-Amir is unique, the geographic location of the site between Amman and The Ghor renders it a successful tourism site, together with the surrounding villages and the agricultural lands which still exist.”*

Another respondent, B.M., who is the director of the of the Madaba Antiquities Directorate and a resident of Iraq al-Amir, said: *“All of [the] villages have prominent environmental attractions, especially for domestic visitors. We could create a track to connect the archaeological sites with the landscape; this would allow the tourists to move smoothly inside the site while enjoying the views and the lush agricultural lands. It could also assist with start-up ventures and connect the three sites of al-Dayr, al-Ṭarābil and al-Qasr.”* In support, A.S. commented about her personal experiences: *“The site has notable natural value, particularly the agricultural areas, [Wadi Seer including the site and the surrounding area] during the harvesting season for pomegranates and figs, because many people come from all over Jordan to buy figs from this area.”* J.K. agreed: *“The site is unique, if the whole area is considered as a single unit, including the natural environment.”* T.N. and JTB both agreed that the site is very beautiful due to the natural landscape.

AJ.Z., the Deputy of the fifth constituency, said: *“The truth is that God Almighty blessed us with Iraq al-Amir area and its surrounding areas. It has wonderful landscapes and a scenic terrain. Of particular interest are the aquatic and agricultural areas, so there is more than one element of tourism which could be exploited.”* N.Q., second deputy of the fifth constituency, stated: *“The site and its surrounding villages are amazing, with a wonderful natural landscape.”* Similarly, A.Q. said: *“The site is important and has many natural values.”* Y.Z. concurred: *“The area has important value, especially the natural value of Iraq al-Amir, for instance.”*

#### **4.2.1.2 Flora**

The area is home to many different species of plants, with wild and medicinal herbs forming a particularly important sub-set. A.Sh. said: *“The area plays host to spectacular wildflower blooms, in particular the Black Iris [the National Flower of Jordan].”* Moreover, B.M. noted

that a comprehensive study by specialists is required: *“which should include both animals and plants which are found in the area and try to highlight their importance.”*

#### **4.2.1.3 Landforms**

Iraq al-Amir and its surrounding areas are characterized by sloping lands because of its location on the rim of the Jordan Valley to the east. Ain Dalia is the source for many of the streams flowing south through the mountains to the villages, including al-Dayr, al-Bassah, and Iraq al-Amir, which then continue to the Ghor. A.Sh. said: *“The topography of the area, with its areas of elevated terrain, as well as the dips and rises between the valleys and mountains, is beautiful. In my opinion, all these elements make the site good for tourism. It is even better than the Amman Citadel because it’s a vast area, with a number of lookout points and scenic views from the neighboring villages towards the site of Iraq al-Amir.”*

#### **4.2.1.4 Geological Formation**

Iraq al-Amir is characterized by geological features called the Iraq el Amir Formation, which presents an opportunity to build a geological path for those interested. Y.Z, H.K, and A.Sh. stated: *“Iraq al-Amir is an integrated geological and geographical system that contains attractive elements, suitable for development as a touristic destination, thus diversifying the cultural heritage aspect, but it would require concerted research and development before it was a viable economic option.”*

#### **4.2.1.5 Water Resources**

Wadi al-Seer, a stream, passes through Iraq al-Amir and the surrounding areas and flows towards the al-Ghor area. Irrigation water channels flow from the al-Dayr area towards the Qasr area, but the case study area also has abundant natural springs. Regarding this, B.M. stated: *“The area [is] rich with various water resources providing natural beauty, where many domestic visitors come to sit near the areas where the water abounds.”* AJ.Z. also stated: *“Water resources, beside the natural scenic beauty of the area, means that a lot of Jordanians visit the area continuously throughout the year.”*

## 4.2.2 Cultural Resources

### 4.2.2.1 Tangible Resources

#### 4.2.2.1.1 Qasr al-Abd (Palace of the Slave)

Many of the respondents referenced the historical and archaeological importance of Qasr al-Abd (Palace of the Slave) in Iraq al-Amir as a site of great importance, rare or of outstanding value or cultural significance, a requirement for inclusion on the World Heritage List.

By mentioning the importance of Qasr al-Abd as a rare archaeological site of historical value representing the Hellenistic period in Jordan, some made reference to the distinctive architecture. M.J. highlighted the historical importance of Iraq al-Amir (Palace of the Slave): *“Iraq al-Amir is a distinguished and unique site and is a rare example of Hellenistic architecture in Jordan, including the architectural design and the size of the structure, as well as the two-story stone structure decoration [high relief leopard decoration]; all of these characteristics made it a unique and important site.”* In support J.K. said: *“This is a unique site, especially when considered with the surrounding area as one entity.”* H.T. provided additional support to these views: *“Qasr al-Abd is the best example of Hellenistic architecture in the entire Arab region.”* J.H. also stated: *“It has historical value because of its story [it is commonly believed it was built by Tobias, a governor of Ammon in the Hellenistic period] and authenticity, particularly the important cultural heritage elements of the archaeological site and its surrounding areas, which means it has strong potential for use as a tourist destination.”*

Other respondents highlighted the site’s cultural significance. H.H. stated: *“Iraq al-Amir is one of [the] most distinguished archaeological sites [in Jordan]. It should be conserved and restored.”* A.Sh. also cited the historical importance of Qasr al-Abd (Palace of the Slave) in Iraq al-Amir: *“Iraq al-Amir is a unique Hellenistic site, particularly the Qasr al-Abd monument.”* A.S., another respondent from the DoA, reiterated this point: *“The site has high historical value, but unfortunately is not part of the standard tourist trail [used by inbound tour operators].”* In support, Y.A. reiterated the same views as the others about the site as the main attraction in the area: *“This is a rare site and can be compared with Umm al-Raṣāṣ [a UNESCO World Heritage Listed Site in Jordan]. The period it represents is very important in Jordan, but underrepresented because there are few archaeological landmarks. Qasr al-Abd is the only large monument from this time in Jordan, which is what distinguishes the site.”*

Another interviewee, Y.Z. stated: *“The site has historical value, represented by Qasr al-Abd in Iraq al-Amir.”* AJ.Z. concurred: *“The area has attractive archaeological features and sites surrounded by a wonderful landscape; in particular one of the unique sites in Jordan [Qasr al-Abd].”* N.Q. also stated: *“The site is full of antiquities and tourism features; Iraq al-Amir and the surrounding area is unique”*. M.N. the leading expert, stated: *“Qasr al-Abd has historical and architectural value.”*

H.H., the director of the World Heritage Sites at the Department of Antiquities, provided examples of key obstacles preventing it from being listed as a World Heritage site: *“The site of Iraq al-Amir has outstanding universal value but the two main problems are the borders and the buffering zone. The Department of Antiquities owns the whole site [but only a small percentage of the land around its] borders. The Department of Antiquities should define the borders and buffering zone.”* H.T., the Director of Site Management Directorate- Department of Antiquities, supported this view: *“The site of Iraq al-Amir has criteria that are compatible with outstanding universal values, as well as authenticity and integrity of properties to be included on the tentative list at least. However, the Department of Antiquities [does not have] ownership of the lands, which is a problem in Iraq al-Amir, and there is no buffer zone or suitable infrastructure. All of these problems block the site from inclusion on the heritage list, or to design a management plan for the archeological site in order to conserve and sustain it; all sites which are listed for World Heritage must have a management plan. The fact the World Heritage Center insists on this.”*

Other respondents briefly addressed the archaeological features surrounding Iraq al-Amir, such as al-Dayr (The Monastery) and Al-Bassah cave and church, by noting the importance of considering the archaeological structures as one unit due to their location and proximity to each other, rather than as separate entities. In this context, B.M. stated: *“All of the villages [Iraq al-Amir, al-Bassah and al-Dayr] are close to each other, and all have archaeological monuments. It would therefore be possible to create a track which connected all the archaeological features and the landscape as well. This would allow tourists to move easily through the site and enjoy the view.”* A.S. also said, *“The whole area should be treated as one unit, starting from Wadi al-Seer to the Iraq al-Amir site, because the site by itself is not worth visiting without the surrounding areas.”* Whereas Y.A. noted other attractions in Iraq al-Amir: *“The caves there are full of Aramaic inscriptions, one of which is the reference to the Tobiads, which is part of Jordanian history. It is important to focus on rare outstanding*



*features, [not only] of the site but also the surrounding areas, because they are part of the site.”*

#### **4.2.2.1.2 Heritage Buildings**

The existence of unique Ottoman period houses is another important element of cultural and heritage attractions in the area. Only three of the respondents made note of these buildings which could be used for tourism. As noted by H.T: “...it also has heritage buildings which would be good to use for tourism. The al-Bardoun area had a fantastic heritage building, but unfortunately it was demolished by locals for the construction of modern buildings, due to lack of awareness of their importance.” A.Q. also stated: “Using heritage houses, as they have in the Kan Zaman motel, is what tourists want to see, the local flavor, and ‘a sense of the local culture’ such as local bread, food, and traditional lifestyle.” B.M. stated the need to preserve them: “The heritage houses should be restored and protected, because otherwise they would be in danger of destruction.”

#### **4.2.2.1.3 Handicraft Products**

Although there are problems with production, marketing and training, together with a lack of product identity and local branding, handicraft products in the Iraq al-Amir Handicraft Village is another cultural attraction. Some respondents referred to this point as one of the site’s strengths, due to the availability of natural raw materials and the number of women interested in training and production. As noted by T.N. in her discussion about the Handicraft Village: “The handicraft center is a strong point to showcase local traditional products and food, but it has a lot of problems. We tried to assist them with marketing by designing bilingual brochures for Iraq al-Amir and providing international photographers for professional photos, who also donated JOD 4,000. However, there is no evidence that the money was used productively to improve the products, training or infrastructure of the cooperative.”

Other respondents cited numerous problems regarding the management of the handicraft village by the Iraq Al-Amir Women’s Cooperative Society. As B.M. stated: “The ladies in Iraq al-Amir don’t fully understand what tourism is. For them it only means an increase in income. They should stop begging for governmental support because the association is fully recognized by the Nour al-Hussein Association. This means that it can be an admitted Craft Association. Unfortunately, they don’t realize this. They don’t know how to sell or promote the products of Iraq al-Amir.” AJ.Z. discussed the roles and responsibilities of the local

community to cooperate in marketing products and developing existing potentials: *“Iraq Al-Amir Women Cooperative Society costs 120,000 [JOD]. The last visit to the minister provided the Handicraft Village with a good chance to promote their products at Jordanian hotels, but they did not follow up. I promise to support any project but let them start. The locals talk about their intentions but they don’t do anything.”*

Based on personal field observations and primary data collected, Iraq al-Amir and its surrounding areas have many attractions, ranging from the old town of Wadi alSeer, which has the oldest mosque in Jordan, the Jame' al-Sharkas (Circassian Mosque), built in the early 1900’s by immigrants from Caucasus, to the old mill which still has strong running water. On the right side are an ancient Roman aqueduct and an Ottoman mill. On the opposite side, just past the remains of the aqueduct on the left hillside, is the Mullaqat al-Dayr (The Monastery). Six kilometers further on the right side of the road is the town of al-Bassah which contains the al-Bassah cave and church. Down the right side of the road are the Iraq al-Amir caves. Opposite the caves is the Iraq al-Amir Handicraft Village with contains old heritage buildings. Approximately 700m further down the road is Iraq al-Amir village where Qasr al-Abd is located. The whole area is characterized by the beauty of the natural landscape and bordered to the south by a stream and a deep valley with springs from Wadi Seer passing through both villages.

#### **4.2.2.2 Intangible Cultural Heritage Resources**

A few respondents cited intangible cultural heritage resources. Y.Z. stated: *“The nature of the villages as a rural area is what distinguishes them, and the authentic culture, [typical of traditional] Jordanian society, which we don't want to change, could be presented to the tourists as it is, because it represents the local community. On the other hand, they could attract tourists who are looking for new experiences, which would be a means of increasing tourist spending.”* B.M. also stated: *“Iraq al-Amir and its surrounding areas have the same traditions and customs, since they were all semi-Bedouin groups, and transition to a life of stability in rural villages relies on agriculture. However, they still maintain those habits inherited from their ancestors, which could be transformed into various products for tourists such as souvenirs, traditional performances, and local dishes.”* A.Sh. said: *“the nature of the villages and the unique local culture would be key elements of the [potential] tourist attraction, because tourists seek out unique experiences; they do not only want to visit*

*[historic monuments]. In the case of Iraq al-Amir, the tourists would stay longer and spend more if they participated in activities derived from the local culture.”*

Y.A. also stated: *“Cultural tourism in the area would motivate more tourists to visit if activities representing local culture and customs were organized.”* A.S. stated: *“The local community could develop many tourism-related activities which represent their local culture, and these would provide economic returns for a large segment of the community.”*

#### **4.2.3 Location**

A destination’s location relative to a large population with diversified tourism requirements has a definite advantage for accessibility compared to other sites which are farther away. In the case of Iraq al-Amir and its surrounding areas, T.F. noted the importance of the site’s proximity to Amman: *“It’s close to Amman, making it easy for tourists to visit. Tourists who stay in Amman should visit such sites [as Iraq al-Amir] to see a different culture.”* N.Q. also stated: *“Its close proximity to the capital is an advantage that should be capitalized on”*. AJ.Z. stated: *“Its location is misleading, because although it is not far from the capital; only 21 kilometers from downtown [Amman capital]. However, it is not close to the sites which are on the designated tourist trail. It would take a long time if they took the tourists from Jarash or Ajloun to Iraq al-Amir. In short, its distance and inaccessibility from the major sites is the reason Iraq al-Amir is not visited by inbound tourism companies.”* A.S. supported AJ.Z: *“Unfortunately these sites are not linked to the national tourism trail, due to its geographic location.”* B.M. also noted the proximity of Iraq al-Amir to Amman by saying: *“The site and its surrounding villages are close to Amman and to each other, which presents us with an opportunity to create a trail which connects the archaeological sites with the natural landscape and will allow tourists to move without difficulty across the entire area and enjoy the views.”* To sum up, A.Sh. stated: *“...the geographic location of the site between Amman and al-Ghor provides strong potential for a successful tourism site.”*

#### **4.2.4 General Basic infrastructure**

Respondents were asked about the current situation of basic and tourism infrastructure and major challenges facing the site and the surrounding areas: *“What is the quality of existing basic and tourism infrastructure of the site (Iraq al-Amir) and its surrounding areas?”*

#### 4.2.4.1 Road networks

Infrastructure, a necessary element for tourism development, is a major weakness of Iraq al-Amir. Tourism planning and development would not be possible without infrastructure. Many of the officials and tourism experts interviewed described the condition of the road network as the main element of infrastructure in Iraq al-Amir and the surrounding areas as inadequate to receive tourists which forms an integral part of the tourism package.

Two respondents considered the narrow road as an advantage. M.J. commented on the road network: *"...the road is narrow but could be an advantage for the sites."* Supporting M.J.'s view, Y.S. stated: *"The roads are excellent and touristic due to their zigzag configuration, which is similar to those in Europe, as the Amman's mayor has noted."*

The roads' capacity and quality are important for both visitors and the local community. In this context H.T and Y.A. believe: *"The main problem is that the main road leading to Iraq al-Amir and the surrounding area is too narrow."* In support, A.Sh. also stated: *"...the roads are not safe because there are very dangerous turns, slopes, heights, and valleys."* N.Q. also commented on the quality of the road network: *"The roads are narrow and insufficient. At the weekends, the area is crowded with domestic tourists and only one car can drive at a time, although it is a two-direction road."*

Most of the respondents highlighted the narrowness of the road as a weakness. The road's poor condition has caused some of the tourism offices to discontinue some sites from their tour list, including Iraq al-Amir despite its importance. As stated by A.Q., the owner of an inbound tourism company: *"The site is important, however, the infrastructure of Iraq al-Amir is not sufficient, as the roads are narrow and in poor condition because not enough money is provided by the government to keep them in good repair, nor to upgrade them even to improve use by the local community. It is impossible to use large buses, which means I have to use multiple small buses. That is why I cancelled the visitation of the site from our office program. Furthermore, our program has limited time, and there are more important places for the tourists to see than Iraq al-Amir."* In support, Mh.M. stated: *"The street isn't wide enough for the big JETT buses; it's too narrow even for the residents."* In support of the previous statements, IA.M. from Iraq al-Amir stated: *"The road is in disrepair, [which is a problem], especially during traffic congestion at weekends and during wedding celebrations and funerals. [Some of the] steep, narrow roads are not wide enough, even for two small cars."* DS.M. shared her view: *"The large buses can't pass, it needs to be widened."*

A.Q. has an opposing opinion: *“I don’t think the main road is narrow, as the tourist offices say. This is just an argument to cancel the site from their program. If the officials established a car park in Wadi al-Seer, this would be good motivation for tourists to walk on foot and discover the ambiance of the area, by interacting with the host community and enjoying the natural landscape.”*

All respondents from the local community were asked to answer the question “What is the main obstacle in your area hindering tourism development?”, to discover the opinions of local residents. All of them without fail complained about the poor condition of the main road, and expressed the need for an upgrade. In this context YH.M said: *“The main road needs to be widened from Wadi al-Seer to Iraq al-Amir. However, I think we will wait a long time before it happens, due to nepotism and favoritism [shown to other places].”* Other respondents shared the same opinion; that the road is too narrow and needs to be widened and maintained.

The other respondents shared the same opinion, stating that it was the responsibility of the government to improve the road. As AK.M, A.Z and M.D said: *“The road should be widened, and this is the responsibility of the Greater Amman Municipality.”* In support, AF.M. said: *“The main responsibility lies with the Greater Amman Municipality and the Ministry of Public Works and Housing for the provision of key services, such as the expansion of roads, lighting, paving, and maintenance.”* AQ.M. stated: *“The Greater Amman Municipality argues that widening the road would need a lot of money, because the total cost is not only for the actual road works; they would have to resume land from some of the local residents in order to widen the road, and would therefore have to pay compensation.”*

Some of the respondents discussed increased road congestion at the weekend as a result of domestic tourism, and its effect on the local community. UM.M. stated: *“The main road needs to be improved, because it's very narrow, especially at the weekend and public holidays, because of the number of Jordanian visitors to the restaurants in al-Dayr village. This negatively affects the local community, particularly when local residents have wedding celebrations or funerals.”* AK.M. said: *“If there was an emergency, it would take more than one hour to clear the road, especially at the weekend.”* AQ.M. also stated: *“The roads need to be repaired, because they aren’t wide enough for vehicles to pass, especially on some of the steep, narrow roads. It is even worse on weekends, when people come from Amman to visit the al-Dayr area. Weddings and funerals completely block the road.”*

In opposition, two of the government respondents denied that the road is the main problem. They commented that four alternative, good-quality roads to Iraq al-Amir and the surrounding area are already in existence. B.M. stated: *“The network of roads servicing Iraq al-Amir and its surrounding area is good; the ravines and the zigzag road are the only weak points. There are alternative roads which originate from Abu al-Sūs, Marj al-Hamam, Wadi al-Seer, and Maḥiṣ. Additionally, another road originating from the fifth path leading to al-Ghor is in the planning stage. Once constructed, it will provide an opportunity to promote the site for inclusion on the tourist map, because the investment [required for tourism ventures] will only return a profit if the roads passing through villages allow a higher volume of traffic to flow comfortably and safely.”* AJ.Z. also said: *“The roads can't be made wider because it causes problems with local residents, some of whom have constructed their houses on the edge of the street. There are other roads [Abu al-Sūs, Marj al-Hamam, and Maḥiṣ] which could be used by the tourism companies to reach Iraq al-Amir.”*

#### **4.2.4.2 Transportation Modes**

None of the respondents referred to the availability of transportation modes to reach the destination. The site and its surrounding areas are not easy to access at the present time using existing transportation services.

#### **4.2.4.3 Ancillary Services<sup>5</sup>**

Respondents did not address ancillary services during the interviews, such as water, electricity, safety services, health services, communications, and public transportation, which are in good condition based on primary data. There are four health care service facilities in the case study area—Bayader Wadi al-Seer Hospital, two public health centers in Wadi Seer and al-Bassah, and one emergency service in al-Bassah- in addition to various 24-hour private clinics as shown in Figure 4.3. There are seven banks and two exchange offices (branches and automated services) and one post office is open since 1993 (see Fig. 4.4).

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<sup>5</sup> Services used by tourists.

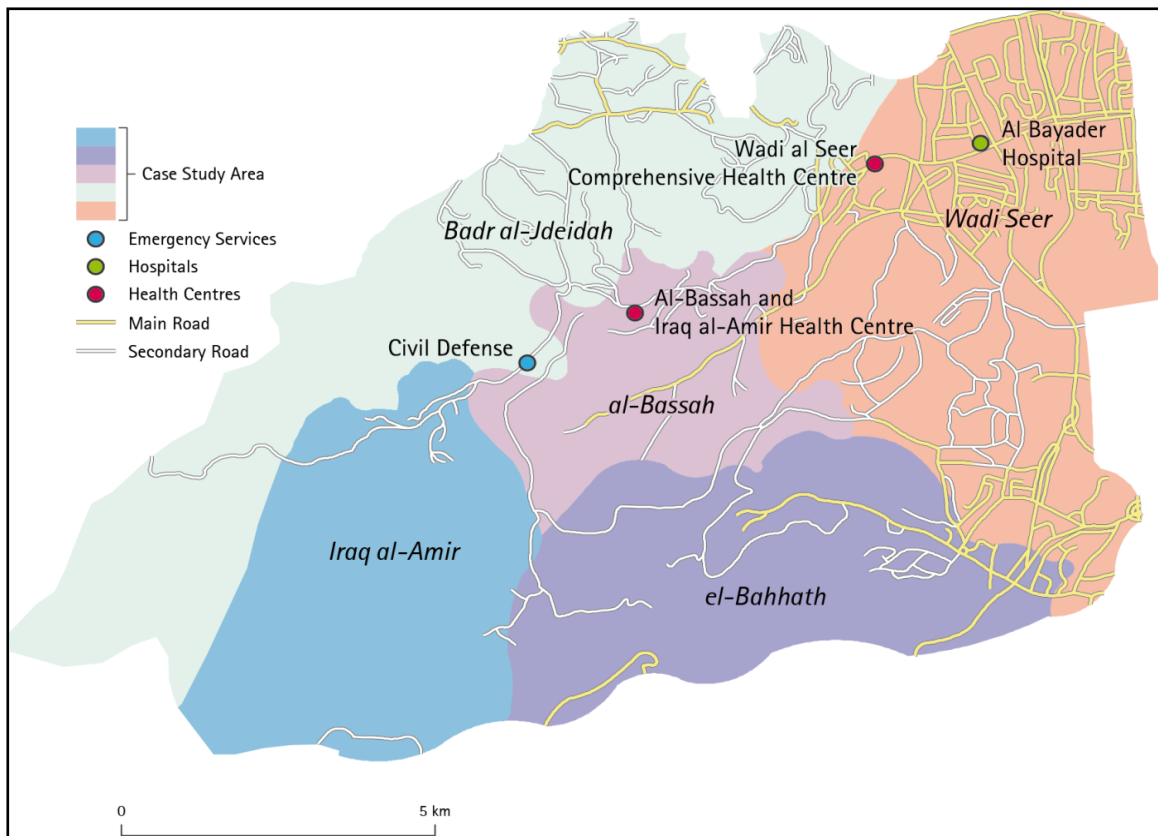


Figure 4.3: Health care services in the case study area (Source: the researcher).

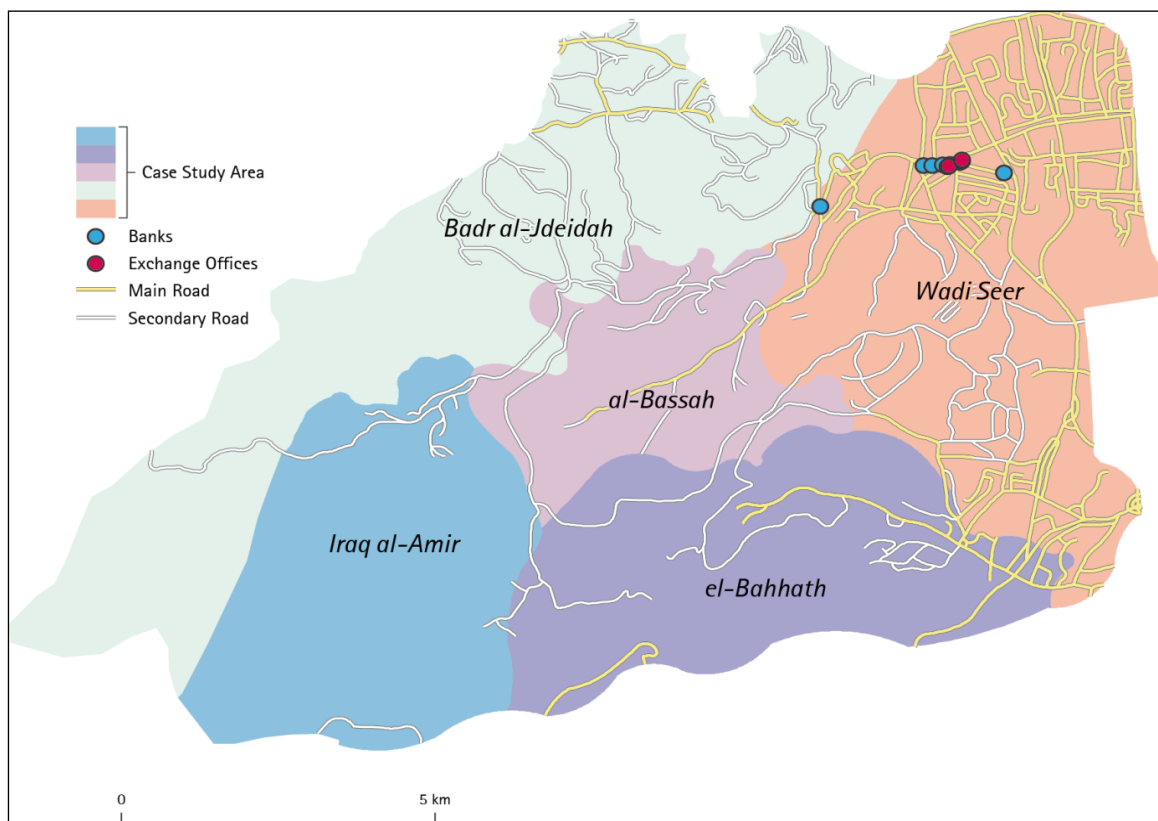


Figure 4.4: Distribution of banks in the case study area (Source: the researcher).

## 4.2.5 Tourism Infrastructure

### 4.2.5.1 Accommodation

The site and its surrounding areas lack accommodation facilities, which was noted by some of the officials and tourism experts interviewed. A.S., N.Q., A.J.Z., Y.A., and H.T. agreed: *“there are no accommodation facilities for tourists in the area.”*

Iraq al-Amir can temporarily take advantage of its close proximity to Amman in terms of accommodations until tourism accommodations are established in the area. Based on primary data, six accommodations could be identified close to the site (Table 4.2).

Table 4.1: Accommodations close to the case study area (The researcher estimate)

Accommodation Type	Time (minutes)	Distance (km)	Classification
Narcissus Hotel Suites	20-30	15	Hotel Suites
Al- Narjis Furnished Suites	20-30	15	Furnished apartment
Larsa Hotel, Amman	28-30	17	Three-star hotel
Ya Hala Furnished Apartments	32	17	Furnished apartment
Le Reve Boutique Hotel Suites	31	17	Budget hotel
Rana Palace Hotel Apartments	31	15	Budget hotel

### 4.2.5.2 Food and Beverage (F&B) services

Many of the respondents cited inadequate F&B services at these sites. B.M. said: *“There are no food and beverage service providers suitable for international tourists; a restaurant is needed. We could coordinate with some of the local residents, and introduce the idea of allocating a portion of their land in order to create a theme park or a tourist restaurant.”* A.J.Z. also stated: *“There are no touristic services in the area to attract international or wealthy local tourists; for example, parks or restaurants. The locals should establish them, but so far they haven't, because most of them depend on agriculture for their main economic returns.”* A.Sh. said: *“The existing resthouses and restaurants have not been developed to meet the requirements of international or wealthy local tourists.”*

Owners of the five restaurants discussed some of the challenges they faced when attempting to expand their enterprises, particularly in terms of procuring loans and the cost of licensing fees. A.Z., owner of Iraq al-Amir resthouse, stated: *“I knocked on more than one door trying*



*to get a loan for my expansion project, without success. Projects such as this should be given a loan without financial guarantees. But due to the complexity and red tape in the legal system, we are not able to get what we want.”* Similarly, the owner of Al-Wadi al-Akdar (The Green Valley) resthouse in al-Dayr, F.M., added: *“The licensing costs are too high. Last year we faced a problem with licensing fees. We paid a fee for three consecutive years, around JOD 10.00 for each meter, a total of approximately JOD 700.00 for each year retroactively, in accordance with the decision in 2013 by the Greater Amman Municipality concerning parks, restaurants, and resthouse fees.”*

#### **4.2.5.3 The Parking Area**

The area has no parking spaces for tourist buses and cars, as cited by A.Sh., *“No parking spaces.”* B.M. said: *“The area needs parking spaces near the archaeological sites such as at al-Dayr, al-Ṭarābyl, and near the palace in Iraq al-Amir. The government should buy the land and turn it into [parking spaces] which will solve this big problem.”*

The narrow road and no parking spaces lead to serious overcrowding, especially at the weekends, as stated by some of respondents from the local community. Sh.S. and M.I.M also said :*“The resthouses and restaurants in al-Dayr need to expand and create parking spaces.”* In support, G.S. said :*“The road capacity is insufficient for the large number of cars which arrive, because it is narrow and there is no parking to accommodate so many. The main road should only be used by the local community because of overcrowding, especially when there are weddings and funerals, and at weekends.”*

#### **4.2.5.4 Restrooms**

One of the main complaints of all the respondents was the lack of public restrooms at these sites. The only place with toilets available for tourist use is at the Handicraft Village run by the Iraq Al-Amir Women’s Cooperative Society. Y.A., Director of Antiquities Directory of Amman, said: *“There are no facilities available at these sites, such as toilets.”* B.M. also stated: *“...there are no facilities near these sites, including toilets.”* Respondents from the local community said that residents are sometimes asked if tourists can use their toilets, and believe this inadequacy may deter tourists from re-visiting the site or recommending the site to others.

#### **4.2.5.5 Signage**

There is a lack of interpretation at the site which would enable tourists visiting without a guide to engage more deeply in their experience. In support, A.Sh. stated: *“There are not enough signs.”* The researcher observed during field work that there is one informational panel at the entrance of Qasr al-Abd and one near the caves, both very old, and no informational panels at any of the other sites. Likewise, the researcher observed seven directional road signs for nearby attractions which are adequate for the time being until the potential tourism expansion occurs.

#### **4.2.5.6 Tourist Information**

The site and its surrounding areas lack tourist information and visitor centers. A.Sh. stated: *“There is no visitor center offering information for tourists; not even brochures.”* In support, A.S. stated: *“There is no visitor center or any other supportive services which offer information to visitors.”* Y.Z. also stated: *“There is no visitor center or tourism monitoring for the site,”* while Y.A. said: *“We are pushing for a visitor center at the entrance of the Palace, to provide information concerning the site.”*

### **4. 3 SWOT Analysis (TOWS Matrix Technique)**

In order to identify and evaluate the information given by the respondents about the resources in the case study and its surroundings, a SWOT analysis was carried out as a tool for regulating and interpreting the information and exploring and evaluating the current situation of the case study area (Table 4.2). Also it was used to better understand the internal (strengths, weaknesses) and external (opportunities and threats) factors in order to illuminate the main problems and challenges facing the development of tourism there. Therefore, it is important to understand what Iraq al-Amir and its surroundings can actually offer and to develop the potential resources for tourism and identify the key stakeholders, including key institutions working on or involved with these issues. Thereafter, the TOWS matrix technique (SO, WO, ST and WT) was applied to overcome the identified weaknesses and threats (Fig. 4.5).

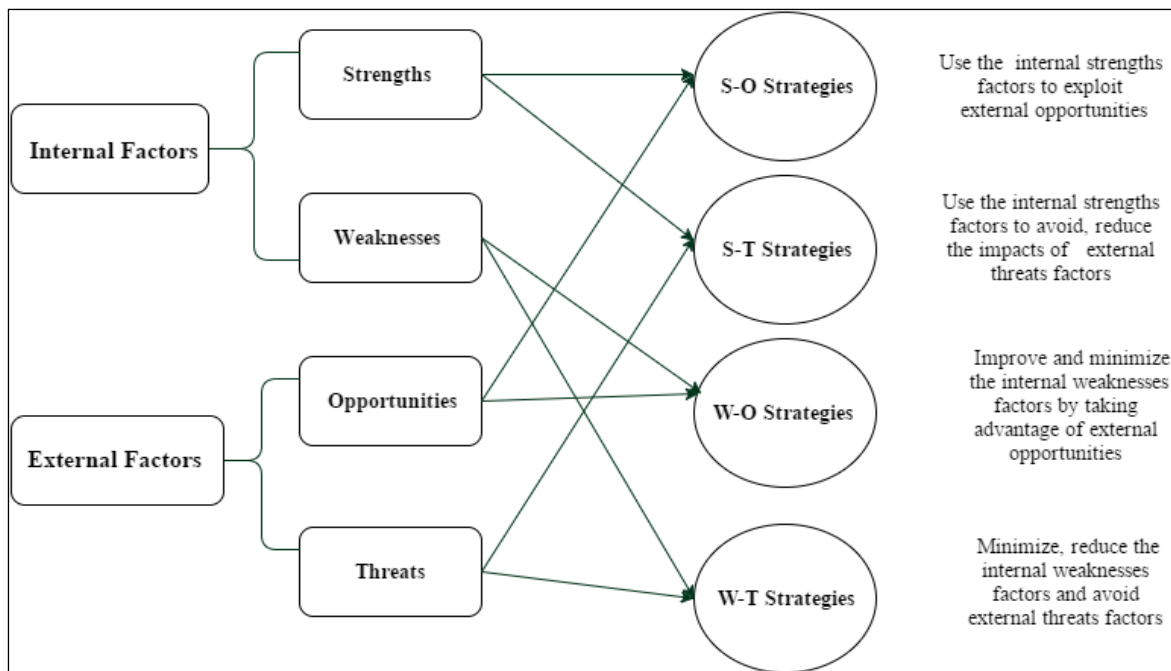


Figure 4.5: TOWS matrix technique (The researcher).

### 4.3.1 Strengths

The first strength is the site's good location, i.e.: its proximity to Amman and the Queen Alia International Airport. To access the site, a person would need to drive about 17 km (32 minutes) through Zahran, Al Bayader, and Wadi Al Seer, and nearly 42 km (50 minutes) from Queen Alia International Airport along route 15 or 35.

A second strong point is the area's variety of unique archaeological sites, in particular Qasr al-Abd in Iraq al-Amir. Other archaeological features in the al-Dayr area are 'Muallaqat al-Dayr (The Monastery), al-Bassah cave and church, and the Roman aqueduct.

Furthermore, the beauty of the natural landscape throughout the whole area is another strength, specifically the availability of water, evergreens, and the presence of plants and herbs which are of great scientific value and medicinal interest. This beauty entices large numbers of Jordanians to visit the area, especially from the beginning of spring until the beginning of autumn. This is an opportunity for nature-based tourism including ecotourism. The area contains the potential to aid in the success of this kind of tourism.

As well, the richness of the agricultural lands in the area may be used for agritourism. This would provide an alternative source of income to the local community.

Moreover, the friendliness and hospitality of the local community differentiates the people in the area from other areas. They have a unique local culture and still maintain their traditions and customs.

#### **4.3.2 Weaknesses**

A major weakness of Iraq al-Amir and the surrounding areas is the lack of tourism infrastructure. The current standard of main tourism services in the area is insufficient in both quantity and quality, namely:

- Insufficient and inadequate restaurants (F&B) in the area despite the availability of five restaurants and rest houses near the al-Dayr area and Iraq al-Amir. All of them, however, are operated by investors from the local community and the Iraq Al-Amir Women Cooperative Society, but they need to be classified as tourist installations to be developed more and they need to offer better services.
- Unavailability of shopping near these sites. The nearest shopping area is 30 minutes away or more by car.
- Lack of parking. There is insufficient space to line up cars and buses in the area.
- Lack of public toilets, one of the main problems faced by tourists in the region.
- There is a clear shortage of signage necessary to assist tourists' understandings about the natural and cultural sites.
- Lack of a tourism information center in the area, at least at the main site of Iraq al-Amir, despite of the establishment of a Tourist Center within Iraq Al-Amir village in 2008 to encourage visitors and tourists to visit Qasr al-Abd and caves, and to enjoy the area's spectacular evergreen landscape and running streams. Nevertheless, it does not offer tourism information to visitors, this is due to a lack of communication skills, or English or multi-language speakers. Tourist resources such as brochures and maps are also missing.

Another major weakness is the inaccessibility to the site and its surroundings in terms of the road network and its quality that extends from Wadi Seer to Iraq al-Amir via al-Dayr and al-Bassah. This is the main problem for both residents and tourists. The road is narrow and unsafe and cannot accommodate two cars abreast on the same lane.

Another weakness from the point of view of officials and tourism experts interviewed is that the local community is not ready for tourism development .

A profound weakness for tourism development in Iraq al-Amir and the surrounding area is associated with poor marketing and promotion due to a lack of readiness in terms of tourism infrastructure. Not all travel agencies list the site in their programs. As cited by one of the respondents, the general manager for Petra Travel & Tourism Company, this is due to the poor condition of the road.

There are other weak points relating to land ownership, and identification of the boundaries and buffer zone where all the land surrounding the site is owned by the local community which is mainly used for agricultural purposes. Despite lengthy negotiations were conducted with the local community to acquire the lands. The majority of the respondents from DoA confirmed that the ownership of the lands by the DoA is a problem for establishing a buffer zone. Also, the purchase of land by DoA to create a buffer zone is not an easy task since it requires a large budget allocation.

### **4.3.3 Opportunities**

In terms of marketing and development, Iraq al-Amir and the surrounding area has a wealth and diversity of potential resources for tourism, both cultural and natural elements, which would appeal to different types of tourists. In addition, the area has the potential for growth as a tourist destination with its unique tourist attractions and the potential to develop some new forms of tourism, such as agritourism, food tourism (by strengthening production, branding, and marketing of different local agricultural crops alongside the successful marketing of figs), nature-based tourism, and cultural tourism.

The tourism phenomenon is highly dependent on public utilities and infrastructure. This opportunity lies in addressing major issues, such as tourism infrastructure throughout the region that can enhance the visitor's experience.

Another opportunity is improved connectivity between all the villages surrounding Iraq al-Amir, making them one unit by creating a plan to manage all the surrounding villages as one destination. An assessment study can be implemented for those villages surrounding the site in order to recognize the economic reality of tourism, the available economic tourism opportunities, the untapped local communities in these villages, the socio-economic activities,

social trends of locals towards tourism, the role of government agencies and civil society organizations and their willingness to develop tourism with an awareness-raising program.

Supporting local investments in accommodation facilities and F&B, as well as local enterprise development of handicrafts by enhancing and diversifying the quality of handicraft products by providing training courses, product branding, regulating production and marketing processes, and agro/nature and breaks enterprises. This could improve the standard of living of the local community by offering economic opportunities, such as employment opportunities and increasing income through training and job opportunities. This would lead to growth for these communities, as well as social opportunities.

Iraq al-Amir has many well-preserved heritage buildings, one of which is being used as a handicraft center. Others should be restored and protected and could be turned into tourist facilities, for instance, accommodation facilities or visitor centers.

#### **4.3.4 Threats**

The major threat which affects the tourism sector in Jordan is the political situation in the Middle East which has led to a significant retreat in this sector. Tourism in Jordan is particularly subject to regional disturbances, such as those caused by the Arab Spring which especially affect those tourists who cross through Jordan to neighboring countries. Tourism experts have two opinions about the impact of the Arab Spring on tourism in Jordan. Although Jordan has benefited from the Arab Spring, i.e. tourism business improved, the Syrian revolution in 2011 has had a negative effect on the Jordanian economy. Previously Syria and Egypt were the main destinations for tourists from the Gulf countries and other Arab states, while Jordan was the last stop for tourists seeking relaxation. Tourism in Jordan is losing out in this case and is on the edge of collapse because tourism in Jordan depends mainly on neighboring countries, in particular Syria and Egypt. Tours often include a visit to Egypt and Syria in one package, and although Egypt is still largely considered a safe country, Jordan has suffered from the political crisis with decreased numbers of tourists. Jordan has also suffered from a decrease in foreign tourists because real income comes from Western tourists who visit the main famous archaeological and tourism sites (Petra, Jerash, Wadi Rum, Dead Sea, Aqaba, and others) and who also book expensive tour packages.

The DoA's inability to acquire land to create a buffer zone due to budgetary constraints was explained by A.Sh.: The community's refusal to sell is because land is their main source of

income: *“The locals do not agree to sell their land because they are subsistence farmers. If the locals were supported by official associations and loans with no interests, they would be motivated [towards tourism] and establish a good relationship between the locals and the site. They would then protect it because they would be earning their living from it.”*

Ongoing changes in government structures, institutional and organizational arrangements have affected decisions, financing, and regulation changes. M.Sh., Component Leader at USAID/Jordan Tourism Development Project (Siyaha), said: *“When we initiated a comprehensive plan, the Mayor of Amman was replaced. Consequently, the priorities of the municipality also changed. The agency can’t work without partners [DoA, MoTA, and GAM]; which should offer both technical and financial support. The project was quite huge. However it foundered because the elements for success, financial support, trends, and commitment from the partners, was lacking.”*

Laws, regulations, investment legislation for the tourism sector, and numerous overlapping government institutions issuing tourist facility licenses have led to obstacles for investment in tourism sites. One of the main complaints from some of the local residents interviewed is the complexity of the law and the difficulty to organizing credit for investors. A.Z., owner of the Iraq al-Amir tourist resthouse, stated: *“I knocked [on] more than one door in order to get a loan for my project expansion, but without success. A project such as this should be given an interest-free loan. But due to the complexity and red tape in the legal system, we are unable to get what we want.”* E.M., another local community member, had a similar complaint: *“We tried to invest in the area, but the procedures were too long. We faced problems and obstacles in the licensing law with the DoA, as well as with the divided lands around Qasr al-Abd.”*

A.T., Chair of the Tourism and Cultural Heritage Affairs Committee House of the Senate said: *“Investment law in Jordan is integrated and the state cannot issue investment laws for each sector separately.”* In the same context, A.Z., Senior Program Officer – JICA Jordan Office, stated: *“The Jordanian party should submit a proposal regarding soft loans or grants to develop more than one site and not just one site.”*

Table 4.2: SWOT and TOWS analyses.

	<b>Internal Strengths</b>	<b>Internal Weaknesses</b>
<p><b>SWOT analysis and TOWS analysis matrix of Iraq al-Amir and the surrounding areas</b></p>	<p>-Proximity of Iraq al-Amir and the surrounding areas to Amman, the capital, and to Queen Alia International Airport.</p> <p><b>Beautiful landscapes with green lands represented by:</b></p> <ul style="list-style-type: none"> <li>- Natural landscape beauty</li> <li>- Natural springs and aqueduct</li> <li>- Streams of water</li> <li>- Flora (wild and medicinal herbs: Ruta Graveolens, Dead Nettle, Castor Oil Plant or Ricinus Communis, Chamomile, Rhamnus Frangula, Black Iris)</li> <li>- Rich in agricultural land</li> </ul> <p><b>Cultural/Heritage resources:</b></p> <ul style="list-style-type: none"> <li>- Old town of Wadi Seer</li> <li>- Authentic villages (structural and cultural)</li> <li>- Heritage buildings</li> <li>- Iraq al-Amir Handicraft Village</li> <li>- Jame' al- Sharkas (Circassian Mosque)</li> <li>- Old watermills</li> </ul> <p><b>Archaeological attractions</b></p> <ul style="list-style-type: none"> <li>- Muallaqat al-Dayr (monastery), al-Bassah cave and church, Iraq al-Amir caves, Qasr al-Abd (Castle of the Slave).</li> <li>- Roman aqueduct</li> </ul> <p><b>Friendliness and hospitality of local people</b></p>	<ul style="list-style-type: none"> <li>-Identify boundaries and land ownership</li> <li>-No buffer zone for the site</li> </ul> <p><b>Deficiency of basic and tourism infrastructure</b></p> <ul style="list-style-type: none"> <li>- Narrow roads</li> <li>- Inadequate signage, insufficient parking, tour guides, information center, toilets, accommodation facilities, F&amp;B</li> </ul>



External Opportunities	S-O Strategies	W-O Strategies
<ol style="list-style-type: none"> <li>1. Provide integration of cultural tourism with other tourist attractions by developing new forms of tourism, such as, agritourism, nature-based tourism or geotourism.</li> <li>2. Connect all the villages surrounding Iraq al-Amir together as one unit.</li> <li>3. Market and produce development opportunities.</li> <li>4. Contribute to maintaining the natural, cultural, and historical values of the whole area.</li> <li>5. Provide appropriate tourism infrastructure opportunities and improve the basic infrastructure.</li> <li>6. Support investments in accommodation facilities and F&amp;B, and develop local handicraft enterprises.</li> </ol>	<ul style="list-style-type: none"> <li>- Develop nature-based tourism in Iraq al-Amir and the surrounding areas as an effective destination for domestic tourists through increased attention by MoTA and other stakeholders and by helping small business owners in the region improve and expand their enterprises to provide high quality services commensurate with the needs of visitors.</li> <li>- Develop the cultural/heritage resources and archaeological attractions in the area for international tourists which will help link all the villages as one unit. In order to list the site on the itineraries of the Jordanian tourist offices as a site representing an important period, GAM and MPWH must improve the general infrastructure since the road is the main obstacle for this, stimulating investment in tourism infrastructure, e.g., accommodations and F&amp;B.</li> <li>- Potential for agritourism in the area which has large tracts of farmland by encouraging local residents to invest in agritourism. The main economy of Iraq al-Amir and the surrounding areas is based mainly on agriculture, since every family owns land. The main courtyard is surrounded by houses. These are surrounded by farms and private land. A high percent of the local community works in farming and cultivates various types of crops. There are abundant water resources in the region which may lead to positive outcomes for the whole community.</li> <li>- Enhance the competitiveness of local handicrafts by improving local branding and improving the quality of handicraft products.</li> <li>- Make the local culture a part of the tourism product, e.g., traditional dresses, which represent the region, as well as customs and traditions with research into those local customs and traditions that evolved from a Bedouin community to a rural community.</li> </ul>	<ol style="list-style-type: none"> <li>1. Four alternative good-quality roads (Abu al-Sūs, Marj al-Hamam, Wadi al-Seer, and Maḥiṣ) can be used to access the area instead of the main road.</li> <li>2. Increase negotiating power with local residents adjacent to the archaeological sites regarding land ownership to help with identifying the site boundaries and buffer zones.</li> <li>3. Create tourism infrastructure to facilitate tourists visiting the area by promoting local investment</li> </ol>

External Threats	S-T Strategies	W-T Strategies
<p>1. Political situation in the Middle East.</p> <p>2. Lack of financial support (insufficient budget for DoA to acquire land and create buffer zone).</p> <p>3. Changes in government structure, institutional and organizational arrangements that affect decisions, financing, and regulations changes.</p> <p>4. Laws, regulations and investment legislations in tourism sector.</p>	<ul style="list-style-type: none"> <li>- Pay attention to the current domestic tourism trade as a result of the region's political situation.</li> <li>- Develop partnerships with MoTA and NGOs for financial support.</li> <li>- Mitigate investment restrictions, in particular local investors by MoTA and GAM. Furthermore, remove obstacles facing local investors by studying all obstacles (high taxes and granting of loans) facing those who already have tourist establishments, e.g. rest houses.</li> </ul>	<ul style="list-style-type: none"> <li>- Research the ownership of the lands; do they belong to the government or are they in private hands?</li> <li>- Coordinate with the wealthy people in the region to allocate part of the land owned for parks, car parking and tourism services.</li> <li>- Facilitate investment regarding fees, the duplication of licenses between GAM and the MoTA.</li> <li>- Offer financial warranties for licensing.</li> <li>- Use the alternative roads instead of the main road to reach to the site and the surrounding areas.</li> </ul>

#### **4.4 Conclusion**

This chapter discusses existing and potential tourism resource attractions in the case study area in three sections. Section One presents the identification and inventory of available and potential resources for tourism development on the site, classified according to resource type into: 1) Natural Resources; landscape, landform, geological formation, flora, water resources and 2) Cultural Resources: tangible cultural heritage (archaeological sites, heritage buildings, handicraft products) and intangible cultural heritage (e.g., traditions and customs). An evaluation of the current situation for basic and tourism infrastructure, together with major challenges facing the site and the surrounding areas is then discussed in Section Two, based on interviews conducted with stakeholders who have identified and assessed the current situation of the site and its surrounding areas.

A SWOT analysis is presented in Section Three as a tool for regulating and interpreting the information, as well as exploring and evaluating the current situation of the case study area. The purpose of this technique is to illuminate the main problems and challenges facing the development of tourism, to understand what the case study area can actually offer, and to develop the potential resources for tourism. The TOWS matrix technique (Strength-Opportunity (SO), Strength-Threats (ST), Weaknesses-Opportunities (WO), and Weaknesses-Threats (WT)) is then applied as an important tool for decision-making, as it assists managers and planners to develop four types of alternative strategies with regards to internal and external factor evaluation. Indications are that the case study area has great potential; resources could be used to develop, create and sustain a successful tourism product, so long as basic and tourism infrastructure is upgraded and provided where necessary. Therefore key stakeholders, including key institutions working on or involved with these issues, should develop these strategies concerning rules and regulations, and identify boundaries and infrastructure.

The tourism resources identified in this chapter will be used as baseline data to assess the tourism potential in the case study area and the extent to which they are suitable for development as a tourism product, depending on a set of evaluation criteria, which will be discussed in Chapter Five.

## **Chapter Five: Criteria to Evaluate Tourism Potential**

This chapter provides an overview of the main criteria used in the literature for evaluating tourism resources. The criteria discussed in this chapter will be applied in chapter six.

### **5.1 Introduction**

Tourism is an activity which requires the availability of different components to achieve success. These are the same criteria that can be used to evaluate the tourism potential in a given location. Rowe et al. (2002) offered a model of tourism elements consisting of three main components: attraction, marketing, and tourism-related facilities/accommodation, transportation, and tourist information. Heyns et al. (2000) stated four tourism components: tourists, tourism products, facilities and infrastructure (e.g. accommodation and transport), and tourism organizations or facilitators.

Different criteria can be used to evaluate a destination which have tourism resources based on the nature of these resources and whether they are natural or cultural attractions. Boniface et al. (2016) stated that an area will not become a tourist destination unless it has five main elements: 1) presence of attractions at the forefront, even just one attraction which can be promoted as a unique selling point; 2) facilities and services related to tourism; 3) accessibility to the attraction; 4) infrastructure and political stability as preconditions for tourism development; and 5) support of destination products by tourism stakeholders.

In addition to the aforementioned elements the local community, tourism stakeholders and tourism staff (tourism providers) are among the major components for successful tourism management. Stakeholders and tourism staff have the responsibility for providing the main tourism facilities and services that meet the tourists' needs, as well as maintaining and protecting the destination's attractions in collaboration with the local community (Teye et al., 2002; Yoon et al., 2001).

Buhalis (2000) listed six main components of tourism resources that can be used in evaluating the elements of a tourist destination: attractions, accessibility, amenities, packages by intermediaries, activities, and available ancillary services. Taylor and Banda-Thol (2013) identified six criteria to evaluate the potential for tourism development and opportunities in their Zambia study: attractions, popularity, accessibility, tourism activities, seasonality, and facilities and infrastructure.

Other researchers, however, developed criteria based on the nature of tourism resources (e.g., cultural or natural resources) to evaluate cultural heritage tourism and the potential of nature-based tourism. In this context, Garrod and Fyall (2000) identified eight elements to evaluate heritage attractions: conservation, accessibility, education, relevance, recreation, financial support, local community, and quality. Whereas Deng et al. (2002) presented a model to evaluate natural resources for tourism based on five criteria: resources, accessibility, facilities, peripheral attractions, and local community. However Priskin (2001) relied on four criteria to evaluate resources in the Central Coast Region of Western Australia for nature-based tourism: the diversity of attractions, accessibility, infrastructure, and the level of environmental degradation. Ashouri and Faryadih (2010) relied on five evaluation criteria to assess Lavasan-e Koochak in Tehran Province, Iran, for potential to develop nature-based tourism: natural and cultural attractions, accessibility, local communities, facilities, and risk of natural disasters. Rahayuningsih et al. (2016) identified three main criteria to assess nature-based resources for tourism development in Bogor in West Java Province, Indonesia: diversity of attractions and uniqueness, tourism activities, and accessibility.

Based on the criteria identified by these researchers, this study identified six criteria to use in exploring the potential in Iraq al-Amir and the surrounding areas to develop a model for each form of potential tourism based on tourism resources that were identified in chapter four. These criteria comprise **attraction**, including the value or importance of the attractions, popularity, and tourism activities; **physical aspects**, including the attractions' accessibility and seasonal facilities; **socio-economic aspects**, including admission to the attraction; the **local community**; **stakeholders**, and the **political situation** (see Fig.5.1 which illustrates the criteria for evaluating tourism resources.)

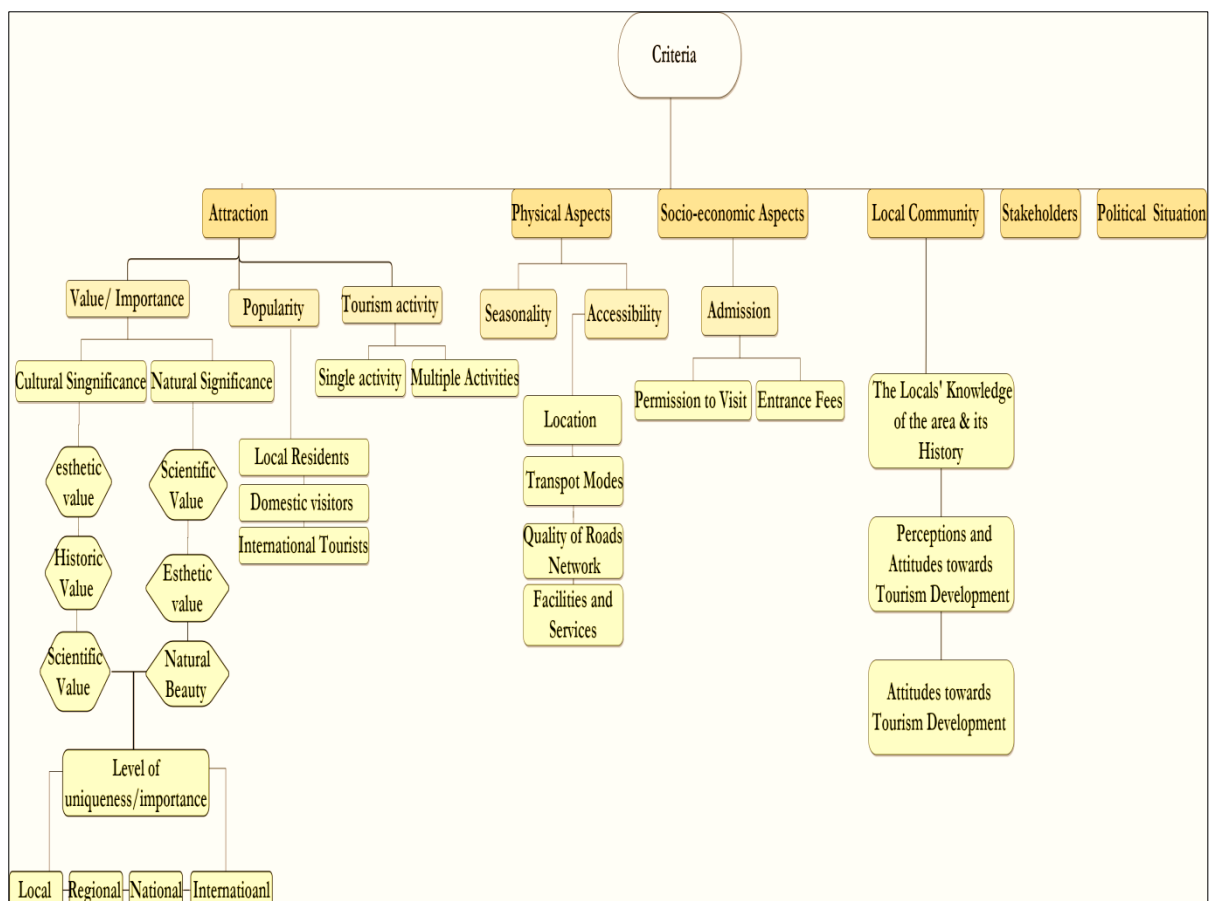


Figure 5.1: Criteria to evaluate tourism resources.

## 5.1 Attraction

### 5.1.1 Value/Importance

The literature described various criteria to identify tourism potential that contribute to the formation of a tourism product in an area. Three main elements comprise a tourism destination: tourists, the site, and the site's image or attraction. The literature cites attractiveness of an area as the most important criterion to evaluate the potential of a tourism destination; there must be at least one attraction available in an area to promote it for tourists (Boniface et al., 2016; Suryawanshi, 2014; Buhalis, 2000; Gunn, 2002). Evaluating the characteristics of an attraction is necessary in terms of its importance and value, uniqueness, and rarity and diversity. An area that has a high value and uniqueness among other areas of the same category would have a high potential to become a tourist attraction with tourists keen on visiting it (Suryawanshi, 2014). Additionally, its level of uniqueness and/or importance on the local, regional, national, or international level would play a key role in

attracting more tourists depending on the attraction's level of importance and uniqueness (Panbamrungskij, 2012). Ribeiro and Vareiro (2012) assessed the potential of tourism resources based on the singularity, value, and nature of the resources; by using a hierarchy to identify the singularity of resources. They classified their assessment of resources capable of attracting tourists into four levels: 1) local, 2) regional, 3) national, and 4) international. Whereas tourism resource value is classified on a five-point scale based on identifying which type of tourism resource the tourist prefers to visit resulting in determining the value of the resource and analysis of the supply side. According to Ribeiro's and Vareiro's study, the number of tourism resources alone is not enough to establish an area's attractiveness, but the importance and singularity of the resources must also be evaluated.

### **5.1.2 Popularity**

The frequency of visits to a tourist attraction by domestic or foreign tourists is measured by tourist influx (visiting numbers) to the attraction per day, month, and year (Abdulla and Soumen, 2012).

### **5.1.3 Tourism Activities**

Tourism activities refer to the availability of activities during the time of a tour at the site which can vary according to the tourism type (Boniface et al, 2016). Tourism activities are one of the main elements of tourism resources that can be used in evaluating the potential of tourism destinations in addition to attractions, accessibility, amenities, packages by intermediaries, activities, and available ancillary services (Buhalis, 2000). Panbamrungskij in her 2012 study classified tourism-related activities by single and multiple activities. She stated that activities are one of the enticements that can attract visitors to a given area, and areas with multiple activities have the opportunity to be more attractive.

## **5.2 Physical Aspects**

### **5.2.1 Seasonality**

Seasonality is considered one of the most important features in tourism. As defined by Butler in 2001, p. 5, it is the "temporal imbalance in the phenomenon of tourism, which may be expressed in terms of dimensions of such elements as numbers of visitors, expenditure of visitors, traffic on highways and other forms of transportation, employment and admissions to attractions". A temporary imbalance in tourism flow occurs as a result of three factors: 1)

natural factors related to climate and its meteorological variables such as temperature, precipitation, sunny days, and daylight (Butler, 2001; Petrevska, 2013); 2) geographical location (Commons and Page, 2001); and 3) institutional factors and traditional temporal variations that are associated with human actions and policies such as public holidays, weekends, school holidays, festivals and events, and pilgrimages (Butler, 2001; Cannas, 2012). These factors play a main role in identifying the duration of the visitation season according to variable factors influencing the target group.

### **5.2.2 Accessibility**

Accessibility is another main element used to evaluate a destination's tourism resource potential. This refers to the ability to reach a tourist attraction, depending on the significance of the attraction's location, the availability of travel modes, and the quality of road networks and attraction facilities (Boniface et al., 2016; Abdulla and Soumen, 2012; Prideaux, 2002). An area's geographical location is one of the main factors that play a role in stimulating demand for tourism (Boniface et al., 2016). The time consumed to reach a site or use the services is one of the factors in accessibility (Handy and Niemeier, 1997). This can be determined by GIS as a tool (Shanxin et al., 2010) or using web-based routing services such as Google maps to determine the time between services and locations (Sheth and Perry, 2008). What is strongly associated with an area's distance and time consumed is the availability of transportation modes which is an important factor that influences accessibility (Kahtani et al., 2011).

### **5.2.3 Facilities and Infrastructure**

Tourism facilities should be made available to support the destination and the tourists-basic infrastructure and facilities - such as ancillary services available to support the site and locals. Tourism infrastructure should provide tourists with accommodation facilities, food and beverage facilities, accompanying facilities, and communication facilities (Boniface et al., 2016; Abdulla and Soumen, 2012; Iatu and Bulai, 2011).

## **5.3 Socio-Economic Aspect**

### **5.3.1 Admission**

Admission covers permission to access the site, visit it, and participate in activities. It also includes admission charges (Lew, 1987; Panbamrunkij, 2012).



#### **5.4 Local Community**

The local community must be analyzed from the point of view of local development based on tourism as it should be one of the essential entities supporting tourism development. Tourism depends on the locals' knowledge of the area and its history, their understanding of tourism, their understanding of their own perceptions and attitudes towards tourism development, and the local community's awareness towards tourism and its impacts in order to identify the level of future tourism development. All of these are important in realizing the goal of local community support for tourism development by involving them in setting the plan's goals and priorities (Boniface et al., 2016; Teye et al., 2002; Yoon et al., 2001).

#### **5.5 Stakeholders**

The role of tourism stakeholders in terms of partnership and collaboration between public and private is another main factor which will help tap into and develop the potential of tourism resources (Boniface et al., 2016).

#### **5.6 Political Situation**

The political situation is an external factor and one of the preconditions for tourism development which can seriously affect tourism demand. For example, political stability in a tourist destination increases tourist demand, resulting positively on the supply side. Furthermore, the extent of state intervention in promoting and providing facilities for the tourism sector, restrictions and regulations imposed by the state on the tourism sector, as well as privatization can all affect tourism (Boniface et al., 2016).

#### **5.7 Conclusions**

In order to achieve the objectives of the second research question, six basic evaluation criteria were established, based on the literature and the characteristics of the study area, which could be used to evaluate tourism resources in a given area and evaluate the potential for tourism development and opportunities. These include attractions (including importance, popularity, and tourism activities), physical aspects (accessibility of the attraction and seasonal facilities); socio-economic aspects (admission); local community (perception, attitude, awareness); stakeholders, and the political situation. These criteria will be applied in Chapter Six, in order to evaluate the suitability of Iraq al-Amir and its surrounding areas for the development and promotion the segmentation of the tourism product (three distinct tourism segments will be discussed: cultural heritage, nature-based, and agritourism).

The following chapter will evaluate the potential of the tourism resources for developing the first segment: cultural heritage tourism in the case study area, based on the criteria identified in Chapter Five.

## **Chapter Six: Tourism Development Potential in Iraq al-Amir and its Surrounding Areas**

Iraq al-Amir and the surrounding areas have a wealth of tourism resources with a rich potential for tourism development. None of their resources have been sufficiently developed, excluding Qasr al-Abd and the caves in Iraq al-Amir which receive a small number of foreign and Arab tourists. Many travel agencies do not visit these sites as part of their tourist trail, as their perception is that they have limited resources compared to other sites, because tourism infrastructure is lacking. The natural environment, the geology of the site and the surrounding areas have not been studied since the government has focused mainly on cultural resources represented by Qasr al-Abd and the caves in Iraq al-Amir, it excluded other resources like Muallaqat al-Dayr (The Monastery), al-Bassah cave and church, and other cultural or heritage resources which will be discussed in chapter 6.1.

Chapter Six (Sections 1-3) will identify the potential for different forms of tourism as well as the stakeholders for each potential form of tourism based on evaluating tourism resources and using a SWOT analysis and TOWS matrix. Drawing on the previous section, this study shows that the site and the surrounding area have a rich potential for three forms of tourism which can be exploited and be further studied.

### **6.1 Cultural Heritage Tourism**

Potential for the first form of tourism is cultural heritage tourism. The site and the surrounding area are rich in both tangible<sup>6</sup> (monuments) (see Fig. 6.1.1) and intangible cultural heritage<sup>7</sup> (see Fig. 6.1.2). Cultural and heritage resources need to be studied and utilized for tourism. All of these resources could present many experiences for tourists through tangible resources. It could motivate tourists to visit archaeological sites, heritage buildings and monuments, museums, fairs, festivals, and events. Furthermore, the intangible tourist assets enable them to learn and understand the local cultural background, local

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<sup>6</sup> Tangible cultural heritage comprises monuments, historic cities and buildings, museums and the landscape (Bouchehnaqi, 2003).

<sup>7</sup> “The practices, representations, expressions, knowledge, skills—as well as the instruments, objects, artefacts and cultural spaces associated therewith—that communities, groups and, in some cases, individuals recognize as part of their cultural heritage. This intangible cultural heritage, transmitted from generation to generation, is constantly recreated by communities and groups in response to their environment, their interaction with nature and their history, and provides them with a sense of identity and continuity, thus promoting respect for cultural diversity and human creativity” (UNESCO, Article. 2, 2003).

customs, and handicrafts, local indigenous and non-indigenous traditions, help revive and safeguard local intangible cultural heritage, as well as its positive potential development impact on the site and the surrounding area.

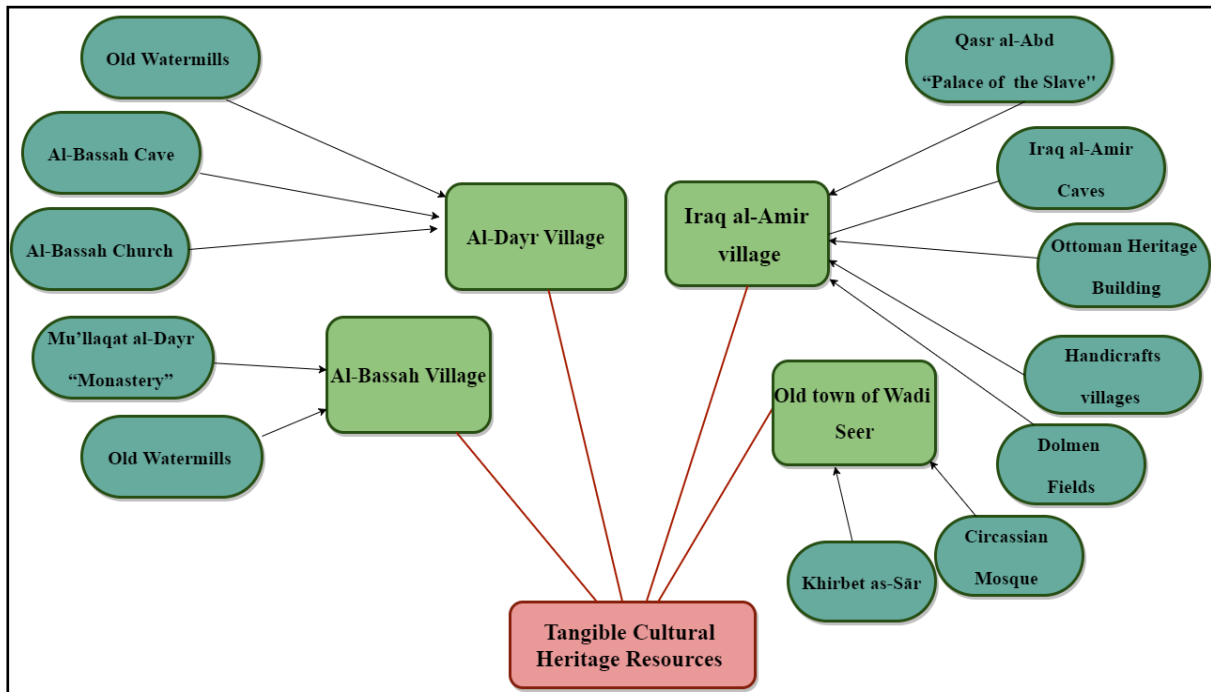


Figure 6.1.1: Tangible cultural heritage resources.

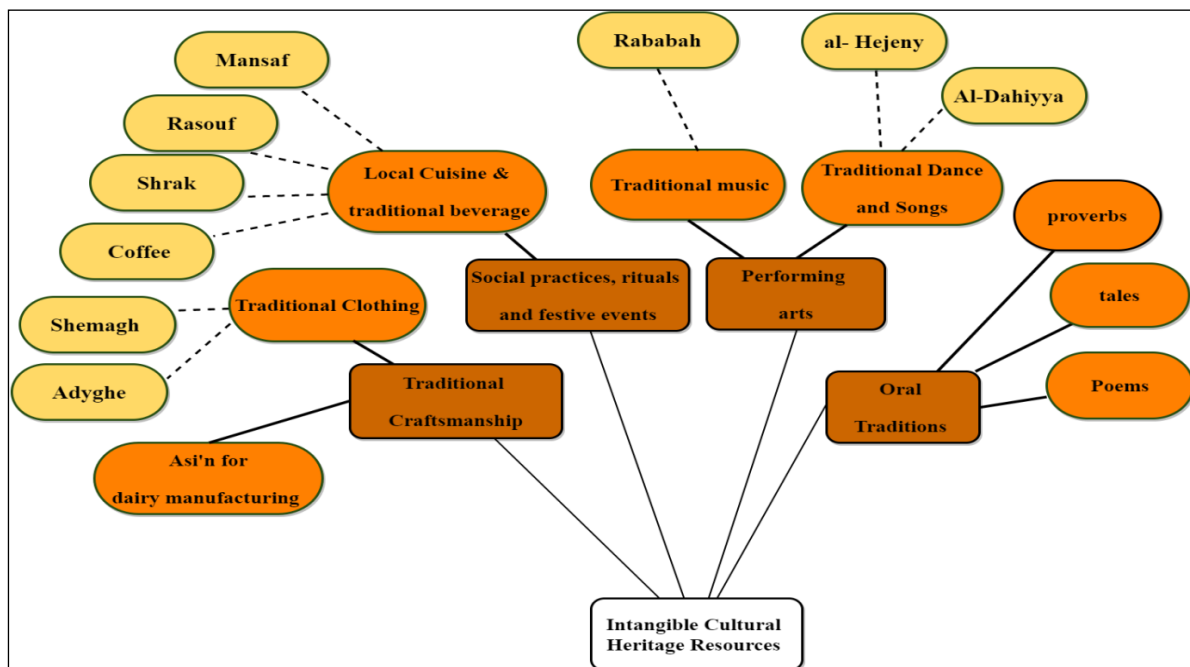


Figure 6.1.2: Intangible cultural heritage resources.

Suggesting a plan for cultural heritage tourism would assist planners and decision-makers to develop a cultural heritage tourism plan for Iraq al-Amir and the surrounding area and to

execute heritage tourism programs based on their resources. This can be an effective tool to increase income, create job opportunities, diversify the local economy, improve the local quality of life through resource development, and create activities and events in the area.

### 6.1.1 Assessing the current condition and situation of resources for a cultural heritage tourism

This section will assess the potential for cultural heritage tourism in Iraq al-Amir and the surrounding areas based on resource characteristics, services and facilities previously evaluated and key stakeholders.

#### 6.1.1.1 Tangible Cultural Heritage

##### 6.1.1.1.1 Iraq al-Amir village

Iraq al-Amir is located on the west bank of the Wadi Seer, about 17 km south-west of present day Amman (see Fig. 6.1.3), 29 km east of Jericho, and about 4 km upstream from the confluence of Wadi Seer with Wadi Kafrein (Wadi Bahhath). Wadi Seer rises from the high Transjordan plateau, which is located about 6 km upstream from Iraq al-Amir (Ji, 1998a). Iraq al-Amir is bordered to the south by a stream and a deep valley. Springs from Wadi al-Seer flow through the villages of al-Bassah and Salkad to the north; to the east al-Qulilat, al-Almanya and al-Qasabat, and to the west caves, mountains, Umayria, and Fahas. Iraq al-Amir includes two archaeological sites: Qasr al-Abd and the Iraq al-Amir caves

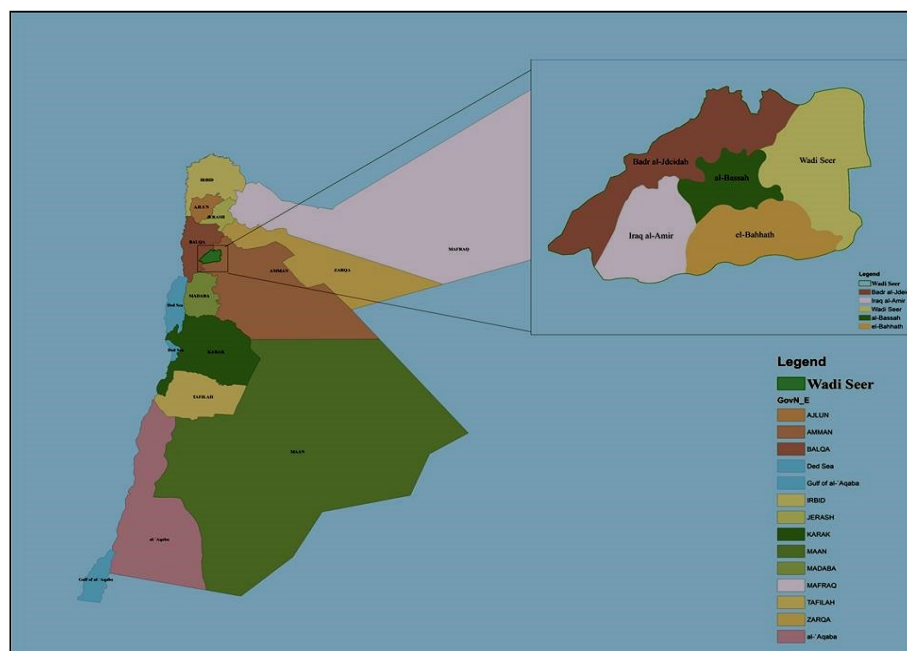


Figure 6.1.3: Location of Iraq al-Amir and its surrounding areas (Source: the researcher).

#### 6.1.1.1.1 Qasr al-Abd (Palace of the Slave)

Qasr al-Abd (Palace of the Slave) is the main archaeological site in Iraq al-Amir mentioned in biblical and historical texts<sup>8</sup> and visited by many scholars, e.g. in 1817<sup>9</sup>, 1862<sup>10</sup>, 1863<sup>11</sup>, 1889<sup>12</sup> and 1904<sup>13</sup>. This demonstrates the historical and architectural importance of the site. Qasr al-Abd is a large two-story structure (see Fig. 6.1.4) built of large, white, rectangular 14 m-high stones and measuring (18.5 m east-west × 37 m north-south), and standing on an artificial terrace southwest of the village (Zayadine, 1997). The main ground on the first floor includes four storage rooms with seven windows that open out along a corridor on the east and west sides (see Fig 6.1.5). The upper story, however, was never completed. The building was erected as the owner's residence or for holding banquets in honor of the dead (Rosenberg, 2006a; Zayadine, 1997). It has four corner towers and a balcony on each tower, with two galleries of 21 fluted Corinthian columns on the east and west sides and a central festival hall.

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<sup>8</sup> The biblical Book of Nehemiah mentions that Iraq al-Amir shows evidence of Tobiads or Toviyya, the Ammonite servants in the Book of Nehemiah. Tobiah participated in the garrison confrontation with Nehemiah and Judeans (2:19; 6:6). Tobiah defeated the Nehemiah insurgency and depressed the morale of Nehemiah and his followers with jeers; militarily threatened the Judean community (4:1-7), and enticed Nehemiah to sin by violating cultic precepts (6:1-14). Even after completing the wall in Jerusalem, Tobiah kept strong ties to the Judean community (6:17-19). The book of Nehemiah indicates that the Tobiads had links with the ancient remains at Iraq al-Amir. This is evidenced by the name of Qasr al-Abd, and the inscription of the name "ṬOBYAH" on the façade of Cave 11 on the west side and on the façade of Cave 13 on the east side to the right of the door. The next known reference to Iraq al-Amir appears in the *Antiquities of the Jews* by Flavius Josephus (a Romano-Jewish scholar, historian and hagiographer) who had authority in Jerusalem with connections to the priesthood. He provided important information about the family of Tobiah, the erection of a great qasr by Hyrcanus to demonstrate his wealth and power, and later, the important part played by the Tobiad family in the events lead to the Maccabean revolt. Josephus speculated the structure was originally surrounded by a large excavated reflecting pool, and this was a moat and the building a fortress. Also, he indicated that Hyrcanus (a member of the Tobiad family who ruled the Ammonites in the Hellenistic period), left Jerusalem in the wake of a losing power struggle, and resided in the east of Jordan on the ancestral lands of the Tobiads, a border zone between Judea and Arabia. Josephus mentions that Hyrcanus was in ongoing clashes with the Arabs where he killed and captured many of them (Ji, 1998b).

<sup>9</sup> The site was described by early travellers and scholars and was first brought to global attention by two British commanders, C. L. Irby and J. Mangles. They described the village of Iraq al-Amir, the ruined Qasr al-Abd and caves, and the ruin designated as the small square building in their book, *Travels in Egypt, Nubia, Syria and Asia Minor during the Years 1817-1818* (Irby and Mangles, 1823).

<sup>10</sup> The French explorer de Vogue described the two tiers of caves and their use, "some used for habitation, some for stables and others for storage". He also describes the embankment as holding back a possible lake, in which stood Qasr al-Abd. De Vogue recorded several architectural details of Qasr al-Abd. He was the first explorer to publish drawings of the site.

<sup>11</sup> De Saulcy visited the site and gave a brief characterization of the site and the main ruins, such as the Qasr and the Monumental Gateway (Rosenberg, 2006b)

<sup>12</sup> C. R. Conder described Iraq al-Amir Tyrus, Qasr al-Abd, the cliffs, the caves, and the ruins of the village. Conder also published a brief discussion of the palaeography of the Tobiah inscriptions and a description of the relationship between the present Arabic name Wadi Seer and the Greek name of Tyre or Tyros (Conder, 1889).

<sup>13</sup> The Princeton Expedition, led by H.C. Butler, visited Iraq al-Amir with the aim of fully investigating the Qasr al-Abd and its surroundings. They provided detailed descriptions and plans of the Qasr and surrounding constructions and published two alternative reconstructions of the plan and tentative restoration of Qasr al-Abd in 1919 (Butler, 1907; Brett, 1963).



The whole structure is adorned with sculptured lions and panthers (see Fig. 6.1.6). Although the building looks simplistic or smaller than it actually is, whole panels are built of just one giant block. The portico columns have also been constructed as one piece rather than in drums; they are non-segmental.



Figure 6.1.4: Qasr al-Abd –Iraq al-Amir (right photo, Salles, 2013), (left photo, the researcher, 2015).



Figure 6.1.5: The ground floor of Qasr al-Abd (Source: the researcher, 2015).



Figure 6.1.6: Lion (left photo) and panther (right photo) (Source: the researcher, 2015).

Respondents (archaeologists) placed high importance on the palace. The archaeologists were asked about the significance of the site for Jordan as an archaeological and tourism site and to examine if the site has a significant value from their perspective as DoA archaeologists- What is the significance/value of the site?

The main goal in assessing the significance of an archaeological site is to produce a statement of site significance. This will lead to a comprehensive understanding of the value contained in the site and thereby help decide if the site could be included on the World Heritage List, identify which management plan would be the most convenient and/or affect the site's future, and protect the site as the first priority. Some respondents (M.J., J.K., H.T., J.H., H.H., A.S., Y.A., and A.Sh.) indicated that Qasr al-Abd has historical and archaeological value (cultural significance) as it is a rare example of Hellenistic architecture in Jordan and the Middle East (section 4.2.2.1.1).

Some of the respondents emphasized the historical and architectural value of the site and its chance for inclusion on the World Heritage List, at least on the tentative list because of its highly outstanding universal value (cultural significance - historical value), but only if the problem of land acquisition is solved. In this context, H.H. (Director of the World Heritage Sites Directorate) stated: *“The site of Iraq al-Amir has outstanding value, but there is a problem in that the borders are not delineated and there is no buffer zone. The DoA owns the site itself, but most of the border is owned by private concerns. The DoA should define the borders and buffering zone in order to protect its value.”* In support, H.T. (Director of Site



Management Directorate) noted that: *"Iraq al-Amir meets all the criteria for outstanding universal value, authenticity, and integrity of properties; it should at least be included on the tentative list. But the fact that the DoA does not own the lands that surround the Palace, together with the lack of a buffer zone and a conservation and sustainability management plan, which the World Heritage Center requires for inclusion on the World Heritage List, is a major hindrance to any change in the current status quo."*

Although the site's significance is acknowledged by archaeologists, it has only received attention for archaeological projects and has not received any tourism development plan. DoA has given the site considerable attention as it is the main government agency responsible for conducting all archaeological excavations and surveys in Jordan and for issuing permits for archaeological expeditions to implement archaeological projects. Foreign archaeological expeditions have also given this area attention in terms of archaeological excavations and survey projects with numerous archaeological excavations conducted on this site. The first one was conducted by Paul W. Lapp in 1961. Three expeditions were conducted in 1961 and 1962 and funded by the American Schools of Oriental Research (ASOR) (Lapp, 1962, 1963). DoA and a French expedition renewed interest in the site in the mid-1970s in an effort to make Jordan's antiquities attractive for tourism, to preserve and restore monumental buildings for tourism, and to maintain Jordan's cultural heritage (Lapp, 1979). In 1976, archaeological excavations continued at the monument's gateway which is located about 150 m to the north of Qasr al-Abd, under the direction of ASOR and led by Ernst Will. In 1982, F. Villeneuve and S. Kreetaz conducted archaeological excavations in the village of Iraq al-Amir and Cave G2 (Villeneuve, 1982). In 1993, Dr. Mohammad Waheeb led a team to rescue the coins of Iraq al-Amir which date to the Hellenistic Period. Approximately 260 coins were retrieved (Waheeb, 1993). One year later DoA discovered a mass grave in a cave cut into the limestone rock (Najjar, 1994).

An archaeological survey in the area of Iraq al-Amir began in 1996 under the direction of Chang-Ho Ji, including the area of Iraq al-Amir, Wadi Seer, and the Tobiad Caves (Ji, 1998a). The following year, a number of caves were excavated under the direction of DoA (Ji, 1997a). A second season followed in 1998 which included the area of Iraq al-Amir and Wadi Kafrayn to identify whether Qasr al-Abd reflects the presence of human settlement in the entire region or an area of an unconnected structure irrelevant to the geographic region. Under this survey, 88 archaeological sites were detected dating back to the Chalcolithic, early Bronze Age, Iron Age II, Hellenistic Period, and Byzantine Period (Ji and Lee, 1999). In 2000, during a third

season of archaeological survey in Iraq al-Amir and Wadi Kafrayn, 42 archaeological sites were recorded (Ji and Lee, 2002). In 2006, an archaeological survey in Iraq al-Amir, Wadi Kafrayn and Tell um al-Hder was conducted by the French Institute of Near Eastern Archaeology (IFPO). The presence of a human settlement was found on the highest peak of the tell and some architectural features (a rectangular building with four towers at the corners and a medium-sized pool of water). It is believed that this tell dates back to the late Hellenistic and early Roman Periods (Sal, 2006). In 2008, an archaeological survey was conducted under the direction of F. Sal. It included the area surrounding Qasr al-Abd. This revealed the existence of an ancient channel feeding water into the area, in addition to a number of springs, such as Ayn al-Kursi, Ayn al-Bassah, Ayn al-Bahath, Ayn Noor al-Oyun, and Ayn al-Dalya (Sal, 2008).

Despite great interest from archaeological expeditions to the site, only restoration projects were conducted on-site by the DoA and IFPO between 1976 and 1986. The DoA and IFPO have jointly sponsored a restoration program of the Palace, and the reconstruction of the west wall of Qasr al-Abd under the direction of E. Will and F. Larché (Brown, 1983; Sauer, 1979; Larché, 1982). As the palace is a large structure with large rectangular stones, the restoration projects were stopped as it is stable and poses no threat. Additionally, the DoA does not have the budget or crew to accomplish the necessary tasks, as it chooses to focus primarily on urgent sites under threat and in need of restoration. In order for institutions to conduct excavations, the site needs to be maintained and restored. Although the site could produce good material for research, it needs constant maintenance and protection. Another problem is that the budget dedicated to excavations is more than the budget for restoration and maintenance.

Unfortunately, the site has been overlooked in tourism development terms even though it has highly outstanding value for the Hellenistic period and is the best example throughout the entire Middle East. There are several obstacles which hinders tourism development. The most significant problem is identifying the site border and establishing a buffer zone. Although the site has been owned by the DoA since 1962, the archaeological site boundary lies within private lands owned by the local community within residential and agricultural areas. Due to local traditions and laws, it is hard to resume land, despite negotiation, because they have inherited the lands from their ancestors, and public opinion would be against the government if resumption was attempted. Furthermore, the economy of Iraq al-Amir and its surrounding areas is based mainly on agriculture. Most of the inhabitants are former Bedouin who have

settled due to government and social pressure; now the settlements have stabilized and become semi-permanent, they depend on agriculture. This obstacle is strongly associated with non-inclusion on the World Heritage List, which is one of the basic requirements of the World Heritage Centre. A high priority strategy for protecting the site is needed in order to preserve it.

This strategy aims to first, protect it as a site; and second, control negative and harmful human behaviors by some local community members towards the archaeological site which may lead to the site's destruction. The researcher noticed some of these behaviors during field work, e.g., leaving their animals to graze inside the archaeological site, graffiti on the palace walls, children playing inside the archaeological site and jumping on the stones and walls. These behaviors are a result of the lack of awareness among the local community concerning the importance of archaeological features, and the lack of any sense of ownership of the site, although this is contrary to statements made by some of the locals that it represents local identity and pride.

#### **6.1.1.1.2 Iraq al-Amir Caves**

The second attraction in Iraq al-Amir is the man-made and natural caves which overlook Qasr al Abd and the whole village (see Fig. 6.1.7). These caves were used by the residents of Iraq al-Amir who have added to the structure and changed some of the interior walls and ceilings. Most of the caves have entrances which reach ground level with staircases ranging between 4 and 11 steps. Inside the caves there is a corridor leading to a small semi-circular room which may have been used as a shelter in times of danger, such as military and political crises. Small niches set into the walls may have provided lighting.

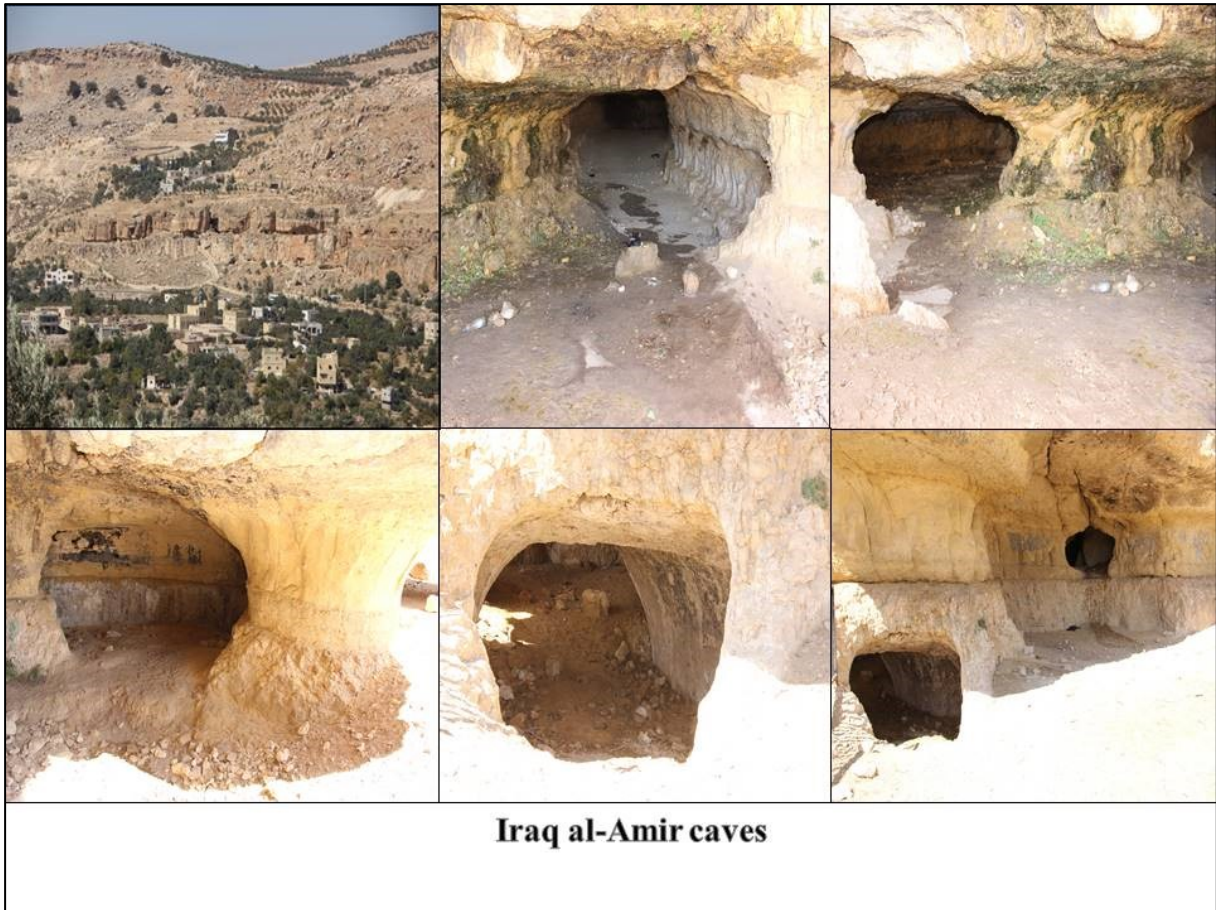


Figure 6.1.7: Iraq al-Amir caves (Source: the researcher, 2015).

Lieutenant Mantell and Conder examined 15 caves over two tiers (6 on the lower level and 9 on the upper level). The lower tier is at ground level, while the upper tier is entered from an open gallery cut into the cliff face. The gallery stretches east from the west end of the cliff about 274.32 m, and ends at a point where the rock cuts back downhill. The gallery is around 14 meter. Above the plateau, almost 10 ft. wide  $\times$  9 ft. high to the roof. Also, the caves show the earliest specific indication of a Tobiad presence (Conder, 1889; Rosenberg, 2006b). The word “TOBYAH” is inscribed on the facade of Cave 11 on the west side and on the facade of Cave 13 on the east side to the right of the door (see Fig. 6.1.8).



Figure 6.1.8: ṬOBYAH inscription on the facade of Cave 13 (Source: the researcher, 2015).

The caves are now equipped with basic safety features for visitors by IFAPO who constructed stairs leading to various caves on the cliff and opened up the caves to tourists in cooperation with MoTA. However, no tourism activities have been proposed for these caves, which could undoubtedly contribute to boosting tourism in the region, especially since the caves are located on the highest point overlooking the Iraq al-Amir area, Qasr al-Abd, the Iraq al-Amir Handicrafts Village, and the valleys rich in vegetation and water sources.

Iraq al-Amir (Qasr al-Abd and the caves) are the most visited sites in the area, while the other archaeological features are not visited by foreign or domestic visitors. Statistical data by MoTA was gathered in 2016, but only for the Iraq al-Amir site (see Table 6.1.1) Data for the surrounding areas are unavailable. Therefore, the researcher asked local residents who live near the archaeological sites (al-Bassah and al-Dayr): Do you see tourists visiting the sites in your area? The researcher asked the local residents based on the researcher's personal observations that there are large numbers of domestic visitors to natural areas of Iraq al-Amir and the surrounding areas which were not covered by the Ministry's statistics.



Table 6.1.1: Number of visitors to Qasr al-Abd and Iraq-al Amir Caves in 2016 (MoTA, unpublished data).

Visitors to Qasr al-Abd and Iraq al-Amir Caves – 2016		
Month	International	Jordanian
Jan	50	50
Feb	50	300
Mar	300	400
Apr	100	250
May	200	100
Jun	0	0
Jul	0	0
Aug	200	100
Sep	100	100
Oct	100	25
Nov	150	0
Dec	100	0
Total	1,350	1,325

All respondent from the al-Dayr area confirmed that the site was visited more by domestic visitors than by international tourists, who come to spend time in a natural setting, especially on the weekends. I.M., a restauranteur and rest house owner, confirmed their opinions by saying: “...the restaurant and the rest house receive more than 1,000 visitors from all over Jordan at the weekend”. F.M., another restaurant owner, stressed that by saying: “... The proximity of the area to water and natural scenery helps to attract thousands of visitors from all over the kingdom.” In the same context, AK.M., an antiquities guard in Mullaqat al-Dayr and al-Bassah Church, said: “Mullaqat al-Dayr and al-Bassah Chrurch [are] visited neither by foreign nor domestic tourists.”

On the other hand, all respondents from the al-Bassah area generally agreed with the Mullaqat al-Dayr area respondents’ views about the current tourism status.

Based on field observations, the researcher confirmed the above-mentioned responses from respondents from four locations. These sites, especially the al-Dayr area, are visited by large numbers of Jordanians, especially on the weekends and at the beginning of the spring season. There is, however, no statistical data for domestic visitors. They come to the area to enjoy the natural landscape. This in an inexpensive outing for them since the entry fee is only JOD 1 for adults and JOD 0.50 for children under 10 years old. Also, they can reserve a place and bring

with them all the necessities. At Iraq al-Amir, which is the main site in the area, the researcher observed that the site was visited by very few international tourists.

#### **6.1.1.1.3 Dolmen Fields**

Archaeological surveys in Iraq al-Amir have revealed two distinct dolmen fields on the east and west banks of Wadi Seer (see Fig. 6.1.9). In 1996, surveyors discovered 15 dolmens on the slopes in two areas. The first dolmen field is located in al-Qasabat east of Wadi Seer and appears to contain at least five dolmens. It covers an area approximately 1.5 km north to south and 0.8 km east to west. A second dolmen field is situated in al-Matalla west of Wadi Seer on the western slope of the prominent ridge. It covers an area of about 1.5 km north to south and 0.4 km east to west (Ji, 1997c; Zeidan, 2005). Some visible dolmens are situated south of Iraq al-Amir before reaching Qasr al-Abd (Scheltema, 2008). These dolmens fill the geographical gap between the dolmen fields in the Jordan Valley and those in the Amman region (Ji, 1997c).

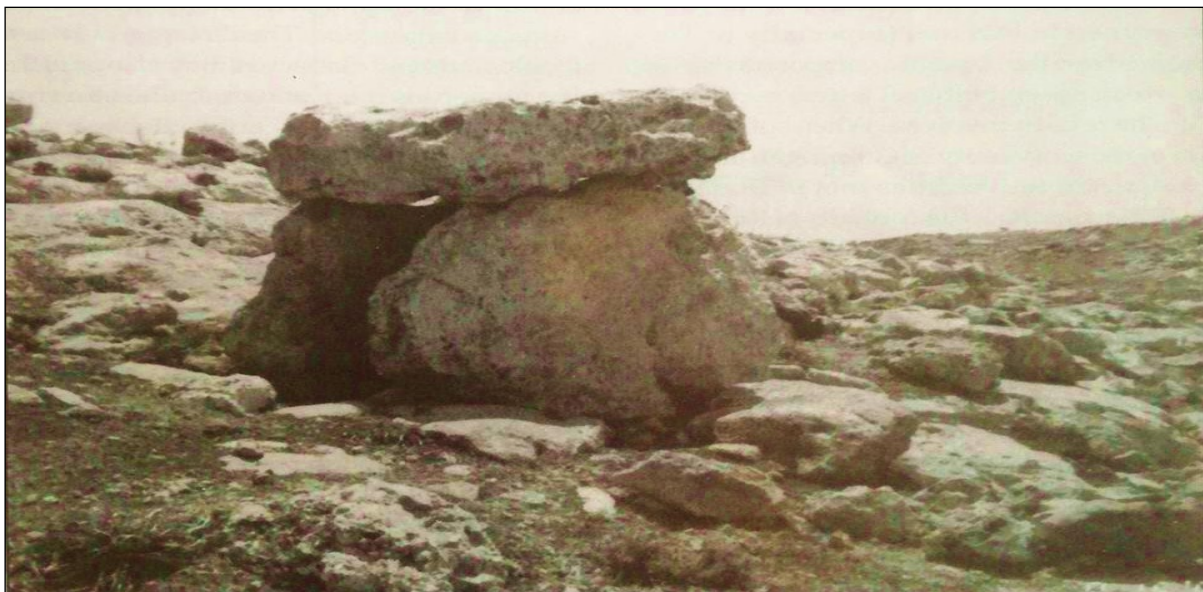


Figure 6.1.9: Dolmen south of Iraq al-Amir (Ji, 1997).

The dolmen field in Iraq al-Amir needs to be researched and studied in more detail because many of the dolmen fields remain in a state of collapse. All are either whole or have enough identifiable remains standing to call them dolmens.

#### **6.1.1.1.4 Heritage Buildings**

Originally settled by the Circassians in the 1880s, the heritage buildings are situated at the end of the village, and have fantastic views over Wadi Seer and Qasr al-Abd. Much of this end of

the village is in ruins, but there still remains a distinct sense of community, particularly in the beautiful Ottoman buildings. There is a red-roofed mosque of yellowish limestone with one of the most beautifully carved minarets in the country that lies at the center of the village. There is also a standing column section believed to be part of an earlier Byzantine church (Teller, 1998).

The village of Iraq al-Amir has three types of houses built of stone without clay: one-room houses, two- or three-room houses, and multi-part houses with the main chambers divided into several sections identified by an arch, barriers and varying levels, with the lower level for cattle and the upper part for humans. This is similar to the type of peasant housing all over Jordan as well as in Palestine as the culture is basically the same (Villeneuve, 1984). Ancient stones were often reused to build these houses. Ownership was limited to two families, the Husami and the Muheirat, who inhabited the region early in the last century. The Almuheirat family first settled in the area about 100 years ago and constructed a set of houses adjacent to the main street that connects the region to Wadi Seer. They continued construction from 1900 to 1920. The Husami family first occupied the inner section of the village, then started to live in the houses about 1940. Due to the expansion of the family, housing began to spread over the flat region of the village. At that time, homeowners were not limited to ownership of these housing units. The majority of them had housing in the neighboring areas of al-Bassah and Wadi Seer (al-Rifa'i et al., 1988). Houses at this time were devoid of people because they had abandoned their houses as a result of the development that took place during the construction and economic evolution.

Currently 10 heritage houses have been restored and renovated. They are now designated as a handicraft village and Iraq al-Amir knowledge station (see Fig. 6.1.10) where 156 women from surrounding villages receive training in handicrafts. The other heritage buildings, however, need restoration and safeguarding (see Fig. 6.1.11) instead of being destroyed and removed as has happened in the village of al-Bardoun. Heritage buildings could be restored and used as a museum, hostel, or for dialog and thinking, thereby linking past generations to the present and also providing an economic return for a number of unemployed citizens.





Figure 6.1.10: Restored heritage houses (Source: the researcher, 2015).



Figure 6.1.11: Heritage buildings needing restoration and safeguarding (Source: the researcher, 2015).

### 6.1.1.1.1.5 Handicraft Village

The Iraq al-Amir Handicrafts Project was launched in 1994 by the Noor al-Hussein Foundation (NHF) under the Wadi Seer Community Development Project to speed up socio-economic development in the Wadi Seer villages. This initiative continues to create employment and increase income for the community, particularly for women. The project is situated in Iraq Al-Amir opposite the caves and run by the Iraq Al-Amir Women Cooperative Society. Ten houses were renovated in the scenic archaeological valley of Iraq Al Amir, and were transformed into the Handicraft Village which hosts several handicraft workshops. Forty-one women produce handmade fabric on manual looms in different colors and sizes. Other products are: chemical-free handmade paper from local plants, e.g., pampas grasses, okra, roses, banana leaves, palm leaves, etc. (Ebert, 2014); natural olive oil soap using natural dyes; ceramics; and pottery representing the area's history and geography, using both a potter's wheel and molds (Table 6.1.2).

The Handicrafts Village helps to conserve the area's environment and to preserve its architectural heritage. It aids in empowering women by providing them with training and education on environmental and health issues. An exhibition showroom was opened in 2003, in addition to an IT center to provide specialized training to benefit the local community. Currently, a coffee shop is being built at the site with funding from Qudorat<sup>14</sup>.

Table 6.1.2: Handicrafts Village Projects based on data from the respondents (Iraq Al Amir Women Cooperative Society)

<b>Handicrafts Village Projects</b>	<b>Year Established</b>	<b>Trainees</b>
Weaving	1993	18
Food processing	1995	6
Handmade paper	1996	13
Ceramics and pottery	1996	15
Natural soap	2002	12

Although the Iraq Al Amir Women Cooperative Society receives substantial funding from a number of sources, the main obstacle for the Handicraft Village, from the perspective of the women working there, is the inability to market their products, particularly due to the political

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<sup>14</sup> Qudorat is a national program launched in 2004 and funded by the Ministry of Planning and International Cooperation to develop the capacities of community-based organizations to lead socio-economic development.



instability in the region. However, some archaeologists and tourism experts believe that poor management and the low quality of the products is responsible, and that they need to look at the experiences of others in order to create change.

#### **6.1.1.1.2 Al-Dayr (The Monastery) Village**

Al-Dayr village, located about 2 km past Wadi as-Seer on the road to the village of Iraq al-Amir, contains Mu'llaqat al-Dayr (The Monastery) which is situated on the west side of Wadi Seer. It is carved into the rock (see Fig. 6.1.12) and includes two parallel chambers and an entrance way. It consists of three floors (see Fig. 6.1.13). The first floor contains two windowless rooms 2 m high with access through a 0.7 m × 1.55 m gate. The second floor is about 2.6 m high and the third is 2 m high. All the rooms are 2.90 m × 7 m with stones 90 cm thick. Eight hundred niches were discovered distributed in six rows on the first floor, seven on the second floor, and eight on the third floor. The niches themselves are 22 cm high, 25 cm wide at the base and 22 cm deep (Butler, 1907; Ji, 1998b). Chang–Ho mentioned that the purpose of Mu'llaqat al-Dayr was either as a place to house the skulls of monks or for pottery lamps.

The sub-road leading to the site needs to be improved and paved. Also, signs outside of and within the site are needed for tourists.



Figure 6.1.12: Mu'llaqat al-Dayr (Source: the researcher, 2015).



Figure 6.1.13: Mu'llaqat al-Dayr from inside (Source: the researcher, 2015).

### **6.1.1.1.3 Al-Bassah Village**

#### **6.1.1.1.3.1 Bassah Cave and Church**

Bassah Cave is an early Bronze Age cemetery of shaft tombs located near Khaf al-Bassah (Mugharat al-Kaniseh). It is situated on the top-most hill on the right side of the route into the Bassah region, approximately 3 km west of Wadi Seer. The hill is still used as a cemetery. Bassah Cave is characterized by a facade decorated with a triangle containing an arch and three crosses in the middle. The most important discovery at Bassah is that the cave was affiliated with the Byzantine church as shown on the western side of the Bassah Cave (Waheeb and Palumbo, 1994; Waheeb, 2001).

Currently, the cave and the church are in good condition, but they need a fence around the site for maintenance and to protect it from off-road vehicle damage because it is situated along the main street (see Fig. 6.1.14). Furthermore, informational signs for tourists and directional signs are needed.





Figure 6.1.14: Bassah church (left photo) and the cave (right photo) (Source: the researcher, 2015).

#### **6.1.1.1.3.2 Old Watermills**

There are three old watermills south-west of Wadi Seer and one in al-Bassah village. They are within a small valley extending from the north with strong running water.

#### **6.1.1.1.4 Old Town of Wadi Seer**

The town of Wadi Seer is one of the ancient cities in Jordan named after one of two prehistoric queens that governed the area, Sera and Sara (Mahamid, 2006). Wadi Seer means Valley of the Orchards because it is a famous agricultural area. It was one of the first Circassian settlements, inhabited by the Abzakh and Bzhedugh tribes in 1880 (Rannut, 2009; Richmond, 2013). There is little data about the old town of Wadi Seer and its villages, and the gradual shift from a nomadic life to settling in rural villages and then growing into major villages with increased stability. Only one research has been carried out about the transition from a nomadic to a stable life in Iraq al Amir Village (1800 to 1950) by Basem Al-Mahamid in 2016/2017 and funded by ACOR Jordanian Travel Scholarship for the ASOR Annual Meeting. There is a need for further studies covering the whole area. This will help to understand the most important humanitarian, social, and cultural activities reflecting the cultural identity of the prevailing ancient social environment in that particular era. At that

time the inhabitants lived a simple life characterized by intimacy and love and full cooperation between the various members. This helped them to fulfill the requirements of life. The new studies will help to discover the customs, traditions, and practices that have ceased to exist, and revive them to take advantage of them for tourism.

#### **6.1.1.1.4.1 Circassian Mosque**

One of the important features in the old town of Wadi al-Seer is the Circassian mosque Jame al-Sharkas (Abzakh Mosque), which is the oldest mosque in Wadi Seer. It was built in 1903 by immigrants from the Caucasus.

#### **6.1.1.2 Intangible Cultural Heritage**

Iraq al-Amir and its surrounding areas are rich with significant intangible cultural heritage resources. The local residents originally belonged to the semi-nomadic Abbadis tribes<sup>15</sup> who transitioned to permanent settlements in Greater Amman (Muhammad, 1999), including Iraq al-Amir and its surroundings. Intangible heritage needs to be documented and safeguarded, including people's traditions, customs, ways of life, social practices, knowledge, expressions, skills, tools, crafts, folktales, music, dance, games, etc. The existing intangible heritage must be used and other intangible heritage revived for tourism purposes. These will help to create employment, alleviate poverty, and strengthen a sense of pride in the local community.

##### **6.1.1.2.1 Oral Traditions**

Wadi al-Seer and its districts, including Iraq al-Amir and its surrounding areas, still practice traditions from indigenous communities of the Abbadis clans<sup>16</sup> who inhabit this and neighboring regions, settling in the ruins of the old village. They established villages of stone houses, which were constructed by re-using ancient stone blocks and cement (Abbadi, 1982). The clan continues to practice some of these traditions on special occasions.

Wadi Seer constitutes a homogeneous society of indigenous and non-indigenous people, including the Circassian tribes, who maintain an inherited culture. Many migrating tribes came from Palestine. The Palestinian heritage is inseparable from the Jordanian heritage due to relationships that reflect the fraternity and bonds emanating from a common cultural

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<sup>15</sup> The tribes moved twice a year within a limited space with their sheep and goats. These tribes formed confederations originally related by blood for mutual familiarity, friendship, and defense (Muhammad 1999, 10).

<sup>16</sup> The Abbadis clan is comprised of the Fugaha, Muheirat, Mahamid, Husami, Slaihat, Nu'irat, Sakarneh, Zawateen, Magarbeh, Rawashdeh, Jadadmeh, Hrar'a, Uwadi, Shari'a and Amaira, Manasir, and Zayoud.

tradition imparted by ancestors and maintained by their descendants. In spite of the demographic diversity of the population in Wadi Seer, there are ties of brotherhood and neighborliness which have been based on understanding, cooperation, and mutual respect over the past decades. All of these clans still maintain some traditions for their special occasions that tourism could showcase.

The oral traditions and expressions of the area are still maintained by both indigenous and non-indigenous people in Iraq al-Amir and the surrounding villages—by the Circassians and Palestinians- and continue to be transferred from one generation to the next. These traditions include a variety of proverbs, tales, and poems on different subjects. These are examples of what is common among the entire community though some are only used by a particular group. Proverbs and tales are told by older people who are still able to recall them and are repeated at community gatherings. These oral traditions are of great importance since they reflect social lives, affairs, and habits. Currently there is no documentation of the area's oral traditions excluding Tayseer Mahamid's study, *My Town of Wadi Seer: "Tours and Observations on Villages and Communities in the Wadi Seer, Customs and Traditions"* which deals with the topic only in general. It does not mention the specific oral traditions for each tribe or village since they are part of the Abbadis tribe. Oral traditions, such as storytelling, reciting traditional poetry, and singing traditional songs, could be converted into an activity that could be a part of cultural heritage tourism and made a source of income.

#### **6.1.1.2.2 Performing Arts**

Some of the local community members still use traditional music and dance in their celebrations (for example, weddings). Also, some people still use traditional musical instruments to accompany the dancing at their wedding celebrations. There are two kinds of singing: al-Hejeny, a type of free singing, or chanting by a Bedouin. It can be sung without instrumental accompaniment; and Al-Dahiyya, which was used during ancient wars to stir up enthusiasm among the tribal members and at the end of a battle. Al-Dahiyya describes the battle and tournaments, and was sung at special occasions, such as weddings, anniversaries, and other celebrations with line dancing of one group of men or two groups of men meeting one another. Such songs usually have a high pitch, without the use of a tambourine. They feature short recurring melodies which provide rare melodic ornamentation. One of the musical instruments that is used, though rarely due to modern life and the diversity of modern instruments, is the stringed rabab or rababah. The rabab was used for decades by Jordanian

Bedouin tribes, but with time fell out of use for some sections of Amman. The rabab is a “one stringed bowed instrument often used to accompany recitations of poetry”, called a rababah a-sha’ir, the poet's rabab (Shoup 2007, 110, 121). This instrument could be revived as part of cultural heritage tourism. It could also encourage the local community, including the Circassians and Palestinians in the old town of Wadi al-Seer, who have completely different oral and music traditions to the Bedouin, to organize public events to display their own traditional music and dance, in order to maintain their traditional arts and thus use it as a source of income.

Another element of Bedouin culture that could be revived and showcased for tourism is the Bedouin tent<sup>17</sup>, the bayt al-sha’r (house of hair), which was used in the past by the local community as a movable shelter in both summer and winter. Recently the use of the bayt al-sha’r has stopped except as a tent for special occasions such as weddings. It has been replaced by the modern tent, as the bayt al-sha'r takes a long time to produce. This is a good opportunity for locals to revive it as a part of their traditional culture and as a part of culture heritage tourism activities. This would showcase the traditional way of life and attract tourists who want to experience the local traditional culture.

### **6.1.1.2.3 Social Practices, Rituals, and Festive Events**

The local community could revive some of their social rituals and festive events, such as traditional weddings, that have changed or are no longer used due to modernization and technological advancement. It is a chance for the local community to organize events to showcase their traditional social rituals.

One of the social practices still in use is the local culinary tradition, in particular Mansaf, a traditional Jordanian dish. It still has the same ingredients and is prepared the same way. Mansaf<sup>18</sup> is the national dish for all Jordanians. Despite Jordan’s multiculturalism, Mansaf is

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<sup>17</sup> It is a black tent woven from goat hair, containing four parts using props and poles to erect it. 1. Shiqaq, the roof, is woven by women and is made from long strips of wool mixed with goat hair. Its width is between 70 to 100 cm and the Bedouin tent consists of seven to nine Shiqaq sown together. 2. Al-Ruaq, the black part of the tent, is connected to the roof and covers the back of the tent to the ground, from 1.5 m to approximately 1.8 m. 3. Al-Rifra is the other part of the tent from the right and left side. Each tent has two Rifraf (near the men's and women's sections) and is sloped from the top to the ground at the tent’s beginning and end. 4. Al-Ghidfa, the front part of the tent, descends down from the roof to the ground during the night or when it rains. The front part of the tent is divided into two parts, the Al-Mah’rim used by women for household activities and as a place for women in the event of visiting strangers, and the Al-Shiq used by men and their male guests (Na’amneh et al., 2008; Muhammad, 1999).

<sup>18</sup> Mansaf is made from lamb cooked in a sauce of jameed (a fermented hard dry yogurt). This dish is served on large platters with shraak bread underneath and topped with rice or bulgur and meat and covered with the jameed sauce, and decorated with almonds and pine nuts.



still the main dish in all Jordanian homes and is offered to guests for all occasions, such as wedding ceremonies or funerals. It has Bedouin roots associated with generosity and hospitality. Maqluba<sup>19</sup> (upside-down) is a traditional dish for both Jordanians and Palestinians which consists of rice, lamb, or chicken, and fried vegetables. Rasouf<sup>20</sup> is another popular Jordanian dish among Bedouin in the south, the north, and the center, including Wadi as-Seer and its surroundings, and the north

Shrak, also known as Markook, is considered a traditional Bedouin bread and is still made in Iraq al-Amir and its surroundings. It is the main bread used in Mansaf and is made from wheat and cooked on the back of a saj (a dome-shaped griddle) over an open flame, then flipped over.

Other dishes are based on wild herbs, such as hindabah<sup>21</sup> and kubeizah<sup>22</sup> (*Malva sylvestris*). Lezagi<sup>23</sup> is a traditional Bedouin dessert which is still prepared in Wadi Seer and the surrounding areas. All of these dishes could be presented, sold to tourists, and they could be shown how to prepare them.

#### **6.1.1.2.4 Traditional Craftsmanship**

A number of crafts were practiced by the local community in the past which contributed to their livelihood, but have now fallen out of favor, and no longer evident Mahamid (2006) mentioned grinding grain, which required strong running water, hence the proliferation of several watermills along streams in Wadi Seer. He also mentioned dyeing, tanning, and weaving (tent and furniture making). One of the crafts still in use is dairy production and its derivatives. The semi-Bedouin groups used to rely on livestock then shifted to a rural life that depended on agriculture. Some women still use an Asi'n (goatskin) to churn butter. A part of traditional crafts is clothing. Some people in Wadi Seer, including Iraq al-Amir and the surrounding areas, still make and wear traditional costumes, particularly older men, despite modern life. This clothing is similar to the traditional dress of other areas in Jordan. It is strongly associated with the country and its heritage. It is a colored or white robe with a

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<sup>19</sup> Maqluba is made of rice, lamb /chicken, and fried tomatoes, potatoes, cauliflower, and eggplant placed in a pot which is then flipped upside down when served. It is usually served with yogurt or a simple Arab salad.

<sup>20</sup> One of the winter dishes consisting mainly of lentils, Shanenah (a dairy product), and Jarisha (wheat).

<sup>21</sup> An herb that grows after the rain and can be fried with olive oil and lemon, then served with rice, bread, salad, and yogurt.

<sup>22</sup> A dark green plant that can be fried with olive oil, onion, dill, salt, pepper, and lemon juice and served with a cold yogurt "dairy product".

<sup>23</sup> A bread made with a little water for flexibility, then put over a fire and flipped until cooked. It is then broken into small pieces and a samna (liquid margarine derived from dairy products) and sugar are added.

Shemagh, a traditional red and white head-covering, which is sometimes decorated with Shemagh mhadab, cotton strings on the sides, and held by an Ekal or black cord (Mahamid, 2006). The Circassians still use their traditional dress, the adyghe, which they wear for celebrations and events. Unfortunately, it was difficult to distinguish the traditional dress for women in Iraq al-Amir and the surrounding areas from the dress for women in Salt, Ramtha, or Jerash because it is similar to those in other areas of Jordan and it is influenced by Palestinian traditional decoration and embroidery (Mahamid, 2006).

### **6.1.2 Strategies for Protecting Cultural Heritage**

This section presents strategies which could be instigated to protect tangible heritage, in addition to strategies designed to safeguard the intangible cultural heritage practices in the case study area, according to the evaluation of the current condition and situation of resources described in section 6.1.1.

Priorities for protecting tangible and intangible heritage resources should be based on Jordan's legal frameworks for the site and the surroundings regarding the site's boundaries, land uses, zoning systems, and regulations regarding the buffer zone and documentation of intangible cultural heritage.

#### **6.1.2.1 Strategies for Protecting Tangible Heritage**

Protecting the archaeological landmarks and heritage of traditional sites is imperative. It is the key to understanding the history and culture for any given place. It is important for forming a nation's identity, values, and pride and connecting it to its history and ancestors (Clark, 1989). This requires the responsible bodies and local community to preserve their cultural heritage resources to ensure the long-term sustainability of these resources and the economic benefits. Because they are a treasure for all current and future generations, the community has a responsibility to protect and preserve them. Furthermore, they constitute the basis for developing a kind of tourism that focuses on respecting local values, developing capabilities, and employing them positively in the framework of an integrated cultural tourism project. This should then aim to protect heritage and to exploit the positive aspects. This will then create additional benefits that assist the national economy and local community (Graham et al., 2000). Any strategy proposed to protect tangible (see Fig. 6.1.15) and intangible cultural heritage resources (see Fig. 6.1.16) in Iraq al-Amir depends on the internationally recognized guidelines and strategies for protecting and preserving archaeological sites: the Operational

Guidelines for the Implementation of the World Heritage Convention, the International Convention for the Safeguarding of the Intangible Cultural Heritage, and the DoA Strategy for Management of Archaeological Heritage within a legal context (Clark, 1989; UNESCO, 2003, 2013; DoA, 2014).

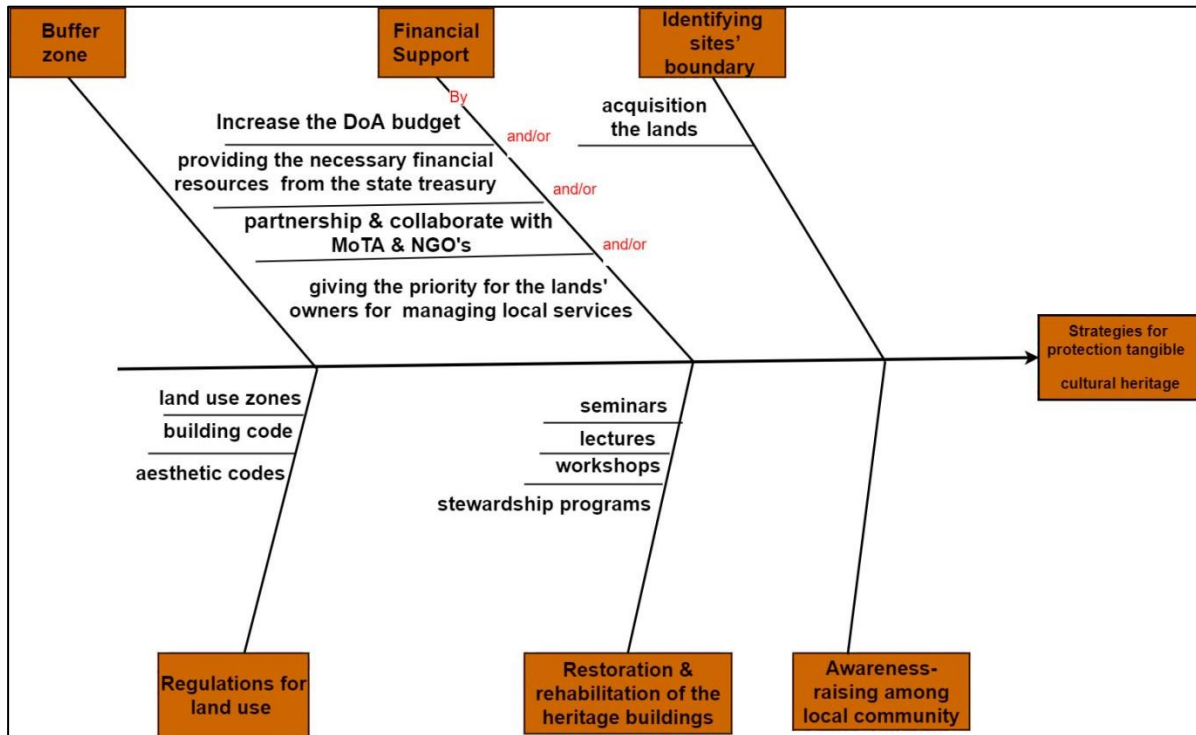


Figure 6.1.15: Strategies for protecting tangible heritage based on the evaluation of the current condition and situation of resources (Source: the researcher).

The first priority to assure the site's protection is to identify its boundaries. This is one of the legislative and regulatory measures required by UNESCO to assure the protection of a site's value, integrity, and authenticity under Article 99<sup>24</sup> of the Operational Guidelines for the Implementation of the World Heritage Convention. One of the most important features in a high priority strategy to protect an archaeological site is land ownership. The boundary of a site must be secured, which can be done by acquiring the land surrounding an archaeological site. In the case of Iraq al-Amir, DoA could purchase the land in accordance with Article 5e<sup>25</sup> under the Law of Antiquities No. 21 from 1988, as amended by Law No. 23 from 2004. In

<sup>24</sup> “The delineation of boundaries is an essential requirement in the establishment of effective protection of nominated properties. Boundaries should be drawn to ensure the full expression of the Outstanding Universal Value and the integrity and/or authenticity of the property” (UNESCO 2013: 25).

<sup>25</sup> “It is permissible to appropriate or purchase any real estate or antiquities which the Department's interest requires the appropriation or purchase thereof.”

accordance with Article 5a<sup>26</sup> of the same law, DoA is the main owner of all archaeological sites in Jordan. According to the Jordanian archaeologists who were interviewed, there is an opportunity for archaeological sites, in particular Iraq al-Amir, to be listed on the World Heritage List or at the very least to be listed on the tentative list by delineating the boundaries in order to protect the site. The Protection of the site is the main priority. Iraq al-Amir has a rich historical and cultural heritage value as an important area for the Tobiads and its megalithic Hellenistic monumental remains.

This first priority may face an obstacle with the lack of a budget for DoA to purchase the lands. This is one of the main challenges and threats which hinders the expropriation and purchase of the lands (DoA, 2007; DoA, 2014). Financial support could be provided by increasing the DoA budget, and/or providing the necessary financial resources from the state treasury under the Ministry of Finance (MoF), and/or partnerships and collaboration with MoTA and NGOs. An alternative suggestion that could mitigate the funding problem is to give the landowners the responsibility for managing the local services that would be implemented in the area.

A buffer zone should be established around the archaeological sites, in particular Iraq al-Amir and al-Bassah cave and church, which are located within residential and agricultural areas, and Mu'llagat al-Dayr (The Monastery) which is carved into rock. This is an essential tool for assuring effective management and protection of the sites' value. A buffer zone should be designed, and the regulations and instructions established by DoA in accordance with Article 13a<sup>27</sup>, b<sup>28</sup>, and c<sup>29</sup>, of the Jordanian Law of Antiquities No. 21 for the year 1988, as amended by Law No. 23 for the year 2004 should be followed. It is necessary, however, for the

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<sup>26</sup> "Ownership of immovable antiquities shall be exclusively vested in the state. No other party may own these antiquities in any way or challenge the state's right to such ownership by delay or any other means."

<sup>27</sup> "It is prohibited to license the establishment of any structure including buildings and walls unless it is about 5-25 meters away from any antiquities, against a fair compensation" (Amended under amending Law No. 23 for 2004 and promulgated in the Official Gazette, Issue No. 4662 dated 1/6/2004).

<sup>28</sup> It is permissible, by a decision of the Minister on the recommendation of the Director, to increase the distance mentioned in Paragraph "a" of this Article if necessity requires in any of the following cases:

1. The protection or maintenance of the antique site (Amended under amending Law No. 23 for 2004 and promulgated in the Official Gazette, Issue No. 4662 dated 1/6/2004).

2. The expansion of the antique site (Amended under amending Law No. 23 for 2004 and promulgated in the Official Gazette, Issue No. 4662 dated 1/6/2004).

3. To secure that the antique site is not obscured by any construction (Amended under amending Law No. 23 for 2004 and promulgated in the Official Gazette, Issue No. 4662 dated 1/6/2004).

<sup>29</sup> "It is prohibited to set up any heavy or dangerous industries, lime furnaces or stone quarries at a distance less than one kilometer from the location of the antique sites. In all cases, prior approval of the Department shall be given before inviting offers or awarding tenders for engineering services, designs and sketches and preparing the documents of public and private projects tenders" (Amended under amending Law No. 23 for 2004 and promulgated in the Official Gazette, Issue No. 4662 dated 1/6/2004).

government to expropriate land in order to create the buffer zone. A buffer zone will help deter encroachment by any structures on these sites, in accordance with the distance of 25 meters as identified by the Law of Antiquities.

Nevertheless, developing regulations regarding the boundary of an archaeological site requires guidelines for local land use, such as a master plan for land use in accordance with Article 19/2<sup>30</sup>, Law No. 79 for 1966 and its amendments as established by GAM. A land use master plan should be linked with Building Code 20<sup>31</sup> of the Jordanian National Building Law No. 7/93 that was established by the Ministry of Public Works and Housing (MPWH), and with the Urban Aesthetics Code III-20 which covers issues such as building elevations and the colors of a building's facade. A master plan should also cover zoning as related to land use (archaeological, agricultural, residential, scenic, industrial, etc.), for particular activities and to identify development standards.

It is necessary to restore and rehabilitate heritage buildings in Iraq al-Amir and protect them from destruction as happened in al-Bardoun village where the villagers demolished the heritage buildings and constructed modern houses instead. According to the MoTA Law No. 5 for the Protection of Urban and Architectural Heritage from 2005, the necessary funds or fair compensation must be provided to the owners of heritage sites for the sites' repair and reconstruction to encourage the owners to maintain their buildings.

Another priority is to raise awareness educate the locals about the value of the archaeological sites and their cultural heritage through programs such as seminars, lectures, workshops, and cooperating with the Ministry of Education (MoE) to build strong links with cultural and heritage resources through school trips. Also, stewardship programs could be implemented with community participation in monitoring the sites and cooperating with each other to report any illegal practices and behaviors towards the archaeological sites. Furthermore, the authorities need to take measures to turn local communities into partners and assets for conservation and tourism development.

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<sup>30</sup> *Cities, Villages and Buildings Planning* "The Law addresses the organisation of Master land use plans by the Ministry, taking into consideration the protection of sites, caves, buildings, and relics of historic, archaeological or architectural value" (published in the Official Gazette No. 1952, (25/9/1966).

<sup>31</sup> Urban Aesthetics Code: This code covers urban aesthetics with respect to: a. land planning; b. local environment aesthetics; c. natural and planned sites; d. public and private parks and gardens; e. archaeology and archaeological sites; f. traditional buildings; g. public services; h. commercial and information advertisements; i. maintenance (National Building Law No. 7/93).

**6.1.2.2 Strategies for Safeguarding Intangible Cultural Heritage**

There are no archival documents covering the types of intangible cultural heritage in the area except for some books on the history of Jordan and its tribes, or for the specific region. Although there is a similarity in heritage with other areas, the details and practices of social life and relations between individuals, their customs and traditions, folktales and proverbs, tools, and costumes are not the same. These are unknown by the current generation as a result of modernization and technological advancement. The only book that documents the customs and traditions in Wadi Seer and its villages was published in 2006 by Tayseer Mahamid al-Abadi, *My Town of Wadi Seer: Tours and Observations on Villages and Communities in the Wadi Seer, Customs and Traditions*. It addresses some intangible categories; some of which are currently practiced: 1) performing arts and oral expressions (proverbs, traditional dance, and traditional music); 2) social practices, rituals, and festive events (social relationships, ritual kinships, culinary traditions and techniques, e.g., traditional dishes and drinks like mansaf and making Bedouin coffee), sport (riding Bedouin horses); 3) traditional crafts (tools, traditional clothing, musical instruments, tent-making, and weaving).

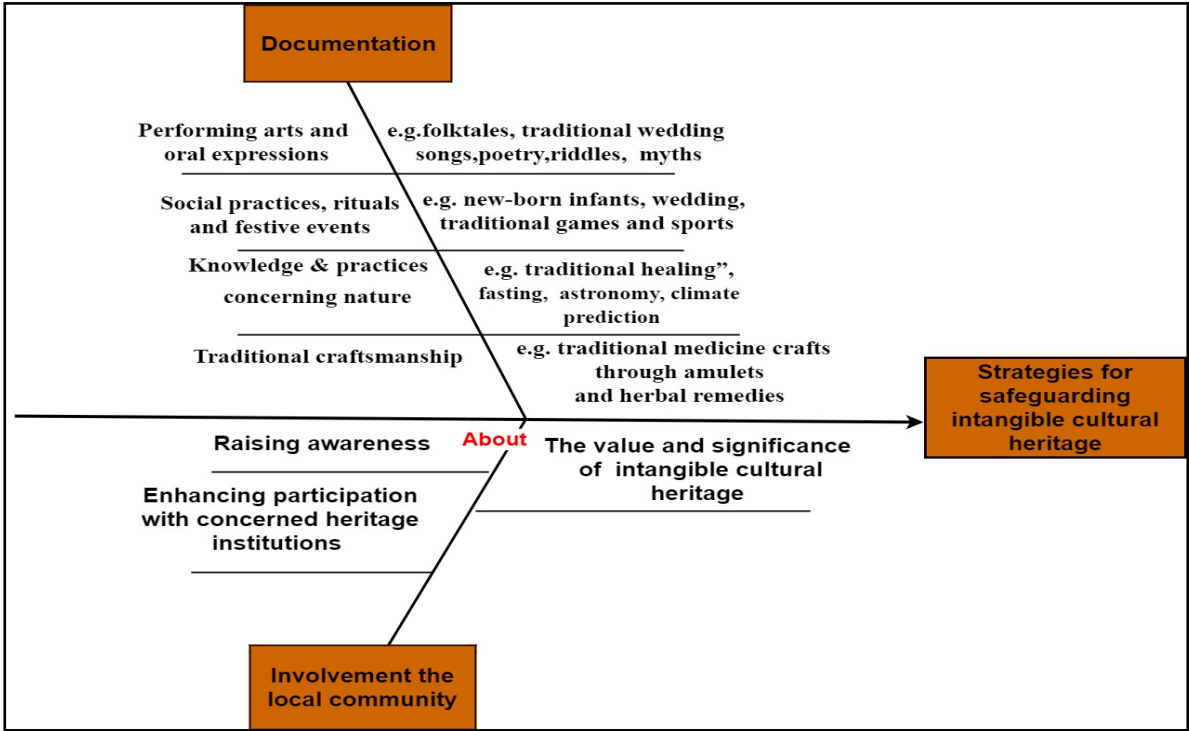


Figure 6.1.16: Strategies for safeguarding intangible cultural heritage (Source: the researcher).

Another priority is to identify and document all known elements of intangible cultural heritage which were used or are still extant, in order to safeguard them. It is especially

important to preserve those which have ceased to exist or have eroded due to changes in lifestyle resulting from modernization and technological advancement. The first step in safeguarding them from extinction is to make them accessible to the current generation, which will ensure continuity for future generations. Therefore the various elements need to be identified and inventoried. It is necessary to involve the local community in this process by raising their awareness about the significance of their intangible cultural heritage and its value. Enhancing participation with relevant heritage institutions will also contribute to highlighting the community's cultural and social value, particularly if the institution provides training in methods by which intangible cultural heritage can be revived to generate income. Local residents could instigate or lobby for community activities, such as festivals, performing arts, or a local heritage museum. Some examples which might be of interest are 1) performing arts and oral traditions such as folktales, traditional wedding songs, poetry, riddles, myths (for example, the existence of ogres); 2) social practices, rituals, and festive events such as those for newborn infants, weddings, traditional games and sports, seasonal ceremonies, funeral rituals and burial ceremonies, prayers for rain, circumcision, visiting the tombs of Aulia, pilgrimages, rituals of women's tattoos on faces and hands, seasonal ceremonies (e.g., sacrifice and Ramadan feasts); 3) there is no documentation of any kind about the knowledge and practices concerning nature and the universe, such as traditional knowledge of medicine through herbal traditional healing, animal sacrifices, fasting, knowledge of astronomy, and climate prediction; and 4) traditional crafts such as traditional medicine, which makes use of amulets and herbal remedies.

### **6.1.3 Developing Cultural Heritage Resources for Tourism at Iraq al-Amir and its Surrounding Areas**

After identifying and evaluating the existing and potential cultural heritage resources for tourism development, our inventory shows that Iraq al-Amir and the surrounding area have six archaeological monuments and various kinds of intangible heritage. Developing the area's tangible and intangible cultural heritage resources as a stand-alone destination for tourists—domestic or international—is possible as it has many valuable potential resources and potential motivational factors. Development must be based on guidelines and strategies to maximize tourism potential through various events and activities. These strategies to create tourism depend on different forms of local intangible heritage, as well as developing an infrastructure plan and involving the key stakeholders.

The following sections will present the researcher's suggestions for how cultural heritage resources could be developed to enhance and improve tourism at Iraq al-Amir and its surrounding areas as a stand-alone destination (a Heritage Trail of local sites) and as part of a wider tourist trail (a Hellenistic Trail linked to other sites outside of the case study area) with regard to the values, significance and resources discussed in this chapter.

### **6.1.3.1 Heritage Trail**

Iraq al-Amir and the surrounding areas have great potential to become a tourist attraction. One could utilize the resources for tourism development by linking all of these sites with different trails that cover the entire area. This would be relatively easy due to the proximity of villages to each other and it would allow everyone to visit, Jordanian and non-Jordanian tourists, with acceptable entrance fees. As stated by Y.E. (Director of Amman Antiquities Directorate): *“Qasr al-Abd and the caves are open every day with a modest entrance fee which is within the reach of the majority of visitors; 0.250 fils [EUR 0.31] for Jordanian and JOD 1.00 for foreign tourists [EUR 1.25], as identified by the Jordanian Ministry of Tourism and Antiquities.”* Low admission charges give visitors a chance to get to know the monuments, the local culture, customs, and traditions, especially for domestic visitors with average economic levels. Few Jordanians, however, visit Qasr al-Abd, as most of them tend to visit the natural areas, as evidenced by the thousands of Jordanian visitors who come each weekend merely to enjoy nature and sit near the water. This is due to the lack of knowledge about the importance of domestic tourism among Jordanians since the definition of domestic tourism in Jordan is still unclear and uncommon (Meyer, 2003; Mustafa, 2012). There are many barriers for this, ranging from lack of policies, lack of packaged holidays for domestic tourists, and high cost of accommodations, visiting tourism attractions, and using services and facilities at these attractions, especially when compared to tour packages offered by neighboring countries like Lebanon and Egypt. This makes it too expensive for Jordanians to travel within their own country, particularly for those with low levels of income which is a big segment of Jordanian society (Mustafa, 2012; Reid and Schwab, 2006). The high cost to domestic tourism lead Jordanians with an average or high level of income to visit neighboring countries, such as Lebanon or Egypt, instead of visiting their own country. Jordan is more expensive than Egypt and Turkey due to the currency exchange (U.S. dollar against Euro and British pound) and therefore Jordan is a more expensive destination (Khammash and Alkhas, 2009).



Identifying and analyzing the tourism resources in Iraq al-Amir and the surrounding areas has verified that two tourist trails could be developed and marketed. The first proposed model by the researcher would be a heritage trail across the case study area, which would include both tangible and intangible cultural heritage resources. This could be developed for both international and domestic tourists because it is visited by both, albeit a small number. This trail would allow the development of the entire area as one destination. It would motivate the local community to exploit their social potential stemming from their environment for tourism, for example, their folklore arts, traditional dress, traditional wedding rituals, or horse racing. The second trail would be the Hellenistic trail, which could then be developed in conjunction with other Hellenistic sites in Jordan. This would contribute to the development of the site and its surroundings since it is one of the most distinctive and rare sites in Jordan, with a historical and architectural value dating back to the Hellenistic period. To ensure the success of the trails, provision of the necessary infrastructure and tourist services along the route must be made.

Designing a cultural heritage trail should be based on identifying the main heritage elements, whether tangible or intangible, the objectives of the trail, the theme, and the target group (National Heritage Board, 2004; Small, 2006). Furthermore, involvement of the local community is vital as they are one of the main stakeholders in the development plan. Additionally, improving the existing infrastructure and/or creating new tourism infrastructure are the basic requirements for developing the trails.

#### **6.1.3.1.1 Trail Objective**

The heritage trail aims to develop, preserve, and conserve the tangible and intangible cultural heritage resources in Iraq al-Amir and its surroundings. Moreover, it encourages tourism at the site and its surroundings. It will also stimulate awareness among the local community of preserving and safeguarding their cultural heritage and reviving it by involving them in the site's development plans.

#### **6.1.3.1.2 Heritage Assets**

The proposed heritage trail in Iraq al-Amir and its surrounding areas (see Fig. 6.1.17) consists of six archaeological stopping points (tangible) based on the resources identified in this chapter. It would be 26 km in length, and include intangible heritage resources which would be provided as tourism commodities. This would help to revive and create a market value for

intangible cultural elements, such as the local multi-cultural heritage practices in Wadi al-Seer.

The customs and living traditions of the various components of the community, Arabs (including those from both Jordanian and Palestinian heritage) and non-Arabs (Circassians), including their traditional music, dance etc., could be showcased in a visitor center for tourists, who could not only attend but also participate in the activities.

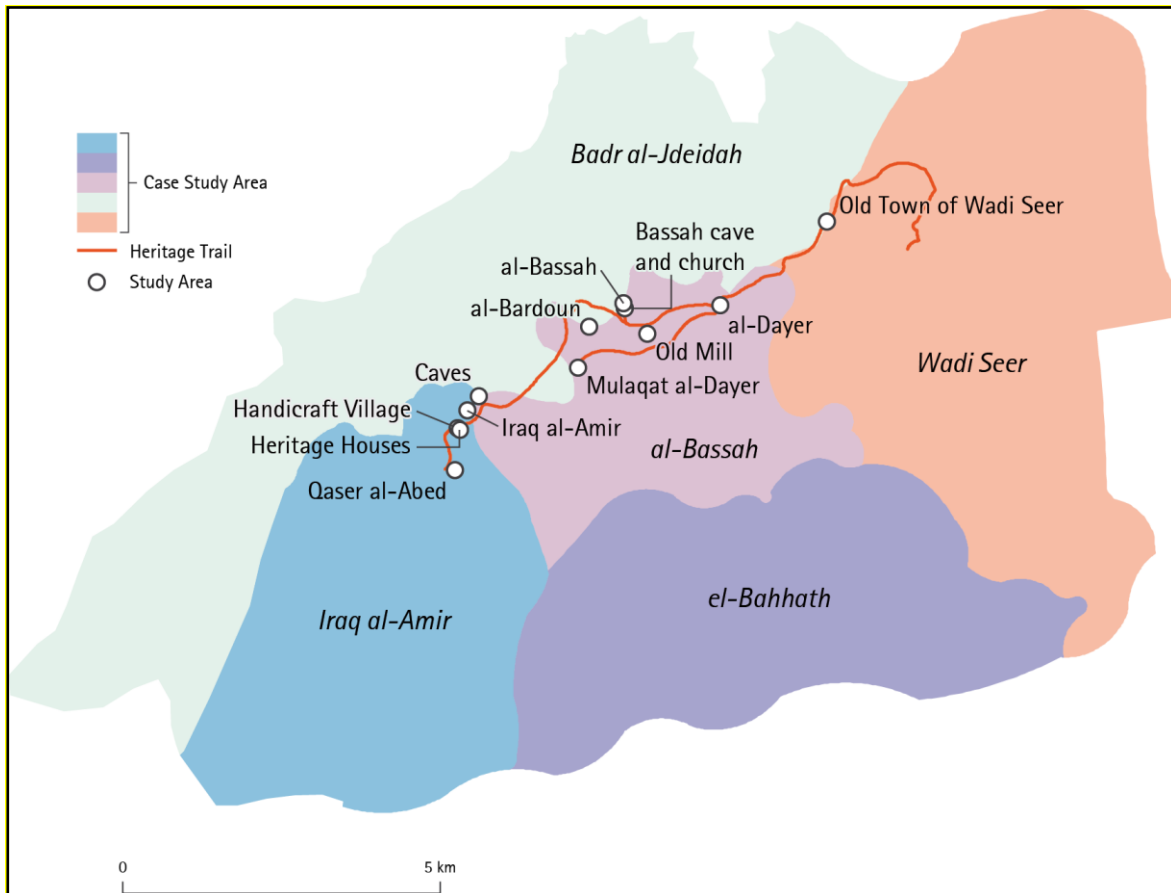


Figure 6.1.17: Proposed heritage trail by the researcher.

The starting point is the Old Town of Wadi al-Seer. This trail will take tourists to visit one of the ancient cities in Jordan with characteristics similar to other old towns: narrow streets, antique shops, and old buildings which constitute a homogeneous society with a mixture of customs and traditions from the Arab and Circassian tribes. Tourists will also be able to visit the Circassian Mosque. Today the Old Town is a lively place, particularly when the fig market is held every day from July to September from 6 am to 10 am. Once a visitor enters the old market, the calls of competing prices for the sale of figs can be heard. This is so similar to an auction that many people call it the fig auction because it so similar to the

financial trading bids on the global stock exchange. In addition to buying fresh figs, visitors can buy grapes, pomegranates, prickly pears, and vegetables while walking through the alleys and narrow streets of the old city. The local community has a chance to present various activities, such as performances of Circassian dancing and Palestinian heritage. The bazaar could display antiques, accessories, traditional dress, a photo gallery, and offers various types of traditional foods, such as Circassian, Palestinian, and Jordanian dishes.

The second stopping point is about 2 km west of Wadi al-Seer, reachable on foot or by bus. Al-Dayr (The Monastery) is located on the left side of the road, a Roman archaeological site carved into the rock and surrounded by stunning nature and fig and pomegranate trees. A visitor could access this trail via the secondary road from the left side. Thereafter visitors could visit the Ancient Roman Aqueduct on the right side of the road beside al-Yanab's restaurant. Visitors could then choose to take a break, either at Yanab's restaurant or at the Al-Wadi al-Akdar (Green Valley) restaurant.

The third stopping point is al-Bassah, where the visitor could visit the church and cave and enjoy the scenic beauty surrounding the site. The al-Bassah local community could also offer various kinds of activities representing either their rural culture or their Bedouin heritage, such as local traditional food and drinks, e.g. Mansaf, Bedouin coffee, tea, or dairy products.

Tourists could visit the Handicraft Village at the fourth stopping point about three minutes from the main road on a secondary road on the left side. The women there could offer visitors many activities, such as visiting the workshops of the five products produced in the Handicraft Village. Visitors could see the craft production process, then buy souvenirs in the showroom. Visitors could also walk along the narrow street towards the old houses overlooking Qasr al-Abd and then to the charming villages on the opposite. At this point a visitor could return to a tourist center located in the Handicraft Village and have lunch.

After possibly spending over an hour in the Handicraft Village, visitors could take a five-minute walk to the fifth stopping point at the caves of Iraq al-Amir, which provide a magnificent view over the entire village and Al Qasr. Tourists could take photographs inside the 11 caves, or look at the dolmen on the slope adjacent to the caves on the right side.

After walking a quarter of an hour from the caves a visitor would finally reach the sixth stopping point, Qasr al-Abd, one of the most important Hellenistic monuments in the whole country. Visitors might need about a full hour for a tour of the inside and outside of the Palace

and to take photographs. A room located beside the palace could be equipped with a 20 to 30-minute video to educate visitors, provide interpretation for the stages of reconstruction, or tell the story of building the palace. It could use the current Bedouin tent as the palace entrance, equipped with the accoutrements of a Bedouin tent. Inside locals could offer Bedouin coffee, the traditional Bedouin dessert and bread, demonstrate how food is prepared, and teach visitors about the hospitality and generosity typical of the region. The local community could also organize evening activities, such as Bedouin dance (Al-Dahiyya and al-Samer) and music (rababah), or organize a traditional Bedouin wedding. This would also be a good time and place to offer dinner.

#### **6.1.3.1.3 Trail Theme**

Developing a tourism plan can be centered on a cultural heritage tour which incorporates both tangible and intangible heritage experiences, enabling tourists to experience the archaeological and heritage sites, and the people's cultural inheritance.

#### **6.1.3.1.4 Target Groups**

Based on the identified objectives, the target groups are primarily the main stakeholders responsible for developing, preserving, conserving, and promoting Jordan's tangible and intangible cultural heritage for domestic and international tourists. Visiting the site could also be a part of students' extracurricular activities and could act as an introduction to the most important national achievements and different archaeological and cultural monuments. It would also expose them to the various segments of Jordanian society and allow them to look at the customs and traditions of different cultures, demographics and geography.

#### **6.1.3.2 Hellenistic Tourist Trail**

The second option for developing and marketing the site is to create a Hellenistic sites trail. There are few sites in Jordan that date back to this period and a trail would promote the site and contribute to developing and presenting the surrounding sites. The site has not received any attention and is not included on any tourist itineraries or on most of the tour agents' programs, except for one initiative, the Itinerary Initiative, established by a young Jordanian woman. The initiative aims to promote domestic tourism by accessing the forgotten, marginalized and unknown Jordanian areas and places that are not on any domestic tourist map and not included on the well-known list of tourist and archaeological sites. In 2012, the initiative organized the first trip to Iraq al-Amir. Despite MoTA's attempts to develop a

tourism trail for the Iraq al-Amir site and the Heritage Village, it was not possible to get a trail project off the ground.

According to Maffi (2009), Biblical sites in Jordan relating to Jewish history have been neglected, too. She presented Iraq al-Amir as an example of this neglect because of its Jewish history. She referred to DoA policies for dealing with Jewish history due to the nature of the political relationship between Jordan and Israel and the rejection of normalizing relations and avoiding allegations of Israel's rights to places in Jordan, as in the case of the Dead Sea Scrolls. The researcher believes that there have been some attempts to develop Iraq al-Amir as a touristic destination. However, many obstacles have impeded progress, most notably the site boundary and the unwillingness of the local community to sell land to the DoA. This has prevented the implementation of any tourism development plan and the development of tourism infrastructure for the site and its surroundings.

A Hellenistic tourist trail between Iraq al-Amir and the surrounding area could be developed along with other Hellenistic sites in Jordan. The site is of great importance because it is the most unique and complete Hellenistic site in Jordan according to written resources of the site's history. The only written text in Greek is by Flavius Josephus, a 1<sup>st</sup> century AD Romano-Jewish scholar, historian and hagiographer who was an authority in Jerusalem with connections to the priesthood. He provided important information about the family of Tobiah, the erection of a great Qasr (Palace) by Hyrcanus to demonstrate his wealth and power. And the important part played by the Tobiad family in the events leading up to the Maccabean revolt. Josephus speculated that the structure was originally built as a fortress, surrounded by a large excavated reflecting pool and a moat. He indicated that Hyrcanus (a member of the powerful Tobiad family who ruled the Ammonites in the Hellenistic period) left Jerusalem in the wake of losing a power struggle and settled to the east of Jordan, on the ancestral lands of the Tobiad family which was once a border zone between Judea and Arabia. Josephus also mentioned that Hyrcanus left and returned to the family land in Wadi al-Seer and was thereafter in ongoing clashes with Arabs for 20 years, killing and capturing many of them. Hyrcanus built a huge castle of architectural heritage significance, the Qasr al-Abd. At ground level it was adorned with two panther fountains on either side of the castle. The water spouts can still be seen clearly in the panthers' mouths. He named his estate Tyros (Tyre) which means rock or fortress in Greek.

The Zenon Papyri described the site as the center of a large estate belonging to the Tobiads, which stretched from Amman (Philadelphia) to Wadi al-Seer, which is described as a green valley and rich agricultural production. The site was also a fortress in the 2<sup>nd</sup> century BC, and was referred to as Bitra, the Tobiads center. In the Zenon Papyri, the Tobiads are powerful Jewish landowners in Transjordan during the Hellenistic period who enjoyed independent status as rulers and commanded a protective regiment of cavalry (McCown, 1957; Mazar, 1957). An indication of their presence at this site is in the inscription of the word “ṬOBYAH” on the facade of Cave 11 on the west side and on the facade of Cave 13 on the east side to the right of the door, which are also the earliest specific indication of the Tobiads.

This shows that the site is rare and unique for this period compared to other sites in Jordan with Hellenistic influence, such as Amman (Philadelphia), Jarash (Gerasa), Umm Qais (Gadara) and other Decapolis sites. The Hellenistic architecture which was destroyed was replaced with huge monumental structures during the Roman, Byzantine, and Islamic periods (Millar, 1993; Salles, 2013). Its architectural distinctiveness therefore designates it as a rare building, which is worthy of protection. It is a massive building structure measuring about 18.5 m east-west × 37 m north-south, it built of large rectangular 14 m-high stones (Zayadine, 1997), and has decorations which exhibit Greek and Eastern influences on the ground and upper floor; confronting lions and eagles in the corners of the upper floor and with open wide-mouthed felines outside each of the two basins which discharge water when full (Salles, 2013).

Developing the site as a Hellenistic trail would increase visits to Iraq al-Amir and the surrounding areas and enable interested tourists to experience and visit sites related to the Hellenistic period. Visitors would be able to see an architectural rarity for that period as represented by Iraq al-Amir-Qasr al-Abd. Most of the other sites like Amman, Jerash, and Umm Qais have been developed as stand-alone trails, or as different trails, such as the marketing model trail for the Decapolis cities proposed by Darabseh (2010), called *A Strategy for the Development of a Tourist Trail of the Decapolis Sites in Northern Jordan*.

#### **6.1.3.2.1 Importance of the Tourist Trail**

Developing Iraq al-Amir through a Hellenistic trail along with Amman (Philadelphia), Jerash (Gerasa), and Umm Qais (Gadara) will benefit and promote the site by including it on tour agents' programs. Also, it will enrich the visitors' experience and prolong their stay which will

benefit on the local community with job creation, increased income per capita, and raised levels of tourism awareness.

#### **6.1.3.2.2 Aims of the Tourist Trail**

The proposed tourist trail seeks to achieve the following aims:

- To present tourists a new experience of Jordan's Hellenistic sites, in particular, the Palace of the Slave in Iraq al-Amir as the only fully Hellenistic site in Jordan.
- To encourage tourism in Iraq al-Amir and its surroundings with a tourist trail by marketing it alongside other sites regularly visited by international tourists.
- To integrate the local community into tourism and enhance their awareness of tourism.
- To maximize the economic benefit for the local community.

#### **6.1.3.2.3 Sites on the tourist trail**

There are four Hellenistic sites in Jordan: Amman (Philadelphia), Jarash (Gerasa), Umm Qais (Gadara), and Iraq al-Amir (see Fig. 6.1.18).

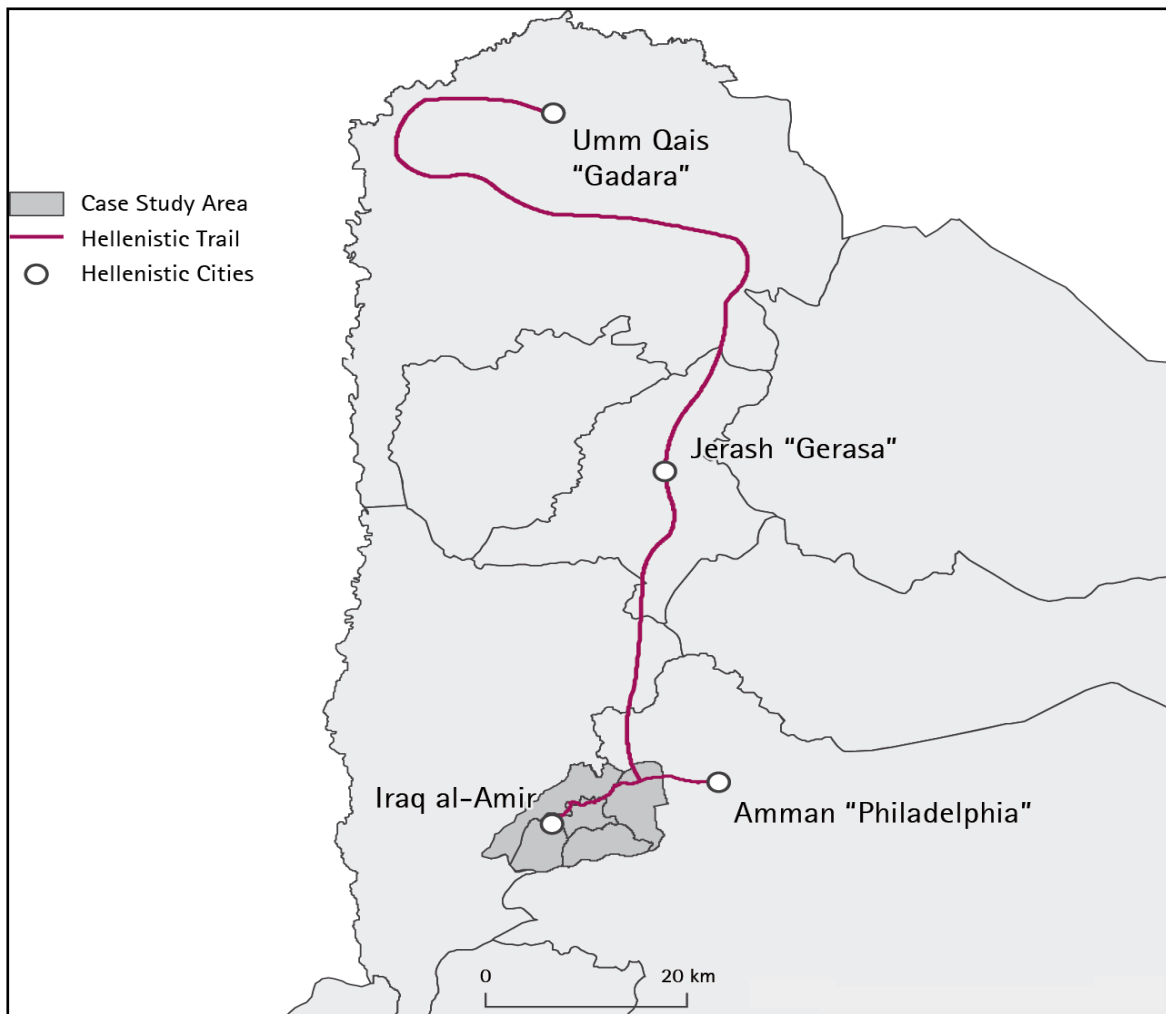


Figure 6.1.18: Proposed Hellenistic trail by the researcher.

#### 6.1.3.2.3.1 Jarash (Gerasa)

Jarash is the second most visited cultural heritage site in Jordan; attracting domestic and international tourists almost year-round. Jarash is located about 50 km north of Amman. It was known as Gerasa in Greco-Roman times and is one of the most impressive tourist attractions in Jordan and one of the best examples of a Roman provincial city in the Middle East both in its layout and its architecture. It is one of the main Decapolis cities (Harding, 1959). The site indicates a Hellenistic presence after Alexander the Great invaded the area now known as Syria and began establishing colonies in the entire area, including the northern part of Jordan (Myers, 2010). Surviving features related to this period in Jarash are the remains of an early sanctuary on the lower terrace of the temple dedicated to the Hellenistic god, Zeus. A museum located in the vault of the temple helps explain the Hellenistic period at the temple (Kehrberg, 2004).



#### **6.1.3.2.3.2 Umm Qais (Gadara)**

Umm Qais is one of the Decapolis cities, situated in northern Jordan about 110 km north of Amman, with a magnificent view of the Yarmouk river gorge and the Golan Heights to the north, of Lake Tiberias to the northwest, and the Jordan valley to the west (Fowden and Fowden, 2004). Umm Qais city has two physical remains representing it as a fortified city from the Hellenistic period: 80 cisterns (Keilholz, 2014) and a Hellenistic wall built in the early 2nd century (Abu-Allaban and El-Khalili, 2014).

#### **6.1.3.2.3.3 Amman (Philadelphia)**

There are remnants of a Hellenistic theater in Amman (Philadelphia) built from 332 BC to 63 AD (Sear, 2006).

#### **6.1.3.2.4 Marketing and Branding the Trail**

Many tourists only spend a few hours in Amman (Philadelphia), as they are often unaware of the activities which are available, and neither the JTB nor inbound tourist operators provide the necessary marketing for them to make an informed choice. Although Jarash is the second most visited cultural heritage site in Jordan, it also suffers from diminished visitor stay for the same reasons. While many visitors and tourists visit Umm Qais on day trips from Amman, few visit Iraq al-Amir. As a result, this heritage trail could be organized as a two-day tour. The first day would include Amman (Philadelphia) and Iraq al-Amir, as they are quite close together; approximately 22 km. The second day would include Jarash and Umm Qais, which are both located in northern Jordan, c. 75 km apart. A one-day trip would be an unsatisfactory experience for tourists. A two-day tour would enhance and enrich the tourists' experience, because the distance between the proposed Hellenistic sites in the tourist trail is too far to be able to see the sites in a shorter time period; c. 120 km between Amman and Umm Qais and 52 km between Amman and Jarash. This would encourage the tourists to spend more time in all four sites, particularly Iraq al-Amir and its surrounding areas. If the suggested bed and breakfast style accommodation, which is discussed elsewhere in this thesis, were offered as part of the trail, it would enable them to visit the attractions which are discussed in Section 6.1.1, thus generating mutual benefits; enhancing visitor satisfaction and providing economic benefits for the local community.

The most important aspect of a Hellenistic tourist trail would be to offer a unique experience for tourists, particularly those international tourists who are interested in the rare Hellenistic

sites in the region. Iraq al-Amir (the Palace of the Slave) is an original, rare, and unique monumental edifice; it is the most striking Hellenistic monument that has survived on either side of the Jordan River. Knowledge about the Hellenistic period in Jordan is minimal. For example, it appears that the population declined during this period. This can be deduced by the limited number of villages and by the fact that the big cities were founded as resettlement of retired military personnel and administrators, such as governors, tax collectors, and commanders from the Ptolemaic and Seleucid armies. In three of the identified sites (Jarash, Umm Qais and Amman) there is little evidence of this period surviving today (Millar, 1993; Salles, 2013). The only evidence confirming the existence of the Tobiad family in Amman (Philadelphia) is from a text referencing the stability of the Ptolemaic officers in the mid-third century BC.

#### **6.1.4 Involvement of the Local Community**

Involvement of the local community in developing cultural heritage tourism is considered an important component to ensure the sustainability of development and management of their cultural heritage assets (Smith and Waterton, 2013; Ho and McKercher, 2004). This could bring economic, social, cultural, and environmental benefits through the active participation of the community. Creating and planning events will enhance their feelings of site ownership, sense of belonging to their cultural heritage assets, and a sense of pride (Robinson et al, 2005; Abu Khafajah 2007). It will also empower the local community to engage in cultural heritage conservation and maintenance (Arazi et al., 2010; Landorf, 2009). This requires raising awareness among the local community concerning the importance of the tangible and intangible cultural heritage and its value for all segments of the community. For this it will be necessary to organize educational programs, seminars, workshops, documentary films, and videos which highlight the economic, social, cultural, and environmental benefits of tourism for local residents.

Before involving the local community, their point of view of local development based on tourism must be analyzed, as this view will be one of the essential elements to support tourism development. Tourism depends on the extent of acceptance by the local community. Understanding their perceptions and attitudes towards tourism development and its impact is important in realizing the goal of local community support for tourism development (Yoon et al., 2001). In the case of Iraq al-Amir and the surrounding areas, it is necessary to understand

people's attitudes, perceptions, and acceptance of tourism development, especially since a large segment of the community has not dealt with tourism development before.

The researcher questioned officials from MoTA and the DoA to evaluate the propensity of the local communities in Iraq al-Amir and its surrounding areas to participate in tourism activities. Officials who deal with locals regarding tourism development on a regular basis were asked the question "How do you evaluate the local community towards tourism?" to understand the challenges facing them.

Attempts to integrate the community into tourism through initiatives and opportunities did not succeed to the extent required. According to B.M., (a DoA official and an Iraq al-Amir resident): *"....we built a relationship between the locals and the DOA through a Traditional Craft Association; the intention was to create common interests to protect the site, so any irregularities on-site would be reported, and to make use of the locals within the site. Although this was more successful in other areas, little success was achieved in Iraq al-Amir because the local community is not ready for direct involvement in tourism. MoTA cannot force them. Also, the Iraq al-Amir Women's Cooperative Society, the main partner in Iraq al-Amir and operator of the Handicraft Village, does not fully understand tourism and only sees it as a money-maker."*

The local community could effectively participate in any tourism plan by bridging relationships between locals, DoA, and MoTA. They could propose new ideas and identify the pros and cons of any project with the goal of maintaining the integrity of the archaeological site. The local community is the key to successful tourism management. In this context, A.Sh., director of Jarash Antiquities Directorate, said: *"If the local community were to receive support in the form of non-interest loans, it would activate their role and create a strong relationship between them and the sites. If this were the case, locals would support tourism development."*

The local community is regarded as an important part of developing and managing tourism. In this vein, H.H., director of the World Heritage Sites, emphasized: *"The local stakeholders should be given a say in how the site is managed. We must focus on the local community during the tourism development process, and convey a realistic idea of the [benefits to be gained from tourism] for the community, rather than giving them false hopes that tourism will solve all their economic problems."*

J.K. said: *“The locals should be more knowledgeable about how the site can be used [for economic gain]. We are working on that by trying to create good opportunities; such as training courses and enlightening the locals, especially the youth.”* AJ.Z. asserted: *“People should be educated and taught how to run projects. As well, they should also be aware of the importance of tourism and its effect on the local society.”* Similarly, H.T. emphasized the need to create awareness in the host communities about the importance of the surrounding archaeological sites and tourism. A.Sh. stated: *“The locals need to be educated on the archaeological value of the sites, and we need to generate awareness about the historical value of the place where they live. As well, they should also be supported financially and physically.”* A.Q. said: *“In order to raise awareness, the site needs to be supported by international institutions which support women and rural communities.”* Y.Z. also said: *“Enhancing the potential of the local community is essential. This could be done by educating them about tourism and its impacts, the importance of their local site and how to protect it.”*

AJ.Z., deputy of the fifth constituency, noted the weak role the local community plays in the area’s development: *“...look! The last visit from the Minister of Tourism provided the locals a good chance to promote their products (handicrafts) at Jordanian hotels, but they did not follow up. They have intentions but they don’t do anything. We must admit the real problem is that the local community are not interested in developing the site and don’t seek to develop existing potential because they still rely on agriculture.”*

In contrast, all respondents from the local community expressed discontent about the role of concerned stakeholders in supporting the area. When asked the question “How do you evaluate the role of concerned stakeholders regarding the area's tourism development?” by the researcher, they stated that their dissatisfaction is a result of various reasons, including the lack of cooperation amongst those responsible (MoTA, GAM, and the MPWH) in provision and maintenance of basic and tourism infrastructure, especially at the archaeological sites. Moreover, there is a lack of coordination between their representatives at GAM and the House of Representatives to identify the real needs of the area.

#### **6.1.4.1 Awareness of the Nearby Archaeological Sites**

To measure the familiarity of the interviewees from the local community with archaeological sites in and near their area, they were asked, “Can you tell me about any archaeological sites which you know in this area? They showed familiarity with nearby sites but not with the al-Bassah cave and church which tourists do not visit. Also, these sites lack signage.

One-third of the respondents indicated complete familiarity with all the nearby archaeological sites by saying: “*Certainly! I know all of them.*” All of the respondents from the four communities—Iraq al-Amir, al-Bassah, al-Dayr, and al-Bardoun—indicated complete familiarity about Qasr al-Abd, the caves in Iraq al-Amir, and Mullaqat al-Dayr as major archaeological sites in their area. Al-Bassah church and cave, however, were not sites that were well-known among a large number of people, specifically people who live in the al-Bassah area by saying: “*It is the first time that I have heard about Al-Bassah church and cave.*”

Only one of the respondents did not have any familiarity with nearby ruins, saying, “*I don't know any site.*”

#### **6.1.4.2 What does the site mean/represent for local people?**

Cultural heritage as stated in this chapter is divided into tangible and intangible resources which reflect the culture and the environment of the place and its people. This means heritage identifies a group of people by linking them to their place (Graham et al, 2000).

This researcher asked respondents from the local community in Iraq al-Amir and the surrounding area to discuss the local perceptions towards cultural sites, to what extent these resources are important to the local community and to what extent they relate to the past. “What do the sites you mentioned mean to you?” If the local community has a strong relationship with their heritage and past, they will have a sense of ownership and will safeguard the place.

This study categorized four categories of values among the locals (see Fig. 6.1.19).

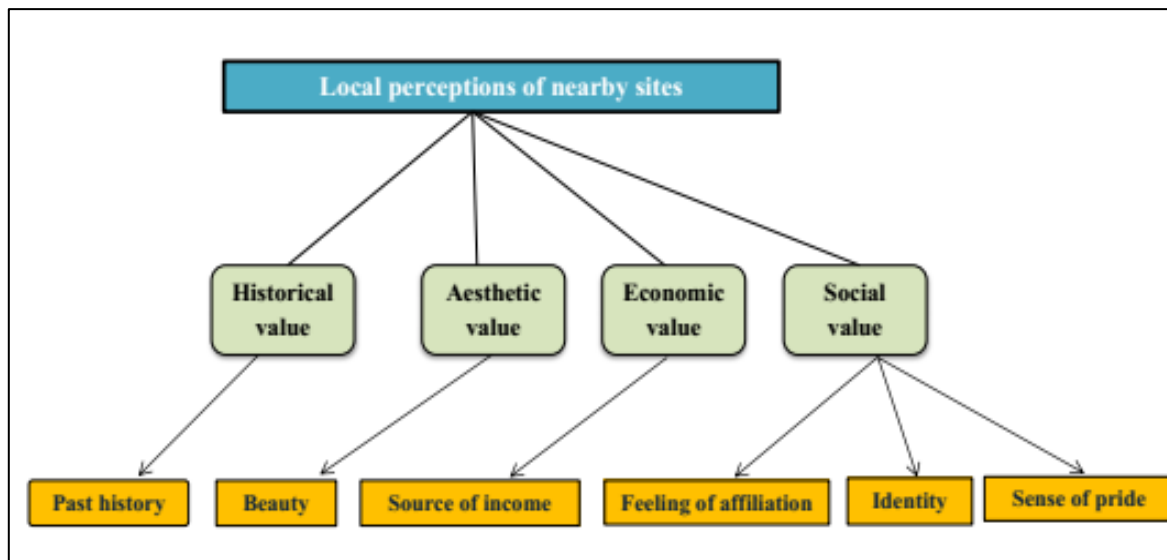


Figure 6.1.19: Local perceptions of nearby cultural sites based on data from the respondents.

#### 6.1.4.2.1 Historical Value

The majority of the locals interviewed showed a strong relationship with the sites surrounding them as it represents the past and constitutes continuity with the present through a sense of belonging to the place, by saying this is our history.

#### 6.1.4.2.2 Social Value

Feeling proud of their locality comes in the second level. It can facilitate dealings with the local community concerning the protection of the archaeological sites and their distinctive character. People who identify and have a sense of pride with a place are important in their own right. They set an example for a sense of belonging and connection with the past. This connection will generate a willingness to conserve the site that they feel a sense of belonging to. Phrases such as a sense of pride, identity, or belonging were frequently used by the respondents. D.M., an Iraq al-Amir resident, said: *“For me, Iraq al-Amir is my identity.”* The same sentiment was also expressed by A.Z. from Iraq al-Amir: *“...it represents for me a sense of belonging, because a people without a past are a people without a present.”* Kh.S., an al-Dayr resident, said: *“The site for me is my identity and birthplace.”* H.S. also stated: *“I have a sense of pride to live near this site. I always use the site as a landmark when giving directions to my house, which makes it easy to locate.”* In the same context, M.M., Kh.K., N.M., UM.M., D.M., and O.S., residents from al-Dayr and al-Bassah, expressed the same statement by saying: *“We are proud to have this legacy.”*

#### **6.1.4.2.3 Economic Value**

Three of the respondents, UM.M., AK.M., and G.S., cited the economic value of the archaeological sites as a source of income by saying: *“It would be a source of income, when utilized for tourism.”*

#### **6.1.4.2.4 Aesthetic Value**

Two of the respondents, I.M. and S.SH., noted the beauty of their local heritage sites, including the landscape surrounding it.

### **6.1.4.3 Local Perceptions towards the Impacts of Tourism**

Members from two local community groups were interviewed to assess the impact of tourism. The first group consists of local community residents who already have small businesses and benefit from tourism, particularly from domestic visitors, and those who have contact with tourists (Small business owners ("restaurateurs") and women working in the Iraq Al-Amir handicraft village). This group was asked the question “To what extent has existing tourism affected your business, either positively or negatively?” to understand the actual impact of tourism on the area, which will provide baseline data for the tourism development plan, and to learn the kind of support needed to upgrade local businesses.

The second group is comprised of the local community who do not benefit from tourism and do not have contact with tourists; this is much larger than the first. This group was asked the question “What would be the expected impacts if your local area became more attractive for tourism?” to measure their existing awareness of the positive and negative effects of tourism, if their area became attractive to tourists.

#### **6.1.4.3.1 The First Group**

As stated above, this group already has contact with tourists, including the sub-group of women working in the Handicraft Village.

In this context, I.M., owner of al-Yanabee’ restaurant, said: *“...the only benefit from tourism is to gain money. All my customers are Jordanians, and there is huge overcrowding at the weekend, which leads to traffic congestion, and negatively affects the local community.”* F.M., owner of the Green Valley restaurant, said: *“As a result of the large number of Jordanian visitors, my business has benefited economically. In contrast, tourism has led to overcrowding*

*and traffic congestion as a result of the narrow road.” A.Z., owner of the Iraq al-Amir restaurant, also stated: “My business earned more money, in particular after the secondary road adjacent to my business was improved by the Greater Amman Municipality.”*

The Handicraft Village is the only association in the area which has regular contact with international tourists, through selling and purchasing. Most of the respondents had both positive and negative perceptions of the impact of tourism, especially the economic benefits including employment and income. Y.H., A.M., and K.M. stated: *“We have benefited a lot from tourism, especially before the Arab Spring. We sold a lot of our products, but unfortunately, rents for the buildings have risen because they think we’re still earning as before.”* In support of Y.H., S.H. said: *“Through tourism we benefited economically by selling our products to the tourists.”* Kh.M. also stated: *“Tourism has given us the opportunity to help Iraq al-Amir and its surroundings, as well training uneducated girls who haven’t a source of income.”*

The women cited two positive outcomes from the social impacts of tourism. Firstly, tourism encourages the preservation of local food and handicrafts. Y.H. stated: *“Thanks to tourism, when the Nour al-Hussein Foundation came to the area, they restored about 10 heritage houses as an incubator for our project, and trained more than 150 local women in various crafts.”* A.M. also stated: *“Our kitchen provides local traditional dishes for breakfast, lunch and dinner, which we serve to visitors in the courtyard.”* K.M. added: *“We presented Iraq al-Amir through our products, which contributed to promoting the site as a whole.”* Tourism helps to promote conservation of the environment, such as using local plants in crafts. All of the respondents stated, *“We support farmers through the handmade paper project, by buying plants, and at the same time we preserve the environment.”*

Secondly, exchanges between hosts and guests create a better cultural understanding and can also help raise local residents’ awareness of issues, such as poverty and the problem of ‘a culture of shame’, which inhibits many women from working. Kh.M. stated: *“At the beginning of my work here, the local community was the main obstacle; they did not accept the mingling of women with foreigners. However, we have continued our work and gained their support over time.”* In support, S.H. stated: *“When the project launched, the locals caused problems with the project manager, but we stood in the face of society to continue the project, and now thankfully, we have accomplished what we wanted after patience and*



*perseverance.*” In opposition, A.M. said: *“I am married and have never really encountered difficulties at work”.*

#### **6.1.4.3.2 The Second Group**

This group is comprised of those residents who are not impacted by tourism; as stated above, it is numerically far larger than the first group, and it was asked: “What would be the expected impacts if your local area became more attractive for tourism?”

##### **6.1.4.3.2.1 Economic**

The question regarding expected impacts is an attempt to examine empirically residents perceptions of the impacts of tourism, rather than a measure of actual impacts, due to the lack of current tourism activities there. All of the respondents stated that tourism could bring economic advantages to the area depending on different factors. On the other hand, none of the respondents indicated negative economic impacts of tourism. The locals—N.M., UA.M., G.S., UW.S., AK.M., Y.M., S.M., A.M., I.M., O.S., M.S., S.Sh., D.M., D.H., H.S., UM.S., UM.M., M.M., and AQ.M.—agreed on some of the expected economic impacts; that tourism could lead to an increase in the residents’ income, and to the creation of job opportunities and new projects. As stated by N.M. and K.K: *“...tourism could generate new sources of income for locals, by providing job opportunities and creating new projects.”*

Others said tourism development would be a good chance to receive more tourists than before, which would lead to economic diversification in the region. UM.M. stated: *“...we would receive a larger number of tourists and this would mean increased income for the area and its residents.* In support, M.D. stated: *“...more tourists would mean our income might increase.”* A.M. also stated: *“...tourism could be an effective tool to promote our heritage sites, contributing to increased economic benefits for the area and the local community.”*

Tourism could also be a new component to help reduce poverty, as stated by M.M: *“Tourism might generate income for the local community, by creating new projects, and thus new job opportunities, which may in turn lead to the alleviation of poverty.”* D.M. also stated: *“...creating jobs, through both direct employment within tourism and indirectly within the sectors, such as retail and transportation, would help to support more than 300 poor families.”*

#### 6.1.4.3.2.2 Sociocultural impacts

The sociocultural impact of tourism contributes to changes, both negative and positive, in the host community's value system—their behaviors, human relationships, moral conduct, religion, and language.

##### **Positive**

Tourism could be used to develop the community and its infrastructural facilities and services, as noted by A.M., U.W.S., and M.M.. D.H. also stated: *“Through tourism we would get more attention from concerned, by establishing services and improving infrastructure. As a result, tourists would be motivated to visit our area.”*

Some of the respondents referred to some positive impacts, such as purchasing local goods from the local residents. As stated by M.I.M.: *“The local community would benefit economically through the sale and purchase of their local products.”*

Respondents said interaction between the host community and tourists has a positive impact. It is a way to meet with people from various backgrounds and revitalizes the local culture, as stated by A.M.: *“Through tourism we can present our customs and traditions for others.”* M.M. also stated: *“In order to present our culture for the tourists, we have to welcome and respect them, and identify with the culture of others, too. Because tourists have awareness when they visit the rural area. They respect the host community's customs and traditions.”* S.Sh. stated: *“Tourism could lead to development of the community by mixing with tourists and preserving the local heritage.”* A.Z. said: *“Local residents must be open-minded to other cultures and traditions, be tolerant and respect diversity, because through tourism we will deal with tourists from diverse backgrounds. We have a mutual interest to identify with the culture of others and tourists would gain experience.”*

AK.M. stated: *“I don't think there are any cons for tourism in terms of traditions and customs, because tourists want to visit archaeological sites and enjoy the natural landscape, as well as to identify with the customs and traditions of the local community and purchase souvenirs.”* M.D. also stated: *“I think (there would be) no negative effects on the tradition and customs, because the community here is open-minded and they would accept tourism in all cases for their own benefit.”*

Tourism is a way to exchange information and ideas, as stated by AK.M.: *“We gain new experiences through tourism as a result of cultural exchange.”*

## **Negative**

K.K. stated: *“I don’t think that the local community would accept tourism, because they are a conservative society and adhere strongly to customs and traditions.”*

S.M., from Iraq al-Amir, supported this opinion: *“I think negative impacts outweigh the positive ones. The best example of this is the Iraq al-Amir Handicraft Village. We didn't notice any results related to tourism in the handicraft village. So I think traditions and customs could be affected, especially with regard to the youth, who are vulnerable to exotic customs and traditions.”* In support of S.M., UM.M. said: *“Our local customs and traditions may be affected through tourism.”* A.M. also stated: *“Traditions and customs will be affected negatively as a result of mixing between tourists and the local community, and cultural differences between visitors and locals may affect them negatively.”* Other respondents, AK.M., Y.M. and D.H also stated: *“It is easy for young people to be affected negatively by tourism. Their behavior would change, because tourists are frequently disrespectful of the local customs. As well, women and men often walk around with clothes not suitable for our culture. This behavior can cause the local people to stray from their beliefs and customs, such as drinking alcohol.”* UA.M. said: *“Some of the people from here, when they see tourists dressed indecently, sometimes drive them out, especially tourists without a tour guide.”*

Sometimes conflicts between residents arise as a result of competition for the economic benefits of tourism. As stated by D.M.: *“... There is negative competition between local investors; for example, the Iraq Al-Amir Handicraft Village. It is managed by the women who work there, and there is a lot of jealousy of and selfishness against ex-workers. They have received a lot of offers to manage and re-organize the village, but they have rejected them because they prefer to manage it alone, without any intervention. They only want financial aid, without any results in production, and without tangible development.”* H.S. stated: *“There could be negative competition between investors in the local community; for example disputes between people if there are a large number of tourists. Also, there is a lack of awareness among the community about how to deal with tourists. Tourism can have a negative impact on local communities if there is no respect or consideration. Indeed, tourism can cause hostility, competition, jealousy, and the loss of local culture.”*

#### **6.1.4.3.2.3 Environmental impacts**

Some of the respondents expressed concerns about negative impacts, as shared by UM.M., O.S. and AK.: *“Tourism may increase traffic congestion even more than we have now, especially at the weekend.”* D.H. also stated: *“I think that the annoyance from visitors would be increased as a result of overcrowding, particularly at the weekend, because there is a large number of domestic visitors.”* AQ.M. said, *“We have limited resources. Tourism may lead to a shortage of these resources, especially if there are large numbers of tourists.”*

#### **6.1.4.4. Local Acceptance of Tourism Development**

Both groups were asked, “Do you accept tourism in your area?” Since this area has been untouched by tourism development and has not been visited by many foreign tourists, this researcher hoped to uncover people’s attitudes and the level of their acceptance towards tourism development by direct questioning and through personal observation in the case study area.

The first local community group (which benefits from tourism) believed that tourism does not receive enough support for development from concerned bodies, and that not all locals received the benefits. I.M. stated: *“Certainly, I’d be one of the supporters of tourism development.”* F.M. also stated, *“In point of fact, I personally obtained an economic benefit, and it is easy to accept tourism development.”* Also, A.Z.: owner of the Iraq al-Amir tourism restaurant said, *“I think everybody here would be happy if the area was developed, because if the region had more services, it would be good for us to have a lot of tourists.”*

All of the respondents from the Iraq Al-Amir Women’s Cooperative Society in the Handicraft Village expressed a wish for the return to the level of tourism which had existed before the Arab Spring, because of the benefits obtained. Y.H. stated: *“We hope that tourism comes back as it was six years ago [2009]. It would be a chance for us to solve all our problems because we still have the desire to continue what we began.”* In support, A.M. stated: *“We suffered the strongest possible conditions, but we are sure that this project will continue. Indeed, we hope that the area is revived again as before, because we [the Handicraft Village] benefited economically.”* K.M. said: *“We accept tourism strongly. We hope and wish for this. It would be a perfect chance for us, for we achieved an economic benefit from tourism, and it provided jobs for women.”* S.H.E. agreed with her colleague’s statement: *“If the Ministry of Tourism paid more attention, at least promoted it for Jordanians, the area would benefit, because the*

*local community has recently begun to be more accepting of tourism; they would support and accept the idea with pleasure if they felt they would actually benefit on the ground.”*

The second group, (those who do not benefit from tourism; UA.M., H.S., UM.M., M.D., D.H., Sh,S., D.M., AQ.M., H.S., G.S., AK.M., S.M., I.M., and Y.M.), voiced their acceptance of tourism without any details, only with: *“Yes, definitely.”* Some respondents linked their acceptance of tourism to the significant economic benefits to the area and the creation of job opportunities. As A.Z., from Iraq al-Amir, stated: *“I accept tourism strongly because it's profitable.”* E.M., from Iraq al-Amir, said: *“Yes of course, it is good for Iraq al-Amir and I hope that the area will be developed, which would reflect positively on the local community, because we have unemployment in Iraq al-Amir and its surrounding areas, even for those who have university qualifications. If we had a tourism project, it would be good to create job opportunities for them and obtain more economic benefits.”* M.M. also stated: *“If tourism increased, it would also increase the number of tourists to the site, and create economic opportunities for members of that community. I am definitely with tourism.”*

In contrast, the researcher personally observed negative behavior by the local residents towards tourists whether domestic or foreigner. The following examples are extracts from this researcher's observations related to local behavior.

**25 May 2015:** It was a long day, hot and tired. I made my way to Iraq al-Amir via Wadi al-Seer taxi station. By chance I met an old foreign woman in a phone shop. Our talk took a long time. I learned through it she was interested in Iraq al-Amir as an archaeological site, as well as staying for a few weeks at the site to help the women in the handicrafts village as a volunteer. We decided to go the same way to continue our conversation. We took a taxi directly to Iraq al-Amir. During our journey through al-Bassah area, we asked the driver to stop little bit and we got out of the car and I noticed that some of the locals began to behave inappropriately towards the woman since she is foreign, but did not pay any attention because these behaviors originated from youth... but on the contrary she expressed the admiration about the good dealing from the local community during her stay. The converse situation happened when I was in a small area belonging to al-Bassah-Umm Hajar, to continue to conducting interviews with locals. The same situation happened. Nobody knew me. They thought that I am a domestic visitor who needed to enquiry them about the

area. Some of them were acting without tact and refused to have any conversation with me (unwillingness to interact with strangers). It was difficult in the beginning for me, but when I asked them how they would deal with tourists, they ignored me, and someone raised his hands to indicate non-acceptance of any talk.

Other respondents from the second group expressed their acceptance of tourism. As stated by U.M. from al-Bassah stated: *“I strongly welcome the idea of tourism, because we have a very beautiful area and it is worth a visit.”* In support, A.M. also from al-Bassah said: *“I am definitely in favor of tourism, because we have a lot to present for the tourists. Our heritage, sites and beautiful landscape are worth seeing. All of us will accept tourism.”* O.S., also from al-Bassah stated: *“We hope that our area will be developed like other tourism sites in Jordan. We will support any tourism initiative. My elder brother is a good example of this; he attended tourism-related courses in order to work in tourism, and to serve the area in the field of tourism.”*

Other respondents expressed acceptance with some constraints, such as the notion of women working in tourism. As stated by M.S. from al-Bassah: *“I accept tourism in my region and I accept women working in this sector, except in hotels and restaurants.”* A.M. from al-Bardoun said: *“...I don't agree with my daughter working in the tourism sector, in terms of providing services, even if I was the owner of the project. She could be influenced by foreign traditions and customs, because women are emotional and their heart governs them more than their mind.”* In support, D.M. from Iraq al-Amir said: *“Some locals say that tourism is not the work that women could do it due to the cultural restrictions, that seen woman as a person who could only work as a housewife.”* In an opposing opinion, Kh.M. from Iraq al-Amir Handicraft Village stated: *“The locals are more open minded now than before.”* D.M. from al-Bassah linked her acceptance of tourism with maintaining local customs by stating: *“I am with tourism as long as it does not interfere with the customs and traditions of society, and I think the local community will accept tourism in some cases and not in others.”*

Other respondents linked their attitude towards tourism to infrastructure development. M.M. and U.W.S. from al-Bardoun and al-Bassah stated: *“Tourism could solve our problems, because the area needs to improve the infrastructure and other services.”*

Some of the respondents expressed acceptance of tourism based on their experience or observations with tourists. Based on her observations of locals who deal with tourists, A.M.

from al-Bardoun stated: *“I have accepted tourism for some time because I deal with tourists gently, not as strange persons, because they will stay for a short period of time and then go back. I think each person in the community would have the best experience if they dealt with tourists through ethical behavior, stemming from the community culture.”* This was also stated by A.M. and M.M. from Iraq al-Amir: *“All of the locals would accept tourism because their behavior towards tourists is respectful, hospitable, and well handled. There were only a few cases of improper conduct by youth.”* Here M.I.M. from al-Dayr stated: *“My house is near Mullaqat al-Dayr and my father’s house near Qasr al-Abd. We have always had positive contact with tourists. We wouldn’t have any problems if there were more tourists or activities near us.”* K.S. from al-Dayr stated: *“I think all of the locals would support tourism development because they respect strangers from different cultures. They would even accept tourism if it negatively impacted the interests of their area.”*

The researcher’s field observations support the statements by some of the respondents regarding the acceptance of strangers from different cultural backgrounds.

**May and June 2015:** It was a hot day when I was at the Iraq al-Amir, al-Dayr, and al-Bardoun areas. During my long roaming in the area, a lot of locals came to contact me because they thought I came from a far place, not from a place just 45 minutes away. They were eager to provide help for me and made suggestions where can I go (willingness and desire to interact and help tourists, even if I'm not one). The conversation started with brief questions and evolved into a friendly conversation. They invited me to have lunch and drink coffee. During our conversation, most of them were eager to provide any assistance to any person from outside the area. I noticed that with pleasure.

**24 May 2015:** In the morning at 10:00 am, I met a young man in front of the Green Valley Restaurant in the al-Dayr area. He was busy helping local visitors to park their cars. I approached him to ask about something, when he expressed great interest in helping me, and asked permission from the owner of the restaurant to help me. It was a tactful way to deal with a stranger who had visited the place, and he accompanied me to all my interviews in the monastery area. He was my guide.

**26 May 2015:** It was the afternoon when I arrived at the small shop near Qasr al-Abd. I met the owner of the shop and the conversation was long because he had to deal with tourists. During our conversation, a private car with two foreigners and the guide came to visit Qasr al-Abd. Then some groups who were there smiled at the foreigners without any inappropriate behavior towards them.”

**1 June 2015:** I sat down and waited to conduct interviews with women at the Handicraft Village. They were very busy because they were waiting for a tourist group. I decided to walk around in the show room before the interviews. The group arrived. At this moment I noticed all the women workers. They showed keen interest towards the tourists. They seemed happy to see them and greeted them by saying hello in English and started to take them around the Handicraft Village. At the same time, some people were outside without any reaction towards the tourists despite the fact that their dress was not compatible with the conservative society.

In light of the data provided above concerning the involvement of the local community in developing cultural heritage tourism in the case study area, it is evident they are an important component in ensuring sustainability of development and management of their cultural heritage assets. The following is subdivided into four sections. The first is related to the familiarity of respondents from the local community with archaeological sites in and near their area. It was obvious that all of the archaeological features are well known to the local community, excluding al-Bassah church and cave; this is because tourists do not visit this site due to the lack of signs and facilities there. The second section discusses local perceptions towards cultural sites, to what extent these resources are important to the local community, and to what extent they relate to the past; unquestionably, the local community is aware of the value of nearby cultural sites.

The third section considers local perceptions towards tourism impacts. It reveals that respondents from the first group have received positive economic impacts, particularly the owners of restaurants, despite the overcrowding caused by the large numbers of visitors over the weekend which has negatively affected the wider community. Likewise, tourism has had stronger positive than negative impacts on the women who work in the Iraq Al-Amir



handicraft village, particularly in terms of selling local products and overcoming the culture of shame which prevailed when the project began.

Concerning respondents from the second group, there is a severe lack of awareness for negative economic impacts, some awareness of both positive and negative socio-cultural impacts, and a lack of awareness of positive and negative environmental impacts.

Section four considers local acceptance of tourism development. The objective is to determine people's attitudes, and the level of their acceptance towards tourism development. This section concludes that tourism development within the local community is accepted by the majority of respondents. However, some respondents limited their acceptance of tourism as conditional on increased economic benefits, such as improved employment opportunities and infrastructure, as well as with cultural constraints concerning women working in tourism which requires contact with or proximity to strangers.

#### **6.1.5 Improving infrastructure**

This section presents the current situation of infrastructure in the case study area, and some suggestions for improvements, as it is one of the main criteria used to assess tourism resources. Infrastructure is necessary to support the destination, as well as a basic requirement to ensure success for the trails suggested earlier in this chapter.

##### **6.1.5.1 Accessibility**

The quality of the main roads is a problem regarding accessibility to Iraq al-Amir and the surrounding area. The main roads linking Wadi al-Seer with Iraq al-Amir are narrow. This is one of the most important problems for the local population, along with a lack of parking areas, especially during the weekend when the area is overcrowded with thousands of Jordanian visitors who come to enjoy the region's nature. This is also a major obstacle for many of the tourism offices who have removed Iraq al-Amir from their programs due to the road's narrowness. Therefore, this is one of the main obstacles to the development of tourism in the region. The main responsibility lies with MPWH and GAM for maintenance, paving, expanding, and improving the safety for traffic and people, which affects the road's ability to facilitate the safe and effective movement of vehicles and persons.

Three alternative roads could be used to access to the area instead of the main road, helping to shorten the distance due to good quality road networks: Abu al-Sūs, 9 km in 16 minutes; Marj

al-Hamam, 13.5 km in 25 minutes; Wadi al-Seer, 11 km in 23 minutes; and Maḥiṣ, 9 km in 16 minutes. A map was created by the researcher (Fig. 6.1.20) for the alternative roads which lead to the area in order to promote these new access ways. This was done because investment will only work if traffic moves well and roads help link all the villages together. A map of the new road network should be designed to promote these new ways to reach the area.

Redevelopment of the bus terminal area at Wadi Seer is necessary to open the space for tourist activities.

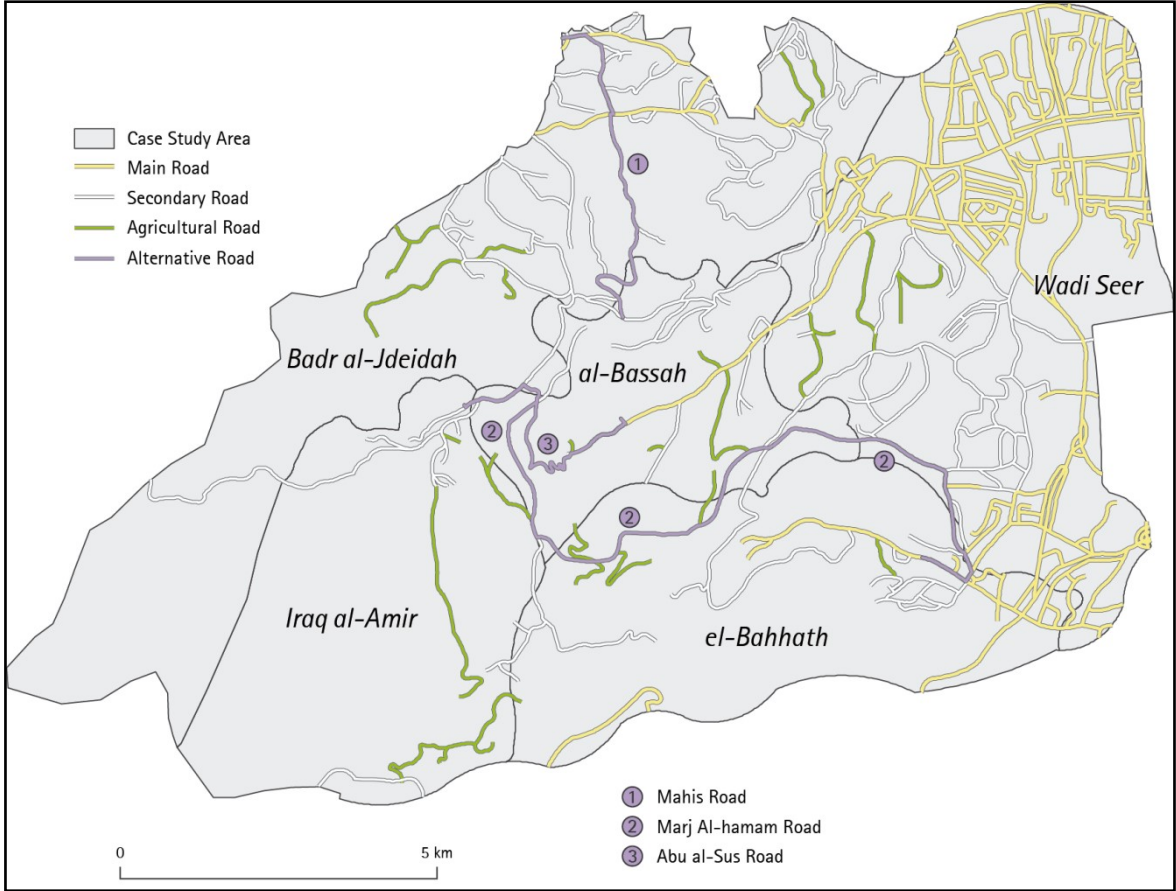


Figure 6.1.20: Alternative roads to access to the area (Source: the researcher).

**6.1.5.2 Food and beverages**

Iraq al-Amir and its surrounding areas have five restaurant and picnic zones, distributed throughout the case study area (see Table 6.1.3 and Fig. 6.1.21) which attract only domestic visitors from different regions of Jordan. These facilities are inadequate to meet the needs of international tourists and are not classified as tourist rest stops due to their quality. The rest stops located in the Handicraft Village attract foreign tourists due to the Women Cooperative Society manager’s efforts to send personal correspondence to local tourist offices. This

resulted in the inclusion of the Handicraft Village on the tourism offices' lists. The area has the opportunity to develop what it has by solving problems and obstacles faced by the rest stop owners and by mitigating the investment restrictions of local investors from MoTA and GAM. Obstacles facing local investors, like high taxes, granting of loans and licensing fees, should be removed. If these obstacles are taken into consideration by those concerned, that would be an incentive for the rest stop owners to diversify their services. In addition, it would provide job opportunities for the local community, thus providing a source of income for the unemployed.

Table 6.1.3: Restaurants and rest houses in Iraq al-Amir and the surrounding areas (The researcher)

<b>Name</b>	<b>Type</b>	<b>Location</b>	<b>Year Established</b>	<b>Classification</b>
Al-Yanabee' (springs)	Restaurant and rest house	al-Dayr (The Monastery)	1995	Unclassified tourist restaurant
Al-Wadi al-Akdar (Green Valley)	Restaurant and rest house	al-Dayr (The Monastery)	2008	Unclassified tourist restaurant
Handicraft Village break	Restaurant and rest house	Iraq al-Amir	2008	Unclassified tourist restaurant
Iraq al-Amir rest	Restaurant and rest house	al-Bassah	2014	Tourist park and pool
Bustan Awwad (Awwad garden)	Restaurant and rest house	Iraq al-Amir	2015	Unclassified tourist restaurant

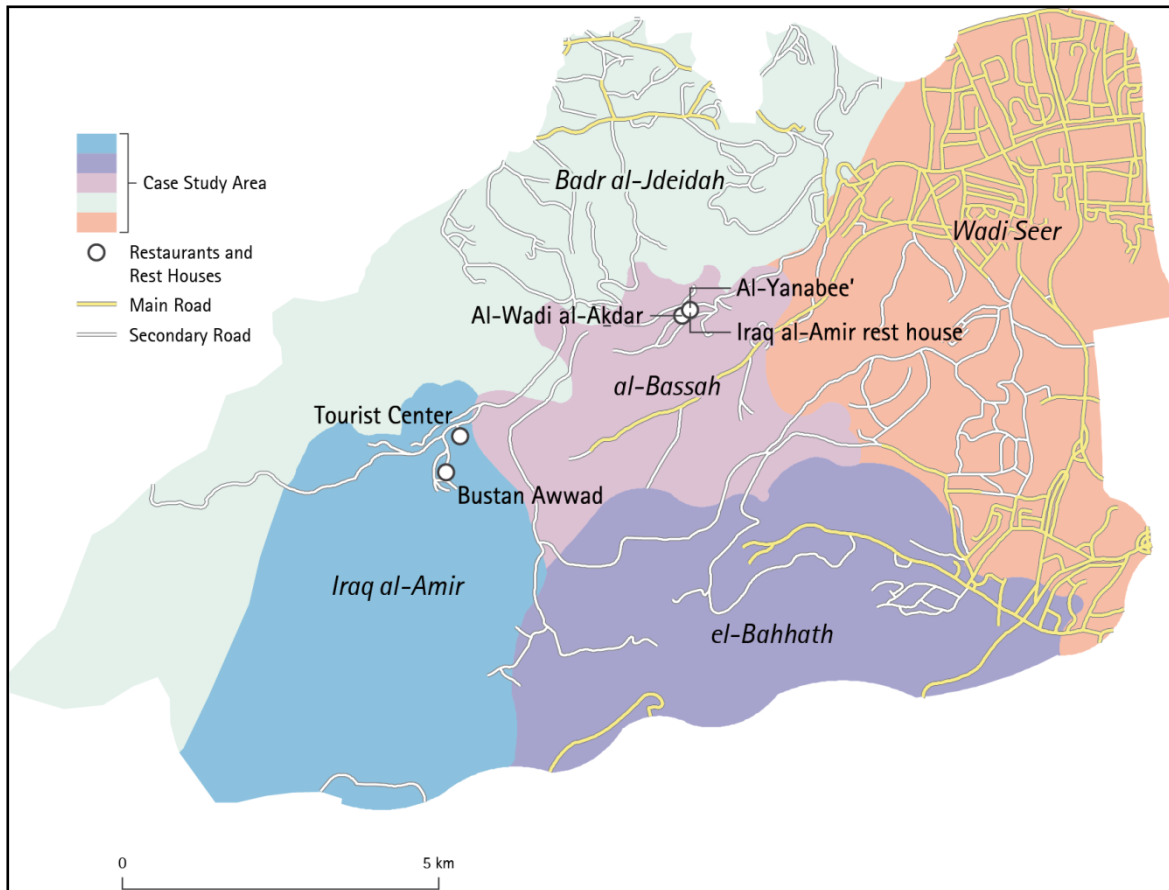


Figure 6.1.21: Location of restaurants in Iraq al-Amir and its surrounding areas (Source: the researcher).

### 6.1.5.3 Parking Areas

Although Article 37 of the Regulation of Buildings and Planning for the Towns and Villages 2015 issued under Article 76 of the Law on Planning and Building Regulations, No. 79 in 1966 and its amendments does not allow the issuing of building permits for any projects without identifying vehicle parking areas, all five rest stops in Iraq al-Amir and its surroundings do not have sufficient parking. This has led to overcrowding, especially on the weekends with large numbers of domestic visitors using the poor road and causing problems for the local community. The lack of public parking areas exacerbates the problem.

The case study area requires parking close to the archaeological sites in Iraq al-Amir, al-Dayr and al-Tarabil. The government should take this into consideration by resuming land and creating tourist and visitor only parking areas. This would solve a big problem; the negotiations could be conducted with local landowners to allocate part of their lands for parking areas. Stakeholders could also facilitate investment in terms of fees, duplication of licenses between GAM and MoTA, and financial incentives for licensing.

#### 6.1.5.4 Accommodation

There is a lack of accommodation in this area. To solve the problem heritage buildings could be restored and converted to hostels. They could also be linked with rooms affiliated with the Handicraft Village that previously had guest rooms for tourists but were closed when tourists became concerned with the political situation in the region and stopped coming.

The home-stay system could be developed as an alternative accommodation system or as a community program. The region could offer this system successfully because it has many cultural and natural attractions to entice tourists to stay with local community members. There is a social value in acquiring a unique experience from the local culture by living the life of the host community, participating in activities with them, and eating authentic local foods. Also, the local community could benefit economically by securing the larger share of visitor spending, and could interact with other cultures.

Tourists could take advantage of the site's proximity to the capital where there is a large number of hotels (Table 6.1.4 shows some of the nearby accommodation types).

Table 6.1.4: Accommodations near Iraq al-Amir and its surroundings areas (The researcher estimate)

<b>Name</b>	<b>Time (minutes)</b>	<b>Distance (km)</b>	<b>Classification</b>
Narcissus Hotel Suites	20-30	15	Hotel suites
Al-Narjis Furnished Suites	20-30	15	Furnished apartment
Larsa Hotel, Amman	28-30	17	Three-star hotel
Ya Hala Furnished Apartments	32	17	Furnished apartment
Le Reve Boutique Hotel Suites	31	17	Budget hotel
Rana Palace Hotel Apartments	31	15	Budget hotel

#### 6.1.5.5 Signs

Signs in multiple languages leading to and within the sites are needed to describe the history of the site and its noteworthy features. The current signs at all sites are inadequate with insufficient information about the site's history and its importance with only a brief description in Arabic and English. Signs are not available for all features. For instance, there are no signs indicating The Monastery and al-Bassah as archaeological sites. Informational, safety-related, and directional signage should be designed in multiple languages for all

significant features with more information about the significance of the sites. This also applies to other informational material, such as brochures, pamphlets, and trail maps.

#### **6.1.5.6 Visitor Center**

The area needs a visitor center to provide information for visitors touring the place, such as maps and brochures.

#### **6.1.5.7 Restrooms**

All of the archaeological sites lack toilets. It is necessary to create toilet facilities or set up portable toilets near the sites.

#### **6.1.6 Key Stakeholders**

Stakeholders are one of the most important components for successful tourism management. They must design and implement the management process through partnerships, relationships and collaboration between the various stakeholders, who could receive benefits deriving from their collaboration in tourism planning and management. This section divides the key actors and stakeholders into five groups (see Fig. 6.1.22) based on their roles for developing cultural heritage tourism in the case study area: 1) the Government Sector is composed of a number of ministries and authorities, who are responsible for the institutional and organizational aspects, and enhancement of tourism facilities. 2) the Private Sector, including the Jordan Society of Tourism and Travel Agents and affiliated tourist offices, as well as the JTB. 3) Local and international NGO's, including societies and associations who provide training courses for handicraft production, and information regarding financial affairs. 4) Bilateral donors, including agencies who provide financial aid. 5) the local community, as they are an essential entity, and their support for tourism development is vital. Therefore, they should be taken into account by involvement in setting goals and priorities for the tourism management plan.

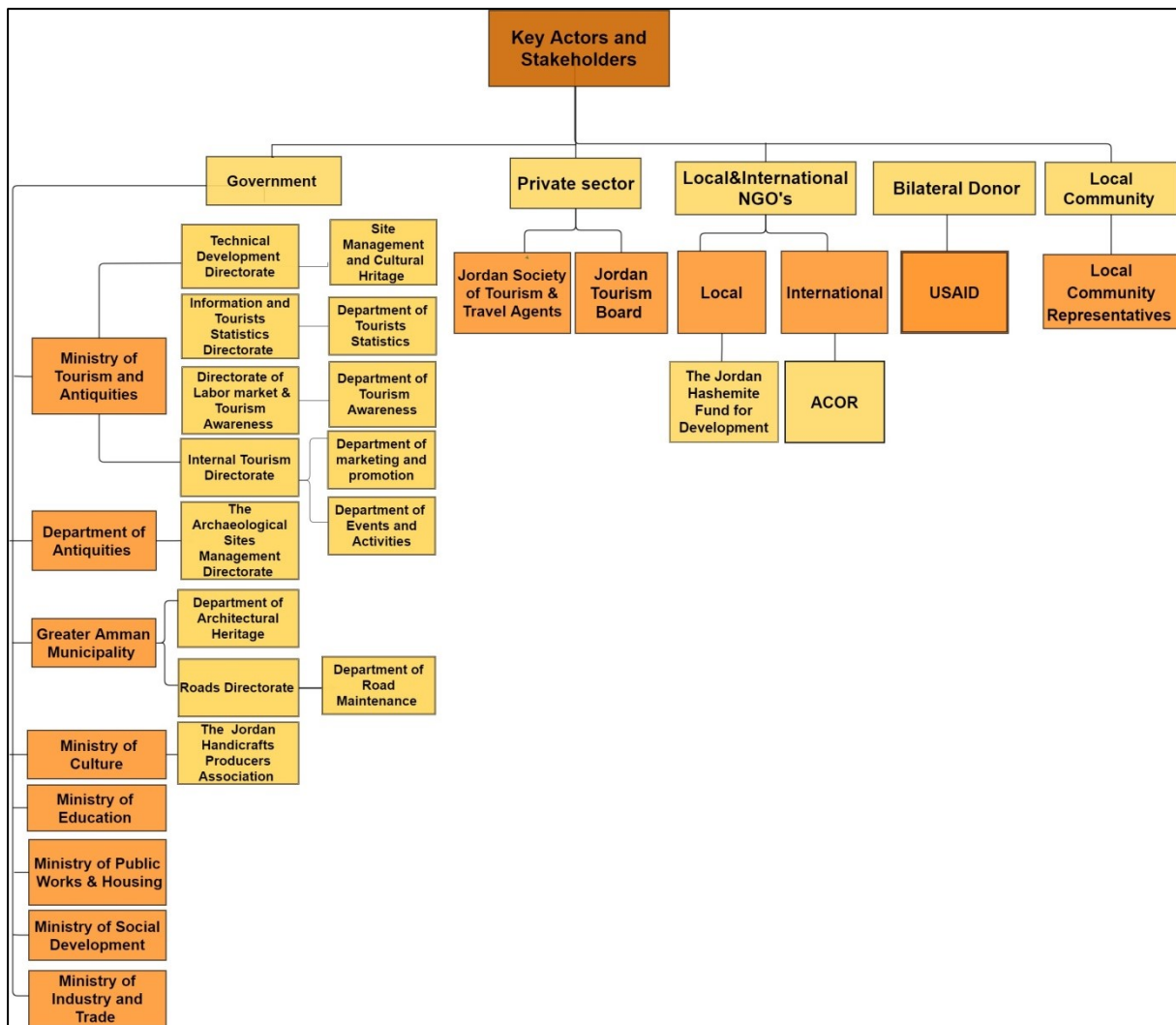


Figure 6.1.22: Key actors and stakeholders required to develop cultural heritage tourism (The researcher).

### 6.1.6.1 Government

MoTA is considered the main government body responsible for tourism development at Jordan's archaeological sites. Regarding Iraq al-Amir and its surroundings, MoTA is responsible for the development and protection of the site, the protection and promotion of its archaeological heritage, and the development of the region's various tourism resources to support the local economy. DoA should assist this with financial funding in cooperation and coordination with the other stakeholders, such as NGOs. A key priority is to acquire the land surrounding the Palace of the Slave so DoA can determine the site borders, thus identifying a buffer zone and implementing regulation regarding land use. Additionally, one of MoTA's basic responsibilities is licensing tourism professions in cooperation and coordination with the

GAM. This could be done by mitigating restrictions on investment, specifically by studying and removing the obstacles faced by local investors, like high taxes and obtaining loans.

MoTA, DoA, and MoE should cooperate to raise awareness within the local community about the importance of their archaeological heritage, its value, and the need to maintain it as a source of tourism and income. Additionally, through its tourism awareness department, MoTA could raise the locals' awareness of the importance of tourism and how they would benefit economically, socially, culturally and environmentally. MoTA, through its domestic tourism department, has a responsibility to include the site in the Jordan Sweetest Initiative<sup>32</sup> in order to promote domestic tourism in the region in collaboration with the private sector as represented by tourist offices and others. Jordanians would then learn about the archaeological monuments in Iraq al-Amir and the surrounding areas, especially since the region is not included in the Jordan Sweetest Initiative. The initiative is still focused on the major sites, like areas in the south and natural reserves. This initiative further confirms what has already been mentioned, that all Jordanian visitors to the area come to enjoy nature and not to visit the archaeological sites. This is due to their lack of desire to visit the monuments and historic areas. These constraints are linked to a low awareness of the cultural and touristic importance of these sites, limited and weak programs for tourism activities and entertainment geared for different segments of Jordanian society, and weak incentives and benefits necessary to stimulate domestic tourism.

There is a need for the Tourism Statistics Department to conduct a tourism study of the site to determine domestic and foreign tourism requirements. Also, the department along with JTB, a public-private tourism partnership, should prepare studies into the needs and desires of tourists.

Regarding heritage buildings in Iraq al-Amir, MoTA has the responsibility to cooperate with the Department of Architectural and the Urban Heritage and Department of Cultural Heritage in GAM to restore and rehabilitate abandoned heritage buildings for tourism purposes. MoTA also has a vital role through the Department of Heritage Resources Management in managing intangible heritage and empowering local communities to commensurate with that in cooperation with the Ministry of Culture (MoC).

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<sup>32</sup> This is an initiative organized by MoTA to encourage domestic tourism.



Marketing and promoting the site internally and externally in cooperation with JTB could be done with leaflets, films, pamphlets, and posters to increase tourism in the region, which would then lead to economic benefits and higher incomes for the locals.

DoA is the second governmental agency responsible for the site. It is considered the official authority for the supervision, protection, maintenance, recording, conservation, and presentation of archaeological sites in Jordan by conducting research field projects, surveys and excavations in terms of planning, monitoring, and controlling archaeological sites. Its responsibility for this case study in terms of protecting the archaeological sites is to identify the boundaries and a buffer zone around the sites, particularly for the Palace of the Slave in Iraq al-Amir. Additionally, the DoA should conduct a pilot project, which would include detailed descriptions of the site's outstanding universal values to present to the World Heritage Center, so as to obtain their advice regarding problems and obstacles the sites face before sending in a submission for nomination.

There is a need to organize educational programs to raise awareness about the significance of archaeological sites and their value for the local community, and maintain and protect these sites from violations and sabotage by using different methods in cooperation with MoTA and MoE.

Regarding basic infrastructure, GAM and MoPWH are the third governmental bodies. They are responsible for maintaining and improving the main roads and implementing all actions to upgrade and ensure maximum safety on the roads. They are also responsible for designing informational signs for tourism resources. MoTA is responsible for directional signs in cooperation with the responsible actors.

Concerning regulations and laws related to tourism, the Parliamentary Tourism and Antiquities Committee in the House of Representatives and the Tourism and Cultural Heritage Affairs Committee in the Senate House play an important role. The members of both institutions have to study the laws and make suggestions related to tourism, consider development ideas and their effects, methods of protection and discuss income tax and electricity rates for tourist facilities with the relevant government bodies. They also conduct field visits to tourism and archaeological sites to identify the components and the reality of existing services, and the problems and challenges faced. Iraq al-Amir and its surroundings need more attention because they lack development and have no tourism investment, despite field visits by the Parliamentary Tourism and Antiquities Committee in 2015. The

government needs to encourage locals to invest by mitigating investment restrictions and taxes, and follow-up on the needs of the area.

Regarding the need to market handicraft products in Iraq al-Amir, the Jordan Handicraft Producers Association (JHPA), under the umbrella of the MoC, could provide services related to product marketing and training courses in handicrafts in cooperation with the MoC, MoTA, the Ministry of Industry and Trade (MoIT), and the Ministry of Social Development (MSD), because they play key roles in the management, development, and marketing of handicraft products.

All bodies could help support intangible cultural heritage projects, such as MoC, MoTA, GAM, and JTB.

#### **6.1.6.2 Private Sector**

The private sector is represented by the Jordan Society of Tourism and Travel Agents (JSTTA) and the affiliated tourist offices which are responsible for including sites on the tourist agencies' program lists. There are 302 tourist offices related to international tourism and 195 tourist offices related to domestic tourism. As previously stated, Iraq al-Amir and its surrounding areas do not have any informational or promotional material. JTB was established to market Jordanian tourism and plays a vital role in its promotion, such as developing brochures and movies.

#### **6.1.6.3 Local and International NGOs**

The Jordanian Hashemite Fund for Human Development is one of the local NGOs that could provide training courses in designing handicraft products, since specialists have noted the need to improve quality. Furthermore, there is a need for more research into the intangible heritage in Iraq al-Amir and the surrounding area. ACOR is one of the international NGOs academic research centers which could fund studies related to archaeology and tourism. A good example is the research funded by ACOR Jordanian Travel Scholarship for the ASOR Annual Meeting, *The Transition from Nomadic to Stable Life in Iraq al Amir Village (1800-1950)*.

#### **6.1.6.4 Bilateral Donors**

USAID is a U.S. government agency that provides different types of aid to foreign governments. In Jordan, USAID has provided aid in tourism development. It could offer

funding or loans for tourism projects.

#### **6.1.6.5 Local Community Representatives**

Representatives of the local community play a vital role in supporting their communities through their legislative and oversight functions. Through their visits to the region, they identify problems and constraints faced by the area in order to encircle and contain them. As part of their responsibilities in collaboration with the Tourism and Antiquities Committee in the House of Representatives and the Tourism and Cultural Heritage Affairs Committee in the House of Senate, they present their views, ideas, and recommendations to the relevant authorities regarding the realities of services in the area and other aspects related.

#### **6.1.7 The Legal Framework**

##### **6.1.7.1 Cultural Heritage Legislation in Jordan**

The Department of Antiquities was established in 1923 (DoA, 2007), and the first antiquities law was enacted in 1924 for both Jordan and Palestine under the British Mandate (Corbett, 2014). In 1934, Antiquities Law No. 24 was enacted as the first legislation regarding antiquities in Jordan. It was renewed in 1947 and amended several times (abu-khafajah, 2007; Darabseh, 2010), including Law No. 21 in 1988, and further amendments in Law No. 23 in 2004. It was again amended recently by Law No. 55 in 2008 (Wipo, 2017).

Cultural Heritage in Jordan is divided into two divisions. The first division provides for antiquities, which were originally required to be older than the year AD 1700, but this was changed in 2004 to AD 1750. This division also includes any human, plant or animal remains dating back to before AD 600; these are also protected by the Antiquities Law, Law No. 21 in 1988, and amended by Law No. 23 in 2004. The second division provides for monuments which were produced after AD 1700 (likewise changed in 2004 to AD 1750). This law empowers the Department of Antiquities to implement the law as it is the main institution responsible by law for the protection, maintenance, conservation and presentation of archaeological sites in Jordan.

Accordingly, the Antiquities Law, Law no. 21 in 1988, (Provisional Law No. 12 between 1976 – 1989) defines antiquities as follows:

"Any object, whether movable or immovable, which has been constructed, shaped, inscribed, erected, excavated, or otherwise produced or modified by humankind

earlier than the year 1700 AD. Including caves, sculpture, coins, pottery, manuscripts and all sorts of artefact that indicate the rise and development of sciences, arts, manufactures, religions, and traditions relating to previous cultures, or any part added thereto, reconstructed or restored at a later date" (The Antiquities Law, Law No. 21 for the year 1988, Provisional Law No. 12 for the year 1976 – 1989 , Article. 2. 4/a),

"Any object, movable or immovable, as defined in the previous subsection referring to a date subsequent to the year 1700 AD., which the Minister may declare to be antique by order published in the Official Gazette " (The Antiquities Law, Law No. 21 for the year 1988, Provisional Law No. 12 for the year 1976 – 1989 , Article. 2. 4/b),

"Human, plant and animal remains going back to a date earlier than 600 A. D" (The Antiquities Law, Law No. 21 for the year 1988, Provisional Law No. 12 for the year 1976 – 1989, Article. 2. 4/c)."

Thereafter, Law No. 21 from 1988 (together with its amendments in Law No. 23 from 2004), continued to define antiquities by changing the year 1700 AD to 1750 AD.

The second division of Jordan's cultural heritage provides protection for monuments which were excluded from the Antiquities Law, and protected by Interim Law no. 49/2003 for the Protection of Urban and Architectural Heritage (later superseded by Law No. 5 in 2005 for the Protection of Architectural and Urban Heritage) and empowers the Ministry of Tourism and Antiquities to implement it. This law was devised in order to preserve, protect and maintain Jordan's heritage sites ("any location or building which was constructed after the year 1750, which has intrinsic importance either with regards to the structural technique, or its relation to a historically important personality, or its relationship to important national or religious events"), and does not contradict the Antiquities Law (Law No. 21 for the year 1988) in accordance with the provisions of this law, which includes heritage buildings and urban locations as identified by the law in accordance with Article 2 of this law, as follows:

Heritage Buildings: "Constructions and architectural structures with historical, cultural and architectural characteristics that are of specific importance";

Urban Locations: "Architectural areas, public spaces and neighbourhoods, and the landscape that represent the values on which the culture of the residents was built"

This division has led to a split in the responsibility for cultural heritage between two government entities; the DoA, who is empowered to implement the Law of Antiquities, Law No. 21 for the year 1988, and its amending Law no. 23 for the year 2004, and MoTA, who is empowered to implement the Heritage law, Law No. 5 of 2005 for the Protection of Architectural and Urban Heritage.

This overlap in terms of implementing existing laws between two entities has proved to be a deficiency, as dividing cultural heritage into inefficient divisions as a result of vague and confusing laws has resulted in the overlapping of responsibilities and duplication of power. It has also led to a lack of recognition of the need to focus on technical expertise for heritage excavations, research, conservation, preservation and recording under One Directorate (DoA, 2010; DoA, 2014). There is an urgent necessity to provide coordination between concerned bodies, and solve the problem of weak organizational structure, which is the direct result of the fact that the existing laws did not stipulate guidelines or regulations which should be issued under ministerial authority. This has compounded the weak organizational structure, particularly the lack of clarity for roles and actions to be taken with respect to the heritage by various government departments at the national, regional and local levels (DoA, 2010; DoA, 2014). The lack of clear legislation and guidelines for decision making are the main challenges which face heritage and tourism management in Jordan.

The current laws have not been written with a clear notion of the heritage management processes that are required. The Law of Antiquities referred to the management of antiquities in general through Article 3/3 of Law No. 21 for the year 1988, (amended by Law No. 23 for 2004), as one of the DoA's missions and responsibilities. Whereas in fact, management first started in Jordan after 2000 when the Department of Antiquities (DoA ) began investing in the archaeological sites for the first time. The DoA only began selling tickets when they realised it would increase its income. Continuous opportunities for tourism investment would arise because tourists would pay for flights, buses, and all the necessary services and facilities. Instead, however, the number of tourists increased but sites were not maintained; sites fell into disrepair because the DoA focused on increasing economic benefits rather than sustainability. This illustrates a lack of readiness for management, as a result of the number of challenges.

Article 3/A3 of Law No. 21 for the year 1988 and its amendments states, "The administration of antiquities, antique sites and antique protectorates in the Kingdom, their protection, maintenance, repair and preservation, beautification of their surroundings and display of their features" is the responsibility of the DoA. Accordingly, the DoA enacted "Regulations for Archaeological Projects in Jordan in 2016. The regulations deal with the guidelines which should be followed when conducting archaeological projects, including a number of projects as stated by Article 2 (k) of Regulations for Archaeological Projects in Jordan that are based on the provisions of the Jordanian Antiquities Law Number 21 for the year 1988 and its amendments, including excavations, surveys, salvage/rescue projects, conservation and restoration, training projects, archaeological documentation projects, rehabilitation and management of archaeological sites projects. The regulations do not specifically state how these projects should be carried out, but merely indicate guidelines for how to obtain a project permit, the qualifications required for the project director and their assistant(s), and other guidelines which should be executed by the project director and foreign archaeological missions before, during and after implementation of the project.

On the other hand, the Jordanian Antiquities Law clearly stipulates that, concerning protection of antiquities and antique sites in accordance with Article (13/a): "it is prohibited to license the establishment of any structure including buildings and walls unless it is 5-25 meters away from any antiquities, against a fair compensation". Article (13/b): "It is prohibited to set up any heavy or dangerous industries, lime furnaces or stone quarries at a distance less than one kilometre from the location of the antique sites. In all cases, prior approval of the Department shall be given before inviting offers or awarding tenders for engineering services, designs and sketches and preparing the documents of public and private projects tenders".

Law No. 5 of 2005 on the protection of architectural and urban heritage has not been properly implemented by the legal system as a result of the lack of financial support which would have enabled the MoTA to achieve the main objective of the law as stated in Article 3 (Al Haija, 2012), despite establishing a fund for the protection of architectural and urban heritage as stipulated in Article 8 of Law No. 5 from 2005. (Amended later: the fund for protection of architectural and urban heritage regulation No. 6 of 2008). Article 3 of Law No. 5 from 2005 discusses the importance of protecting and maintaining the architectural and urban heritage buildings and locations in Jordan, but the law has failed to support conservation as a result of lack of funding. This has resulted in the loss of some heritage buildings and villages, such as

al-Bardoun village and some heritage buildings in Iraq al-Amir, dating to the early 20th century (Abu-khafajah, 2007) because they were unprotected by the Antiquities Law. There is an urgent need to protect and maintain traditional houses in southern Jordan. However, some documentary studies of villages and heritage buildings have been conducted. A good example is that by Refa'i and Kan'an (1987) regarding heritage buildings in Iraq al-Amir and al-Bardoun village.

There are other laws which deal directly or indirectly with Jordan's heritage and urban management, such as the Organizing of Cities, Villages and Buildings Planning Law No. 79 for 1966 and its amendments enacted by the Ministry for Municipal Affairs (MoMA) (Articles 14/1 related to the master plan; 15/1 related to the regional layout plan; and 19/2 related to building regulation and land use). This law provides specific regulations which can be adopted for built heritage. In accordance with this law, any municipality in Jordan can declare an historic city a protected area, and empowers the MoMA to establish restrictions on the management of heritage cities and buildings.

The Jordanian National Building Law No. 7 from 1993 (provisional law No. 31 for the year 1989) is covered by 32 specialized codes regarding building construction and urban issues. Urban Aesthetics Code 20 of this law is concerned with cultural heritage, as it covers urban aesthetics concerning.

- a. land planning;
- b. local environment aesthetics;
- c. natural and planned sites;
- d. public and private parks and gardens;
- e. archaeology and archaeological sites;
- f. traditional buildings;
- g. public services;
- h. commercial and information advertisements;
- i. maintenance.

Moreover, the Environmental Law No. 52 from 2006 (Article 4), and the Tourism Law No. 20 for 1988 (Article 3/a).

Jordan suffers from several challenges which hinders the management of its resources and heritage. The current laws do not provide sufficient protection of cultural heritage, as

discussed above. They are vague and confusing, and their division into two parts, one for protection of antiquities and the other for protection of urban and architectural heritage, has led to unclear divisions of responsibilities and roles between the DoA and MoTA, as they are the main heritage stakeholders (DoA, 2010; DoA, 2014; Seymore, 2014; Al-Rawashdeh & Alsubeh, 2013).

Another point related to the lack of coordination between concerned bodies is the lack of specific modalities for cooperation and interaction between the DoA and MoTA with regards to archaeological management, as well as between the DoA, MoTA, other authorities in Jordan such as MoMA, and the municipalities, which are concerned with land use and zoning (planning), and development in the areas which surround archaeological sites. This has led to development and construction on and around archaeological sites in a manner which is inconsistent with their fabric and character (DoA, 2014).

Moreover, the weak organizational structure has led to a largely absent role of the private sector in cultural heritage and tourism management, and the presentation of archaeological sites (DoA, 2007; DoA, 2014; Falade, Obalade & Dubey, 2014). Cooperation and interaction must be initiated so that archaeological and tourism sites are managed so as to ensure their preservation and to present them as tourism products (DoA, 2007; DoA, 2014).

Furthermore, local leaders have limited opportunities to contribute to tourism planning or clarification about their needs and interests (Shunnaq et al., 2007). Additionally, there is poor communication about foreign assistance and how local institutions can apply for foreign aid. Although the Ministry of Planning is a major actor for bringing in foreign aid, the weak organizational structure for tourism development has created many obstacles (Daher, 2006). Furthermore, the national tourism strategy does not indicate a role for local communities and concerned stakeholders in its development process (Doan, 2006).

It is necessary to clarify the legal and regulatory aspects relating to the development and management of this site, such as the laws concerning land use and the Law of Antiquities. The relevant legislations are listed in Appendix 3 (Relevant legal frameworks related to cultural heritage tourism).



### **6.1.8 Conclusion**

Iraq al-Amir and its surrounding areas have significant potential for tangible cultural heritage resources, which, together with the intangible cultural heritage of the local rural communities, could be used to develop cultural heritage tourism in the case study area. This is presented in section one by assessing the current condition and situation of resources for cultural heritage tourism. The identification and classification of cultural heritage resources (tangible and intangible) have also been discussed in section one. The findings confirm that known but unevaluated cultural resource attractions exist in Iraq al-Amir and its surrounding areas which could be developed for tourism. Iraq al-Amir (Qasr al-Abd), together with its associated caves, are the existing and main cultural tourist attraction in the case study area, whereas other features surrounding Iraq al-Amir are only potential destinations at the present time. Ten additional cultural resources are identified, inventoried, and classified into existing and potential resources which could be developed for tourism but are unknown and unevaluated so far.

Strategies for protecting cultural heritage are considered in section two. This section concludes by proposing strategies for protecting tangible heritage, as well as strategies to safeguard intangible cultural heritage based on the evaluation of the current condition and situation of resources which were applied in section one.

Two models for cultural heritage trails are proposed in section three as a means of developing cultural heritage resources for tourism at Iraq al-Amir and its surrounding areas. The first, which is bounded by the case study area itself, has six stopping points to develop the case study area as a stand-alone destination. The main aim for proposing this trail as one linked destination is that Iraq al-Amir has Outstanding Universal Value at a local, regional, and international level as it is the only extant Hellenistic building which was not redeveloped by later generations, in addition to the villages which are in close proximity. The second model is the Hellenistic trail, which extends over a wider area of Jordan. The argument is the rarity and uniqueness of the site of Iraq al-Amir for this period compared to other sites in Jordan, which can only be described as having a Hellenistic influence. The objectives, assets, theme, and target groups are also discussed for both trails.

The involvement of the local community is presented in section four. The factors which would influence the local community before involving them such as understanding people's attitudes, perceptions, and acceptance of tourism development, analyzing their opinions

concerning local development based on tourism would be one of the main elements to support tourism development.

The key actors and stakeholders required to develop cultural heritage tourism in the case study area are presented in section six, together with their roles according to the proposed suggestions in this form of tourism. In section seven, Cultural Heritage Legislation in Jordan is highlighted. The gaps and obstacles which are a major stumbling block for the success and implementation of the current laws are presented.

The following chapter will discuss the potential of the second type; nature-based tourism in the case study area, together with the opportunities and potential application which exist in Iraq al-Amir and its surrounding areas.

## **6.2 Nature-based Tourism**

Nature-based tourism, which could be combined with Cultural Heritage tourism, has potential as a secondary form of tourism in Iraq al-Amir and its surrounding areas. If adopted, visitor satisfaction will be increased, and additional tourists (particularly local visitors) will be attracted to the case study area with high environmental value. Significant numbers of local tourists visit the area between April and October, particularly on weekends; evidence is based on observations of local community respondents and on field observations for this case study. Many local visitors visit the area for its stunning natural beauty and the availability of numerous natural water features. International tourists are usually attracted primarily for its value as an archaeological site, but tourist numbers have been severely affected by the political situation in the Middle East.

This section aims firstly to develop a tourism plan for Iraq al-Amir and its surroundings with natural environment as the main resource, as the region has a variety of natural resources that already attract visitors which could be developed for tourism. Second aim is to identify the main stakeholders, and finally to discuss the relevant legal framework required. Goodwin (1996) identifies diverse classifications of natural resources which can be used for tourism development. He states that natural resources (such as flora and fauna species, natural landscape, and water features) can be used in various tourism segments, such as adventure tourism and ecotourism. Gunn (2002) has developed five categories related to such activities: water, topography, wildlife and climate, flora, and fauna. Punia (1994) identifies six categories: landscape, scenic beauty, water features, forest, wildlife, and climate. In the same context, Clay and Daniel (2000) developed three categories: highlands, lakes, and forests. Researchers have used various categories from the lists above according to the tourism segment (e.g., nature-based-tourism or ecotourism) they are investigating. Many studies have addressed the potential of natural resources to determine nature-based tourism, which can be characterized by diversity, harmony, and attractiveness (e.g. Ciglić and Perko, 2015; Alaeddinoglu and Can, 2011).

### **6.2.1 Identification of Natural Resources**

The aim of this section is to identify and evaluate the natural resources which pertain to developing nature-based tourism in Iraq al-Amir and its surrounding areas. In the literature, nature-based tourism is evaluated by assessing landscape attributes, using different techniques to identify scenic beauty in a specific destination. In the case of Iraq al-Amir and its

surrounding areas, identification and evaluation of the landscape for the case study was based on variables such as landform and topography, water elements, and vegetation cover (Daniel and Boster, 1976; Litton and Tetlow, 1978; Othman, 2015; Galliano and Loeffler, 2000; Jamilah and Rosli, 2014). Tourism and recreation relies heavily on an aesthetic experience of the landscape (Stewart and Floyd, 2004), and can be managed for recreation and tourism purposes, taking preservation of the natural environment into consideration (Brinkhuijsen et al., 2007). Several studies used assessment criteria of natural resources to develop nature-based tourism potentials, such as diversity, accessibility, availability of infrastructure and facilities, and level of visitor use (Ashouri and Faryadih, 2010; Rahayuningsih et al., 2016; Priskin, 2001; Alaeddinoglu and Can, 2011; Marzuki et al., 2011; Hawaii Tourism Authority, 2003).

As noted in the interview extractions in the previous chapter, tourist experts and archaeologists who are knowledgeable about the area confirmed the landscape's scenic beauty, mentioning some of the natural tourism resources as key elements which characterize the area as suitable for visits by large numbers of domestic visitors. However in future, nature-based tourism would be valid for all categories of tourists if its adopted. Due to the lack of data which currently exists regarding the natural landscape (all publications about the area relate to the area's archaeology and history), field observations made as a part of this study could also be used to identify existing natural resources which could be exploited for tourism development. A detailed study of natural resources, particularly in terms of resource quality, quantity and significance, spatial distribution, and current condition must be performed before any development for tourism takes place.

Iraq al-Amir and its surrounding areas encompass a stunning natural landscape, which constantly attracts Jordanian visitors to the area each weekend. Good weather, large tracts of agricultural terrain, natural water features, combine to enhance visitor experience, which will be discussed further in the next section.

#### **6.2.1.1 Topography and Landform**

Iraq al-Amir is located in the Jordan Valley, approximately 15 km on the southwest bank of the Wadi al-Seer. It lies within the Greater Amman Municipality (GAM). It is c. 17 km southwest from the current western edge of Amman, c. 29 km east of Jericho (see Fig. 6.2.1), and c. 4 km upstream from where the Wadi al-Seer meets the Wadi Kafrein (see Fig. 6.2.2). North of Iraq al-Amir, the Jordan Valley is c. 400 m above sea level, and bounded by a wall

of rock up to 100 m high. This valley forms the eastern end of an ancient route from Jerusalem via Jericho to Amman (Étienne and Salles, 2010). The Wadi al-Seer inclines from the high Transjordan Plateau, which is located c. 6 km upstream from Iraq al-Amir (Ji, 1998a), reaching a height of 920 m above sea level with a decline of -40 m (see Fig. 6.2.3). Thereafter, it turns southwest and flows into several other valleys; Wadi al-Nar (Fire Valley), Wadi Huwara, and Wadi Jarieih to the north; Wadi Albahath, Wadi 'abu Salit, Wadi Naur, and Wadi al-Šita from the south, finally forming part of the runoff flow into the Kafrayn Dam in the Jordan Valley, "*Al-Ghor or Al-Ghawr in Arabic*" (Mahamid, 2006).



Figure 6.2.1: Location of Iraq al-Amir (Étienne and Salles, 2010)





Figure 6.2.2: Location of Iraq al-Amir: Where Wadi al-Seer meets Wadi Kafraïn (Étienne and Salles, 2010)

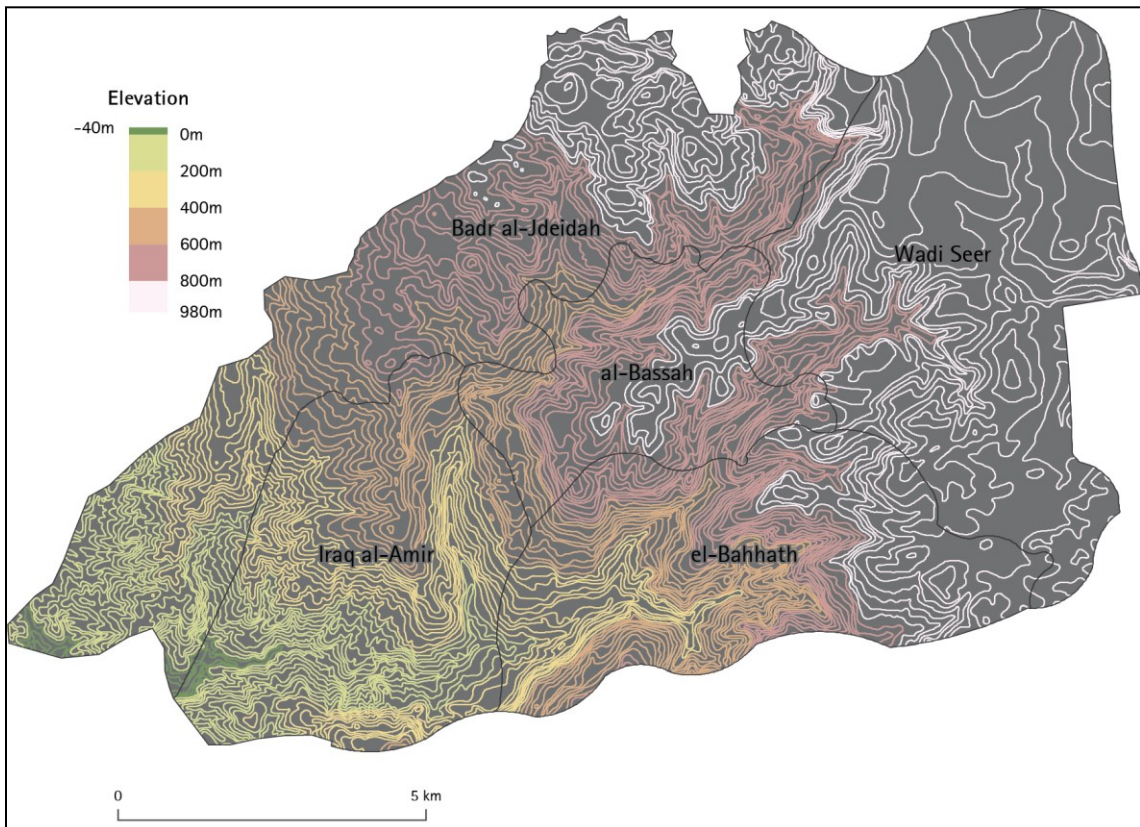


Figure 6.2.3: Topographic map of the case study area (Source: the researcher).



tourism, ecotourism, and recreational tourism. The landforms are spectacular, due to their location on the edge of the Jordan Valley to the east as mentioned above. Villages which extend on the west side could be targeted to attract employees for future touristic ventures. The valley's southern slopes are separated by green valleys, used for a variety of agricultural purposes, a result of the availability of water resources in the area.

### **6.2.1.2 Geology**

Iraq al-Amir and its surrounding areas consist of shale, dolomite, massive limestone blocks, and marls covered by Fuheis and Na'ur formations; the lower areas are covered with rocks from the Upper Cretaceous Period. Wadi al-Seer, both upstream and downstream, is covered by sandstone formed during the Lower Cretaceous Period. Marly soils cover the flat and depressed areas, while weathered rocks cover the steep slopes (Bandel and Salameh, 2013; JICA, 2001).

### **6.2.1.3 Water Features**

Abundant water resources also attract many visitors during spring and summer, especially those living in densely populated areas. The main water resource is the Wadi al-Seer stream which stems from the al-Kursi Spring (Ain al-Kursi). There are further water springs which are tributaries of the Wadi al-Seer stream as it flows west into several valleys. A number of springs flow southwards through the mountain chain to the villages of al-Dayr (The Monastery), al-Bassah, and Iraq al-Amir. Thereafter, they turn southwest, flowing into three valleys in the north and four valleys in the south, before continuing to the Kafra Dam (see Figure 6.2.5); Mahamid, 2006). These water features were the main attraction for settlers who established many villages in this area, such as Wadi al-Seer, Bassah, al-Dayr, Bardoun, and Iraq al-Amir. This combination of stunning topography, attractive water features and pleasant surroundings has caused Iraq al-Amir and its surrounding areas to be one of the most popular domestic tourist destinations.

Water canals irrigate the agricultural crops nearby (Municipality of Green Valley, 2015). These canals extend from the al-Dayr area to the area near the Iraq al-Amir palace. The area is covered in evergreen trees and is lush with fruit trees and plants which rely on spring or rain water for irrigation. Commercial nurseries and domestic cultivation also depend on spring water, which is channelled into private ponds from the water in the canals. Iraq al-Amir and the surrounding areas residents disclosed that there is a traditional water distribution system



for farmers in this region, according to land size. The Ministry of Agriculture, in cooperation with the Municipality of Green Valley, have constructed cement water canals to reduce water loss.

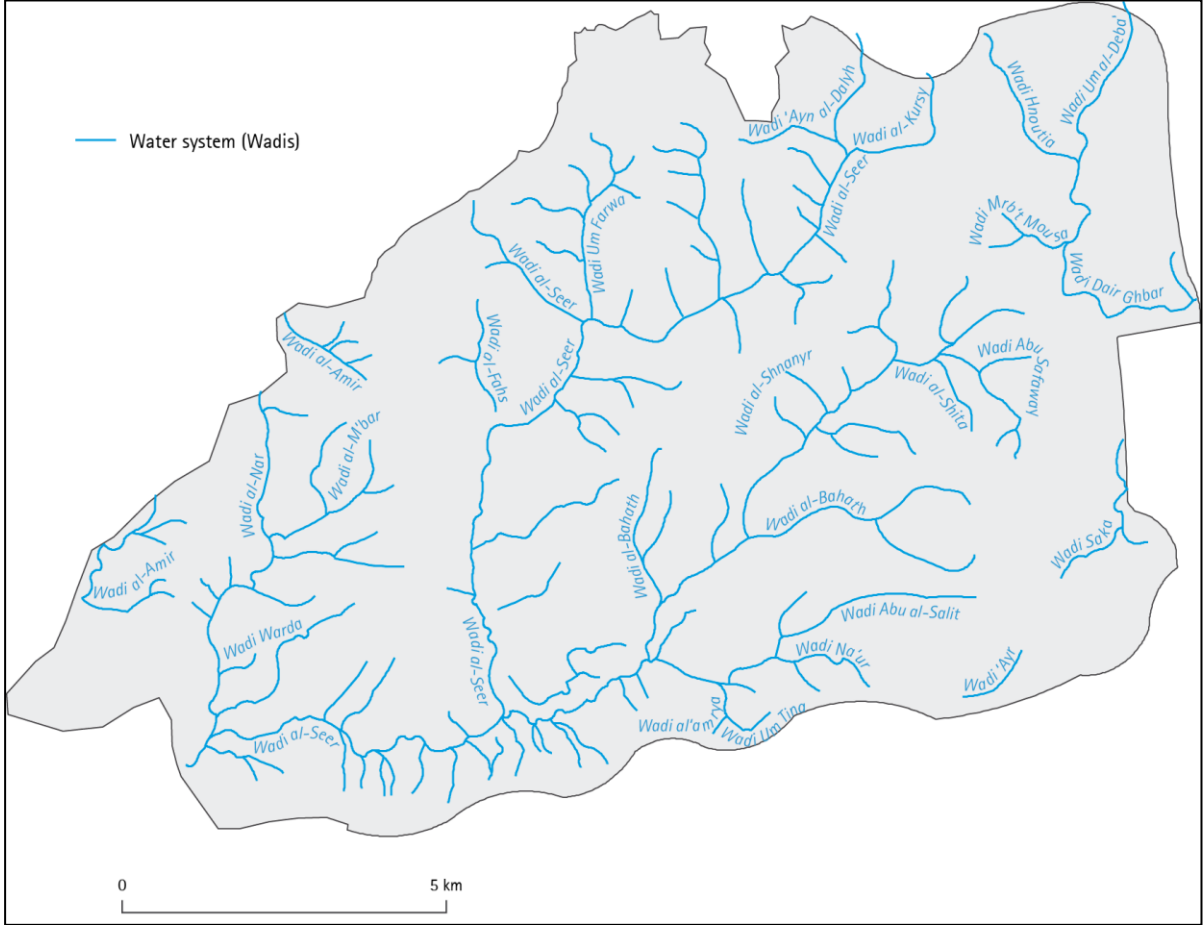


Figure 6.2.5: The main water system (wadis) in the case study area (Source: the researcher).

**6.2.1.4 Vegetation Cover**

The hillsides and slopes of Iraq al-Amir and its surrounding areas are covered by Mediterranean vegetation, such as scattered forests of evergreen oak trees, carob trees (*Ceratonia siliqua*), almond trees (*Prunus amygdalus*), shrubs, and other vegetation. The steppe areas are covered with Irano-Turanian and Mediterranean vegetation, such as wormwood trees (*Artemisia*), white weeping broom (*Retama raetam*), and ferula-flowering plants (*Ferula asafetida*). The wadis are covered with plants which grow near streams, such as the common reed (*Phragmite australis*) and evergreen shrubs, such as oleander (*Nerium oleander*). *Juncus*, commonly known as rushes, are abundant, as are *Rubus*, a large and diverse genus of flowering plants in the rose family. Ferns (*Polypodium*) grow in the rocky highlands above (MoENV, 2009; JICA, 2001).

Agricultural lands in Iraq al-Amir and its surrounding areas constitute the highest percentage of land use in the region. The majority of local community members are employed in cultivating various types of crops, due to the availability of water resources in the region. Iraq al-Amir and the surrounding areas are celebrated for its citrus trees and vegetable cultivation<sup>34</sup>, including the majority of crops which are in high demand for the domestic market. The area is also used for domestic fruit tree cultivation, in addition to aromatic and ornamental plants. Commercial crops include wheat, barley, lentils, and onions. It is also home to many species of wild medicinal and herbal plants, and wildflowers.

#### **6.2.1.5 Climate**

Good weather is a major factor in terms of attracting tourists to specific destinations; amount of time required for a visit is another (Becken and Wilson, 2013; Schott, 2010). Fine weather facilitates tourism to natural areas which are primarily dependent on outdoor activities, such as picnicking, to enhance satisfaction (Falk, 2014). In the case of Iraq al-Amir and its surrounding areas, weather characteristic of the Ghor region, that is characterized by warm winters and hot summers, make it a desirable destination for domestic visitors (Jordan National Report, 2010). Its location on the lower slopes of the Jordan Valley to the east, result in daytime temperatures during the summer months (June to August) frequently exceeding 36° C. In contrast, the winter months (November to March) are moderately warm, with temperatures ranging from 5°C to 14°C, with relative humidity levels at c. 70% in winter and c. 53% in summer (Meteorological Department, 2016).

#### **6.2.1.6 Flora and Fauna**

Iraq al-Amir and its surrounding areas are home to many species of plants. Most of the recorded species are wild medicinal and herbal plants. Twenty seven medicinal and wild species have been recorded in Wadi al-Seer (see Table 6.2.1); however, only five such species have been located in Iraq al-Amir and its surrounding areas (see Table 6.2.2). These are still used locally as herbal medicines (Oran and Al-Eisawi, 2015). Additionally, wildflowers, such as the Black Iris, Jordan's national flower, are found in much of the region. Iraq al-Amir is considered to be a natural habitat for the Black Iris, poppies, and henbane (see Table 6.2.2;

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<sup>34</sup> Fruits include olives, figs, pomegranates, apples, peaches, pears, apricots, cherries, grapes, and guavas. Vegetables include beans, cowpeas (also known as black-eyed peas), green beans, onions, aubergines, capsicums, okra, zucchini, radishes, and cabbages.

Ebert, 2014). Furthermore, the area is characterized by evergreen trees, including oak forests (Ministry of the Environment, 2009).

In terms of fauna, nine of the twenty six bat species (see Table 6.2.3) found in Jordan have been recorded in the Iraq al-Amir caves together with four mantid species, one butterfly species, one species of long-horned grasshoppers known as "Orthoptera", and two frog species (Benda et al., 2008, 2010; Abu-Dannoun and Katbeh-Bader, 2007; Katbeh-Bader, et al., 2003; Mahasneh and Katbeh-Bader, 2004; Disi and Amr, 2010)

Table 6.2.1: Flora species in Wadi Seer (based on Oran and Al-Eisawi, 2015).

<b>Flora Species - Wadi Seer Area</b>		
<b>Scientific Name</b>	<b>Common Name</b>	<b>Medicinal Use</b>
<b>Asparagus aphyllua</b>	Prickly asparagus	Kidney stones; headache
<b>Asphodelus aestivus</b>	Common Asphodel	Sedative for rheumatic pain
<b>Ballota undulata</b>	Common ballota or horehound	Stomach and intestinal pain
<b>Bifora testiculata</b>	European bishop	Sedative and stomach pain
<b>Capparis spinose</b>	Caper plants	Diuretic and antiseptic
<b>Centaurea Iberica</b>	Iberian Star Thistle	Nutritional value
<b>Ceratonia silique</b>	Carob	Cough
<b>Cichorium pumilum</b>	Wild endive	Antiseptic, anti-diabetic, eczema
<b>Cyclamen persicum</b>	Cyclamen	Anti-dandruff shampoo
<b>Dittrichia viscosa</b>	False yellowhead	Tumors; chronic cough
<b>Ecballium elaterium</b>	Squirting cucumber	Jaundice treatment
<b>Lonicera etrusca</b>	Etruscan honeysuckle	Cough, lung troubles, expectorant
<b>Mandragora autumnalis</b>	Autumn mandrake	Sedative, cough
<b>Olea europaea</b>	Olive	Hypertension, antidiabetic, antidiuretic
<b>Origanum syriacum</b>	Hyssop (za'atar)	Stomach pain
<b>Papaver subpiriforme</b>	Corn Poppy	Chest pains and coughs
<b>Paronychia argentea</b>	Silvery Whitlow Wort, Silver nailroot	Kidney stones
<b>Punica granatum</b>	Pomegranate	Antidiuretic, jaundice
<b>Retama raetam</b>	Raetam, White weeping broom	Antidiuretic. healing properties
<b>Rhus coriaria</b>	Sumac	Antimicrobial, ulcers, burns
<b>Sarcopoterium spinosum</b>	Thorny burnet	Sedative, antidiabetic
<b>Tetragonolobus palaestinus</b>	Four-winged pea	Nutritional value
<b>Teucrium polium</b>	Germander	Stomach pain
<b>Tordylium aegyptiaca</b>	Hasselquistia aegyptiaca	Nutritional value
<b>Varthemia iphionoides</b>	Goldy-Locks herbal plant	Stomach ailments
<b>Ziziphus lotus</b>	Lotus jujube	Cough and measles

Table 6.2.2: Flora species in Iraq al-Amir (based on Oran and Al-Eisawi, 2015).

<b>Flora Species -Iraq al-Amir</b>	
<b>Scientific Name</b>	<b>Common Name</b>
<b>Ruta Graveolens</b>	Rue/ Herb-of-grace
<b>Lamium maculatum</b>	Spotted dead-nettle
<b>Ricinus communis</b>	Castor-oil-plant
<b>Matricaria chamomilla</b>	Chamomile
<b>Rhamnus frangula</b>	Buckthorn
<b>Wildflowers</b>	
<b>Iris Nigricans</b>	Black Iris
<b>Papaver Subpiriforme</b>	Poppy
<b>Hyoscyamus aureus</b>	Henbane

Table 6.2.3: Fauna species in Iraq al-Amir (based on Benda et al., 2008, 2010; Abu-dannoun and Katbeh-Bader, 2007; Katbeh-Bader, et al., 2003; Mahasneh and Katbeh-Bader, 2004; Disi and Amr, 2010)

<b>Faunal species</b>	
<b>Mammals</b>	
<b>Bats</b>	<b>Location</b>
Rousettus aegyptiacus	Iraq al-Amir caves
Rhinopoma cystops roost	Iraq al-Amir caves
Rhinolophus blasii	Iraq al-Amir caves
Myotis nattereri	Iraq al-Amir caves
Pipistrellus kuhlii	Iraq al-Amir caves
Tadarida teniotis	Iraq al-Amir caves
Rhinolophus blasii	Iraq al-Amir caves
Myotis nattereri	Iraq al-Amir caves
Pipistrellus kuhlii	Iraq al-Amir caves
<b>Mantodea</b>	
Iris oratoria	Iraq al-Amir
Empusa fasciata	Iraq al-Amir
Ameles syriensis	Iraq al-Amir
Rivetina byblica	Iraq al-Amir
<b>Butterflies</b>	
Tarucus rosaceus	Iraq al-Amir
<b>Orthoptera</b>	
Tylopsis lilifolia	Iraq al-Amir
<b>Frogs</b>	
Hyla savignyi (family Hylidae)	Iraq al-Amir
Pelophylax bedriagae (family Ranidae)	Iraq al-Amir

## **6.2.2. Nature-based Tourism Opportunities and Potential Application in Iraq al-Amir and its surrounding areas**

The aim of this section is to assess natural resources relevant to the development of nature-based tourism in the Iraq al-Amir and its surrounding areas, based on three major categories, including attraction diversity, accessibility and supporting infrastructure.

### **6.2.2.1 Assessment Categories - Potential Resources**

#### **6.2.2.1.1 Diversity**

Iraq al-Amir and its surrounding areas are rich in biodiversity. It is divided into two biogeographical zones: the Mediterranean and Irano-Turanian zone. Two main ecosystems, Terrestrial (located on the higher slopes and plateaux), together with Wetland and Aquatic (located on the lower slopes of the wadis) contain a variety of vegetation cover (flora diversity). This area is green throughout both summer and winter.

Iraq al-Amir and its surrounding areas have a diverse assortment of topographies, wadis, slopes, steppes, and hillsides, surrounded by seven mountain chains of varying heights. These mountain chains separate villages which are located on the slopes from each other, thus inhabitants who are geographically close are separated by the topography. These slopes also separate the valleys, creating scenic landscape vistas (see Figs. 6.2.6 and 6.2.7). In addition, they display magnificent geological features such as Cretaceous rocks and limestone stratigraphy, together with massive limestone blocks.





Figure 6.2.6: View from Jabal al-Kursi, Wadi al-Seer (<http://www.panoramio.com>)



Figure 6.2.7: View from the Iraq al-Amir caves (<http://www.marmara-tours.com>)

In addition to water resources, landscape and vegetation, Iraq al-Amir and its surrounding areas could offer alternative outdoor recreational activities suitable for nature-based tourism, particularly for families: picnicking, horse riding, walking, photography, and biking. An added advantage is the opportunity for rest and relaxation in a natural environment of fresh air, away from crowded areas.

Potential also exists for adventure activities, such as hiking and rock climbing, or off-road driving through the rugged terrain, all of which provide an opportunity to enjoy the scenic landscape. Iraq al-Amir is already on the map as one of the stages for the national Jordan Rally. Ecotourism opportunities for this area abound, given the natural environment which is home to the many flora and fauna species mentioned above. However, a comprehensive Environmental Impact Assessment (EIA) is required to identify all living species, both floral and faunal, and to examine the environment and its characteristics in detail, in order to establish the parameters required to designate it as a protected area.

#### **6.2.2.1.2 Accessibility**

Large numbers of local inhabitants, particularly from Amman, continuously visit Iraq al-Amir and its surroundings area throughout the year, despite the poor condition of the road. The lack of a designated parking area exacerbates the situation, particularly when most of the visitors wish to locate themselves near the restaurants and picnic areas. This creates a serious problem and has a negative impact for the local community at times of severe traffic congestion caused by the narrow road, especially on weekends or on special local occasions such as weddings and funerals. Given the heavy traffic in this area, which occurs frequently throughout most months of the year (as mentioned above), procedures designed to improve accessibility and road capacity should receive high priority.

#### **6.2.2.1.3 Infrastructure and Facilities**

Appropriate tourism infrastructure and supporting facilities, if provided, would enhance visitor satisfaction in Iraq al-Amir and its surrounding areas. At the present time, only basic facilities are provided, such as restrooms, picnic tables, barbecues, and rubbish bins. Facilities which do exist are available only if visitors wish to use the restaurants or picnic areas. The needs of some domestic visitors, who are willing to use a “self-service” style food and drink facility, where they can reserve a place for a nominal fee<sup>35</sup> and bring their own food and

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<sup>35</sup> The present cost is JoD 1.00 for adults and JoD 0.50 for children.

drinks with them. This does not, however, meet the needs of other visitors, who wish to enjoy the outdoor areas away from the crowds; there are no restrooms, rubbish bins, shade, or shelters away from the restaurant area.

One suggestion is to create a picnic area in al-Dayr (The Monastery) to relieve the overcrowding caused by weekend congestion. It would benefit a larger proportion of the community if all villages worked cooperatively. This would require both a statistical study about the requirements of visitors and the desire on the part of all (or at least the majority) of local businesses to participate. Facilities which could be offered are picnic areas which provide restrooms, rubbish bins and shelters, so that visitors would be able to relax and enjoy a natural environment, but have the peace of mind that these facilities are present if required. Additionally, outdoor activities such as bicycling, horse riding, and games could be offered for children. The first step is to conduct a land ownership search; does the land which would be suitable for these activities belong to the government, or is it privately owned? Crown land could be developed into public parks if laws were passed by the government to allow this. On the other hand, some of the local landowners may be willing to allocate land (as a type of charity) or create businesses which provide facilities for tourists on payment of a fee. Either of the above strategies could work, but both require an extensive EIA before work could commence to implement any changes to the current land status.

### **6.2.3 Strategies for Protecting Biodiversity in Iraq Al-Amir and its Surroundings Areas**

#### **6.2.3.1 Proposing Protected Area Status**

Designating Iraq al-Amir and its surrounding areas as a protected area with sustainable use of natural resources (IUCN Category VI) is the best proposal to conserve biodiversity. These areas are eligible for protected area status for several reasons: Iraq al-Amir covers 35.266 km<sup>2</sup>, while Al-Bassah covers 111.001 km<sup>2</sup> (including al-Bardoun village, covering 3.058 km<sup>2</sup> and al-Dayr village, covering 2.179 km<sup>2</sup>); the total area is therefore 146.267 km<sup>2</sup>. All villages in the area have a high level of biodiversity, and a varied topography. Built heritage is comprised of a diverse range of multi-period structures. Given this, the natural resources should be protected because two biodiversity values exist which require further study: 1) environmental value and 2) aesthetic value. In terms of ensuring sustainable natural value, Wadi al-Seer, which is one of the three most important aquifer systems in Jordan (Ghneim, 2010) is located in this area, as mentioned above. Specific resources are fresh spring water, only partially recorded wild and medicinal plant species. It is an important habitat for the



Black Iris (the national flower of Jordan) as well as numerous faunal species. Aesthetic value includes scenic landscapes and important multi-period built heritage, which attract a large number of visitors.

According to the categories of protected areas developed by the International Union for Conservation of Nature (IUCN), Iraq al-Amir and its surrounding areas has many features which overlap multiple categories.

**Category III: Natural Monument or Feature**

This Category is "a protected area managed mainly for conservation of specific natural features. Defined as an area containing one, or more, specific natural or natural/cultural feature which is of outstanding or unique value because of its inherent rarity, representative or aesthetic qualities or cultural significance" (Doran and Richardson, 2009: 65).

Category III protected areas are "set aside to protect a specific natural monument, they are generally quite small protected areas and often have high visitor value" (Dudley, 2008: 8). The Area should contain one or more features of the following distinguishing features as identified by IUCN (see Fig.6.2.8).

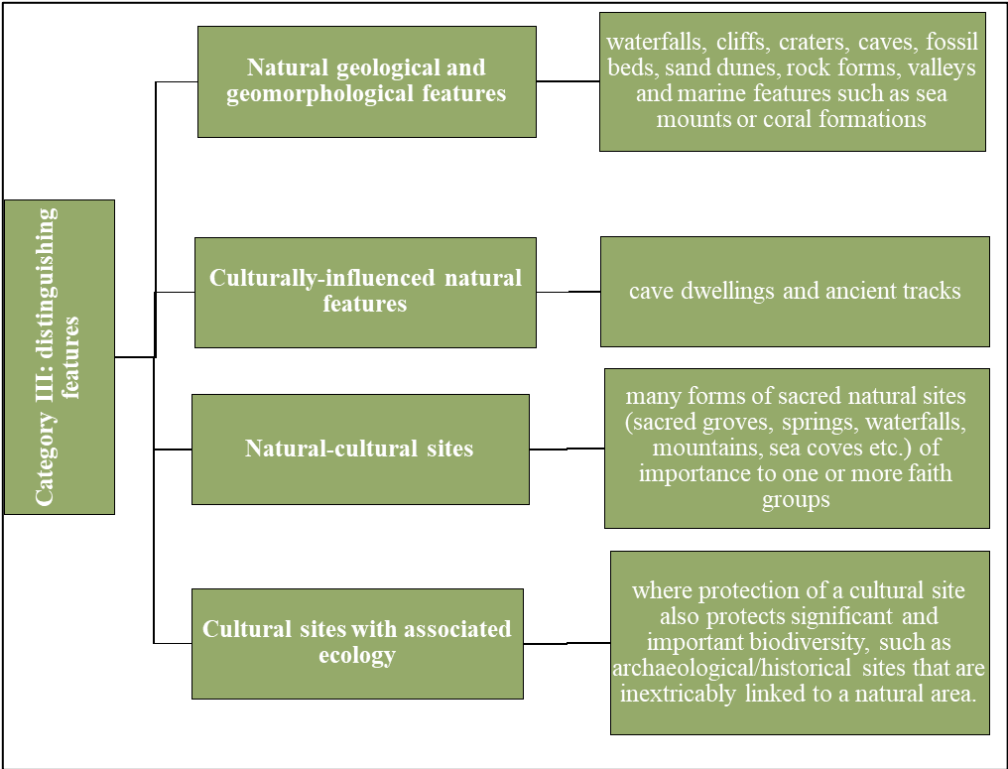


Fig 6.2.8: Category III: Distinguishing Features (Dudley, 2008)

Iraq al-Amir and its surrounding areas contain natural features which should be protected. This corresponds closely with the aim of this category, to preserve specific natural features in order to protect biodiversity values in a landscape. The area's distinguishing features should be protected as they satisfy the criteria as identified by IUCN. Four distinct features exist according to these criteria:

1) Natural geological and geomorphological features, such as:

- a. Massive limestone blocks,
- b. Wadi al-Seer, which is one of the three main aquifer systems in Jordan (Marquina, 2004). Water flows along the valley towards the al-Ghor area and into the numerous valleys which are linked along the way

2) Culturally-influenced natural features: i.e cave dwellings in Iraq al-Amir (two tiers of man-made and natural caves)

3) Cultural sites with associated ecology: such as archaeological sites: Palace of the Slave or Qasr al-Abd, the Monastery in al-Dayr area, al-Bassah church and cave, and the man-made and natural caves in Iraq al-Amir mentioned above. Protecting archaeological sites also preserves significant biodiversity in any given area, as the proliferation of remaining built heritage means that it is not possible to use these sites for agriculture or modern dwelling areas. Therefore, they act as incubators for ancient plant varieties which have been deliberately removed from other areas as weeds, thus retaining genetic variation which can be used if modern, hybrid or genetically modified crops suffer epidemic issues such as viral or fungus attacks

### **Category V: Protected Landscape**

This category is defined as an "area where the interaction of people and nature over time has produced an area of distinct character with significant ecological, biological, cultural and scenic value; and where safeguarding the integrity of this interaction is vital to protecting and sustaining the area and its associated nature conservation and other values" (Doran and Richardson, 2009: 65; Dudley, 2008: 20).

Category V protected areas should have the following essential and/or desirable characteristics as identified by IUCN (see Fig.6.2.9).

Essential characteristics	Desirable characteristics
<ul style="list-style-type: none"> <li>• Landscape and/or coastal and island seascape of high and/or distinct scenic quality and with significant associated habitats, flora and fauna and associated cultural features</li> <li>• A balanced interaction between people and nature that has endured over time and still has integrity, or where there is reasonable hope of restoring that integrity;</li> <li>• Unique or traditional land-use patterns, e.g., as evidenced in sustainable agricultural and forestry systems and human settlements that have evolved in balance with their landscape.</li> </ul>	<ul style="list-style-type: none"> <li>• Opportunities for recreation and tourism consistent with life style and economic activities;</li> <li>• Unique or traditional social organizations, as evidenced in local customs, livelihoods and beliefs;</li> <li>• Recognition by artists of all kinds and in cultural traditions (now and in the past);</li> <li>• Potential for ecological and/or landscape restoration.</li> </ul>

Fig 6.2.9: Essential and desirable characteristics of category V (Duddly, 2008)

The case study area satisfies the criteria provided by Category V as follows:

1. A balanced interaction between people and nature which has endured over time and still has integrity, such as:
  - a. The system of aqueducts and canals in the area, which retain ancient features and elements dating back to the time of Hyrcanus in the Hellenistic Period (Chartres, 1999). Aqueducts and canals have been and continue to be a significant element of water resources in the case study area. They have been more recently renovated by the MoA and the Green Valley Municipality with cement rendering. These canals continue to channel water from Wadi al-Seer to the fields above and below the palace, thus performing the same function as the ancient canals. They are still used by the local people to irrigate their agricultural fields, in addition to natural springs.
  - b. Residents continue to use the traditional water distribution system for farming in the area, which is organized according to land size, that has been passed down from previous generations. Further studies are required to examine the water system in Iraq al-Amir and its surroundings area, and how it has changed over time, in order to revive

past practices which were more conscious concerning water conservation and retention.

2. Unique or traditional land-use patterns: represented by agrobiodiversity which is manifested clearly in Iraq al-Amir and its surrounding areas. Traditional land-use patterns in Iraq al-Amir and its surrounding areas are associated with agriculture. Traditional techniques, such as tilling, are still very much in evidence. Farmers cultivate various types of winter and summer crops, which depend on either rainfed or irrigated cultivation, or greenhouses. Farmers do breed various species of large animals, such as goats, sheep and cows, but poultry farms are more numerous. Byproducts are limited to domestic production of milk and cheese, which is marketed nationally. Sustaining local water resources is vital to maintaining traditional agricultural land use methods, which is a major economic resource for many of the locals. The role of agriculture must be strengthened, particularly as Jordan has extremely limited areas of land which are suitable for agriculture; however, protecting the area's eco-system to ensure sustainability must be kept in mind. Degradation of the natural or agricultural landscapes would result in a dramatic reduction in domestic tourism. Therefore, protection of landscape biodiversity and agrobiodiversity, whilst developing the region for tourism and recreational purposes, would impact positively on social and economic welfare for local inhabitants, through the creation of various economic activities.

#### **Category VI: Protected area with sustainable use of natural resources**

This category is defined as "a protected area to conserve ecosystems and habitats, together with associated cultural values and traditional natural resource management systems. They are generally large, with most of the area in a natural condition, where a proportion is under sustainable natural resource management and where low-level non-industrial use of natural resources, compatible with nature conservation, is seen as one of the main aims of the area" (Dudley, 2008: 22).

The main objective of category VI protected areas is to protect the natural ecosystems and habitats, together with associated cultural values and natural resource management systems and to use natural resources sustainably as a means of achieving nature conservation (Dudley, 2008).

Iraq al-Amir and its surrounding areas has 32 medicinal plant species of local importance, (there are 363 such species in Jordan) and 9 bat species of local importance (there are 26 bat

species in Jordan). These species constitute one of the area's most important components of biological diversity. A detailed study of the natural environmental elements is required, particularly to identify hitherto unknown species of flora and fauna. Steps should be taken for protection of biological diversity. Case studies and specialized research should be conducted, in order to provide scientific strategies for the protection of biological features in the region.

Furthermore, more studies concerning specific floral and bat habitats would be beneficial, such as where herbal and medicinal plants are found, including documentation of their traditional uses, in order to protect this habitat as one of the components of landscape and conservation strategies, in order to ensure both a better understanding and sensitive use of nature, not only from the local community, but also from visitors to the region. This could perhaps be achieved by developing socio-economic projects in the area to process herbal and medicinal plants and market them to visitors. This has already been done in other regions of Jordan, such as Wadi Faynan, so local expertise is available.

Scientific studies for the region are required, including the villages that surround Iraq al-Amir such as al-Dayr and al-Bardoun, to record all species of flora and fauna, and to set up a comprehensive protection plan for habitats and species for each of the two (Terrestrial and Wetland and Aquatic) ecosystems mentioned in the previous section. Designation as a protected area would enable pursuit of further research for genetic improvement of these plants. Ex situ conservation is the best technique to protect these species, particularly those which face threats such as random plant collection by the local inhabitants or visitors to the area, and livestock overgrazing from a lack of awareness and knowledge among the local community. One suggestion might be to designate a specific area as a botanic garden; this would play a major role for ex situ conservation, which could also be developed as a tourist destination, by providing tours and activities associated with cultivation and gardening.

Furthermore, Category VI aims to conserve natural ecosystems in general. As mentioned in the previous section, bio-geographic vegetation of the area can be described as either Mediterranean or Irano-Turanian. It covers the region's hillsides, slopes, wadis, and steppe areas which are free from human intervention, as they are unsuitable for either agricultural or settlement use. Intervention must occur to prevent degradation, such as cutting trees and overgrazing only if this occurs will broad biodiversity be maintained. Monitoring illegal practices and activities, and ensuring that all relevant laws are applied rigorously to all

sections of the community, will conserve the landscape as a key element for attracting visitors to the area, and promote sustainable use of natural resources.

#### **6.2.4 Involvement of the Local Community**

This tourism segment relies heavily on domestic tourism, and is based on the natural landscape and natural resources as key elements of touristic activity. It does not, however, benefit all sections of the local community. Visitors frequent specific places which are close to water and green spaces, mostly in the al-Dayr area, which is also where restaurants are located. This contributes to increased traffic on the main road, and affects all villages which are close to it; this is a negative impact on the local community as previously stated. The main road must be improved and parking areas established. Both of these issues are sources of concern for the local communities. Meeting these concerns could motivate the local community to accept tourism, whether inbound or domestic, and to support Small and Medium Enterprises (SMEs) which target the tourism industry. Increased economic benefits would then be spread over a larger proportion of the community, thus further encouraging local residents to support sustainable tourism activities.

Interviews conducted throughout the case study indicate that the local community is not fully aware of the region's ecological and biodiverse importance. However, community members are aware of the area's archaeological importance, such as Iraq al-Amir itself, which is known locally as Qasr al-Abd. When asked "Do you invite guests to visit archaeological sites or natural areas?" most responded positively for archaeological sites. This signifies lack of awareness of the importance of the area's natural landscape compared to awareness of the importance of archaeological heritage. Campaigns should be conducted to enhance awareness of the importance of both, particularly taking diversification of tourism into consideration. That is, visitors who are attracted to the archaeological site would possibly use activities, services and infrastructure which were provided for nature tourism if they were available, and vice versa.

Achieving sustainable environmental preservation (and thereby biodiversity) and positive development of SMEs based on tourism ventures will only take place if effective involvement of the local community in all levels of the planning process occurs, rather than dismissing their role as not important, which is the current situation. This could be done by developing nature-based tourism initiatives and activities which would benefit a greater proportion of the local community than at present. It is also important that the local community could be aware

of the role that they play in the development process of their society and the benefits that they could receive from this development. This would contribute to a rise in environmental awareness, preservation of biodiversity, more consistent conservation of natural resources, and protection of both natural and cultural heritage. Additionally, various socio-economic benefits for locals such as employment, development of infrastructure, and an improved standard of living would be evidenced, due to the stimulation of additional economic resources, together with increased markets for their agricultural products. Such benefits would then lead in turn to enhanced self-esteem, sense of identity, and pride, together with recognition that their area is comprised of high-value cultural and natural resources. Higher economic status would also mean they could take advantage of educational and training opportunities which they cannot afford at present.

### **6.2.5 Key stakeholders**

In order to develop nature-based tourism and create a protected area, it is imperative to identify all key stakeholders, together with their roles. These can be divided into four main groups: public sector, private sector, NGOs (both local and international), and the local community (see Figure 6.2.10).

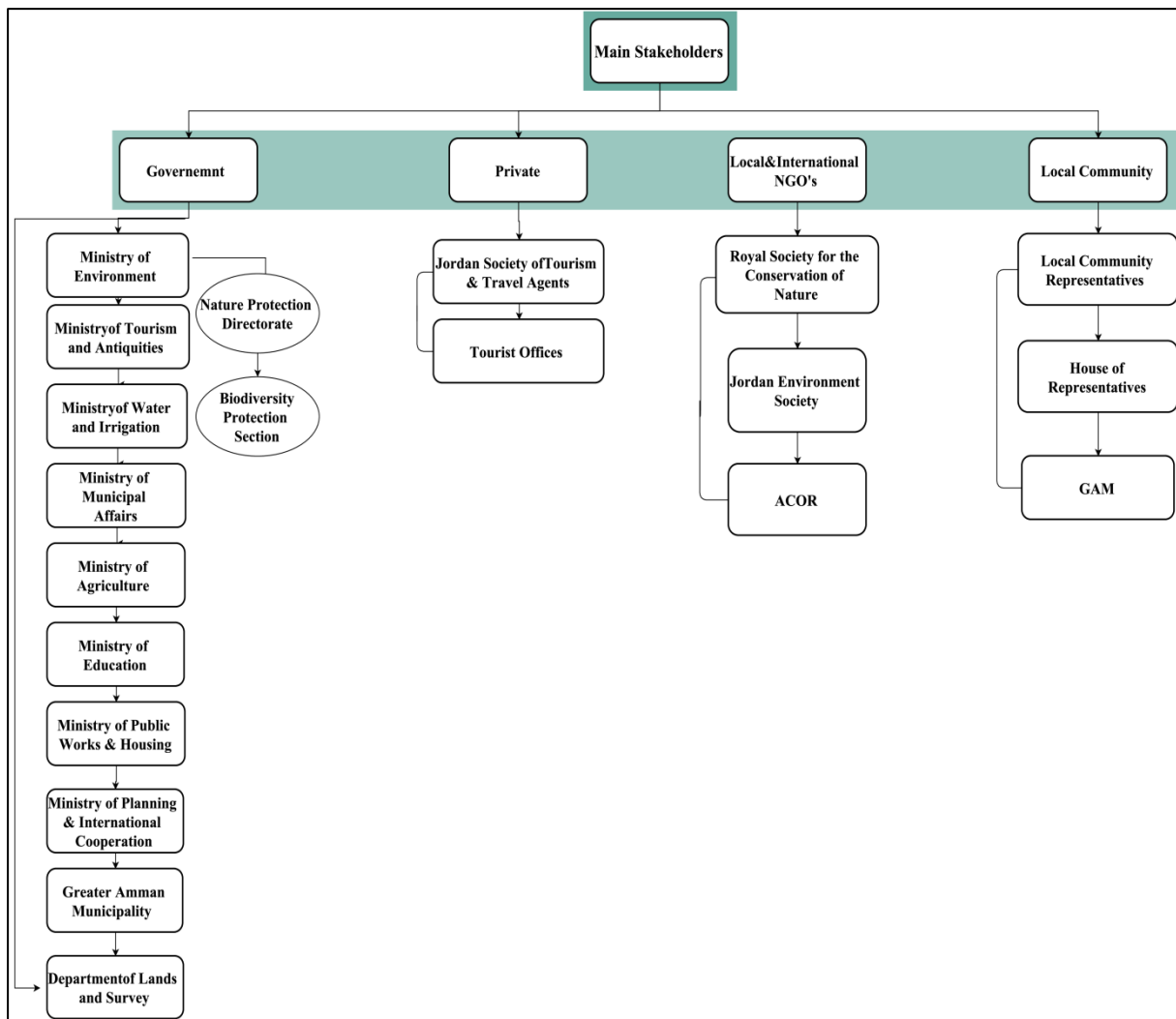


Figure 6.2.10: Key stakeholders required to develop nature-based tourism (The Researcher)

### 6.2.5.1. Government

The Ministry of Environment (MoEnv) is the main agency responsible for the protection of natural resources in Jordan; in this instance, through the Nature Protection Directorate (Biodiversity Protection Section), in conjunction with other relevant institutions. Its role is to monitor bio-diversity, which is under threat in Jordan due to the rapid rate of development. It is responsible for preparing legislation (and following up on implementation once it is ratified), policies, programs, action plans, and studies on biodiversity, in addition to implementing the national strategy for biodiversity. The MoEnv and the Royal Society for the Conservation of Nature (RSCN) are the main bodies responsible for establishing and managing protected areas in accordance with the Instructions for the Conservation and Management of Protected Areas (2013), which were derived from IUCN guidelines in collaboration with various government institutions such as MoTA, Ministry of Water and



Irrigation (MWI), Ministry of Municipal Affairs (MMA), Ministry of Agriculture (MoA), GAM, and the Department of Lands and Surveys (DLS).

Heightening awareness whilst motivating the local community to participate proactively in the protection of their own environment will reinforce the concept of environmental culture across the region. This can be done by developing instruments for environmental awareness by means of seminars, specialized workshops or the creation of learning centers such as those which already exist in nature reserves like in Wadi Dana and the Azraq Wetlands. Raising awareness is one of the most important tasks, as many residents, not only in the local area but across the board in Jordan in general, do not recognise the value of their natural heritage. This responsibility lies with a number of government institutions and NGOs, such as the MoE and environmental societies e.g. the RSCN and Jordan Environment Society (JES). School trips can be an effective means to observe and experience the environment in a direct and concrete way; in this instance, not only are you preparing the next generation to change values for recognition of the importance of sustaining biodiversity and the environment, but also creating a changing point of view within the teaching population, who are often the instigators of change in any community.

In order to protect evergreen trees and perennial wild plants from destruction or overgrazing, the MoA has a responsibility to protect vegetation cover. Under Agriculture Law No. 13 (2015), Article 56(B), particularly in regards to application of stipulated penalties within this law stated in Article 34(D), the MoA must form a committee to protect wildlife.

GAM is the main body responsible for preparing the structural master plan. This master plan is dependent on many relevant studies of the region, according to the Cities, Villages and Buildings Law No. 79 (1966), (Articles 14 and 15). It covers issues such as topography, geological history, geographical location, natural resources, land use, ownership and price, population studies, etc. On the other hand, GAM and the Ministry of Public Works and Housing (MPWH) are the main governmental bodies responsible for basic infrastructure; this is covered in Chapter Six. Activities include expansion of the main road, land acquisition to achieve expansion, road maintenance and improvements, and ensuring maximum road safety; GAM is responsible for these, under the auspices of its Regulations for Streets, Roads and Maintenance within the Boundaries of the Greater Amman Municipality (2009), No. 101. The construction of retaining walls, pavements, lighting, and transport services are the responsibility of the MPWH, according to its Law of Road (1986), No. 24. However,

designing and constructing signs for touristic sites is the responsibility of MoTA, in cooperation with other concerned authorities. The Ministry of Planning and International Cooperation (MoPIC) is responsible for providing financial and technical support to enable the implementation of development projects.

#### **6.2.5.2 Private Sector**

The private sector is represented by the Jordan Society of Tourism and Travel Agents (JSTTA) and their affiliates, who are responsible to include the site and its surrounding areas on tourist office lists; there are currently 195 tourist offices related to domestic tourism. MoTA also has a responsibility to include these areas in initiatives that encourage domestic tourism.

Locally, the private sector is represented by the food and beverage providers mentioned in Chapter Six (Section 6.1.5.2). They are responsible for improving facilities and services for the restaurants and picnic areas located in al-Bassah, the al-Dayr area and Iraq al-Amir, so as to satisfy all visitors. To achieve this and to facilitate the investment opportunities available for local operators, investment restrictions for local investors which currently apply and make it extremely difficult for local investors to provide services, should be mitigated by MoTA and GAM. Other obstacles facing local investors which negatively impact on start up initiatives, such as high taxes, loan approval, and licensing fees should be removed for at least the first three years of operation. If these obstacles were taken into consideration by officials, there would be more incentive for local operators to diversify their services. Furthermore, this would provide job opportunities for the local community, thus significantly increasing economic benefit in a currently economically depressed area.

#### **6.2.5.3 Local and International NGOs**

The RSCN is the most important local NGO responsible for nature conservation. It should nominate Iraq al-Amir and its surrounding areas as a protected area, as well as conducting scientific research to provide evidence for the necessity to protect nature in this area. Moreover, the RSCN should develop a strategy which would preserve medicinal and aromatic plants in the case study area, either in- or ex-situ, by establishing a botanic garden, as there are currently no laws or instructions to enforce such preservation and protection of wild medicinal herbs and flowering plants.

The sustainability of flowers and plants all over Jordan is under severe threat at the present time due to the development previously mentioned, collection as a leisure pursuit or in order to sell commercially which is an existing danger to the continued growth of these herbs. A package of socio-economic projects for the local community could be developed to manufacture medicinal and aromatic plants and market them to visitors. Launched as a Dukan Alṭabī'ah (Nature Shop), this project could be part of a larger tourism-based nature program which helps provide economic and social benefits for local communities, by providing job opportunities. This would be a particularly important venture for women, who are currently an under-utilized economic resource in regional Jordan.

An awareness program, targeting the local community and schools could be developed, to increase knowledge and skills regarding the value, preservation and marketing of medicinal and aromatic plants. Additionally, as Iraq al-Amir is considered to be a significant habitat for the Black Iris, it should be incorporated as a significant RSCN nature protection project. The RSCN has various categories for projects, based on the amount of money required as a donation; the Iris category would not only result in an economic benefit sufficient to sponsor many of the suggestions made in this case study, but also promote a connection between the category and the local ecosystem. RSCN should also conduct surveys of the flora and fauna of other villages surrounding Iraq al-Amir, such as al-Dayr, al-Bardoun, and al-Bassah, to identify specific ecosystems and habitats which are of value, and require steps to ensure preservation and sustainability.

The RSCN is also responsible for conserving faunal species, such as the bats which have been recorded in the Iraq al-Amir caves. Bats are often ignored by researchers who are not familiar with their ecological importance in maintaining ecosystems. As predators, bats significantly reduce the number of insects which are responsible for the destruction of crops or the spread of diseases, thereby diminishing the problems caused by them. In addition, bats help to disperse seeds, thus supporting bees with plant pollination. As the number of bees in Jordan has never been high, and bee populations are decreasing in many habitats in the world, this is a significant factor. Finally, bats have a substantial economic importance, as local farmers use the highly-concentrated bat guano as a fertilizer for agricultural crops. This not only saves money by reducing the amount of chemical fertilizer which is needed, but at the same time ensures that crops are fertilized organically, thus leading to higher prices for sales of produce.

Added value could be promoted as part of local tourism, if bats were incorporated into tours as a wildlife aesthetic. Bat watching is an example of a nonconsumptive, recreational wildlife activity that could generate income through entrance fees (Tapper, 2006). It needs additional support through research and education such as biomimetics, chemistry, and medicine (Kunz et al., 2011; Kasso and Alakrishnan, 2013). Given that Iraq al-Amir is home to nine of the twenty six bat species in Jordan, the RSCN has a responsibility to protect them from threats resulting from the local community's lack of awareness of the benefits bats provide for the ecosystem and economy. Current threats relate to the use of pesticides and habitat destruction. As part of its nature conservation work, the RSCN could launch a conservation initiative for bats in the Iraq al-Amir caves, such as those which have been instigated for the Congress Avenue Bridge in Austin, Texas, which is one of the world's most successful bat conservation initiatives. It has significantly contributed to a change in opinions and beliefs of local citizens, who initially believed that bats were dangerous and agitated for their removal. Educational awareness programs instigated by local authorities were successful, and not only are the bats protected from harm, bat viewing tours are now organized as part of the local tourism product, which have contributed an increasingly significant economic impact, as numbers of visitors have continued to increase, with up to 140,000 visitors each year (Pennisi, et al., 2004).

The al-Hima foundation is a local NGO concerned with the protection of Natural and Human Heritage in Jordan by supporting community development projects which develop local community capacity for sustainable management of income-generating activities. Al-Hima could support initiatives which promote conservation of the traditional agricultural system in the case study area as mentioned in Section 6.2.3.1. These initiatives could assist farmers to preserve traditional farming techniques which are still practiced, along the same lines as the Wadi Musa Trail in the Petra region, which is rehabilitating traditional agricultural systems (Al-Hima , 2014). If this initiative was instigated in the case study area, it could document traditional water distribution and irrigation systems, as well as training farmers to use sustainable farming practices which would then lead to increased productivity. Secondary impacts, such as creating outlets for local products, the proposed heritage trail, and proposed family farm agritourism, would also be possible.

#### **6.2.5.4 Local Community Representatives**

Local community representatives are elected for both the GAM and the House of Representatives; as stated in section 6.1, local inhabitants can approach representatives directly, which contributes to facilitating proceedings between residents and decision-makers in a more timely manner.

#### **6.2.6 Legal Framework**

As illustrated in Appendix 4, the legal framework related to conserving biodiversity and improving infrastructure is based on the application of various laws in Jordan, which are proposed and monitored by a number of separate government bodies, such as the MoEnv and the MoA to conserve and sustain biodiversity; these bodies are also responsible for ensuring that actions or infrastructure undertaken by the GAM and the MPWH comply with the relevant legislation. These laws and regulations are hindered by a number of obstacles and challenges. The lack of flexibility of the laws and regulations related to tourism, particularly investment legislation, as well as overlapping responsibilities among the government institutions to issue tourist facility licenses (Orieqat and Saymeh, 2015; al-Khasawneh, 2016).

#### **6.2.7 Conclusion**

This chapter has discussed the potential of the second form of tourism, nature-based. The classification and identification of natural resources has been discussed in section one, based on six categories: landform and topography, water elements, geology, climate, flora and fauna, and vegetation cover. The first section illustrates the diversity of natural resource attractions in Iraq al-Amir and its surrounding area which could be developed for tourism, as it attracts more domestic visitors than cultural tourism.

The assessment of natural resources relevant to the development of a nature-based tourism in the case study area is discussed in section two, based on three variables, including attraction diversity, accessibility and supporting infrastructure. There is strong indication that diversity of natural attractions exists, based on the beautiful landscape and topography which is characterized by varying heights above and below sea level, in addition to the other features which attract large numbers of day-trippers to visit the area as a weekend destination for outdoor excursions. However, the need to improve other elements in the tourism system such as accessibility and supporting infrastructure are a priority.

Section three concludes by designating Iraq al-Amir and its surrounding areas as a protected area with sustainable use of natural resources as the best proposal to conserve biodiversity. The involvement of the local community in this form of tourism is considered in section four, because achieving sustainable environmental preservation and thereby biodiversity will only take place if the effective involvement of the local community at all levels of the planning process occurs.

Key stakeholders and actors required to develop nature-based tourism in the case study area are discussed in section five, as the case study area has the potential to further develop natural attractions, based on its proximity to the capital city, which could allow it to become one of the most important natural tourist destinations in Jordan. It would be possible to expand the existing nature-based tourism into international tourism markets. Finally the area, with its large tracts of agricultural land, also has the potential to develop agritourism, which will be discussed in the next section (6.3).

## 6.3 Agritourism

### 6.3.1 Introduction

Agritourism is the third potential form of tourism which could be developed. Such a development would provide economic incentives for local farmers to maintain agricultural land usage in rural communities. The term agritourism emerged during the 1990s to describe activities that depend on relationships between tourism and agriculture. Researchers have used various definitions for agritourism, such as Barbieri and Mshenga (2008), who define it as “any practice developed on a working farm with the purpose of attracting visitors” (2008, p. 168). They mention several appellations and definitions based on a set of characteristics, which are used interchangeably: agritourism, agrotourism, farm tourism, farm-based tourism, rural tourism.

Marques (2006) defines agritourism as “a specific type of rural tourism in which the hosting house must be integrated into an agricultural estate, inhabited by the proprietor, allowing visitors to take part in agricultural or complementary activities on the property” (2006, p. 151). Some confusion exists in the literature concerning nomenclature, particularly between agritourism and rural tourism, which have been used as synonymous terms for rural tourism, farm tourism, and agriculture tourism (Pertoman and Pertoman, 2010). Some case studies have used the term agritourism interchangeably with other related labels (for example Phillip et al., 2010). In these studies agritourism is defined as entertainment related ventures integrated into the activities of a working farm or other settings of agricultural production, whereas rural tourism focuses on travelling into a rural area or settlement for relaxation or other tourism purposes, which may or may not comprise agriculture production activities (Barbieri and Mahoney, 2009).

The concept of agritourism is still new in Jordan, but development of agritourism as a tourist product is well established in other countries. It provides significant economic benefits to rural areas, which often lack alternative industry for employment. The inaugural seminar to explore Jordan’s potential as a viable agritourism destination was held in 2011; it was funded by U.S.A.I.D. The workshop addressed the possibility of developing agritourism in Jordan and how it could contribute to enriching tourist experience and strengthen local communities to benefit from tourism (USAID, 2011). The first result of the initiative was the launch of the Orange Festival in Pella in 2012. Following this, the first foundation, the al-Morouj, was established in 2015, to develop agritourism in Jordan. In 2016, the first phase of a systematic

plan for agritourism commenced in three rural farming villages in the al-Salt area; al-Amad, 'Alan, and Jil'ad, with support from USAID and the al-Morouj Foundation, (USAID, 2016).

In the case of Iraq al-Amir and its surrounding areas, most local residents work either in agriculture or in the public sector. Primary industries such as farming, fruit and olive orchards, together with animal husbandry are the principal sources of income in rural communities. Unfortunately, economic receipts from agriculture are low. Therefore some families live under the poverty threshold despite working fulltime in agriculture. This is particularly true of workers who do not own their own land or animals, but provide day-labour for local landowners. Agritourism, as a paradigm of regional development and as a nexus between tourism and the agricultural sector, could augment receipts from agriculture, particularly the evolution of natural resources and economic support of rural communities. This could be a tool to advance development and economic diversification (Stela et al, 2013). It could be achieved by developing programs, products, and tourist activities on farms, in addition to providing entertainment and education for tourists. This would contribute to economic diversification in Iraq al-Amir and its surrounding areas and further develop diversification of the tourist industry. Agritourism, as an adjunct to existing and potential cultural heritage tourism and nature-based tourism opportunities, could provide much needed additional income for primary industry workers and land owners, create indirect employment opportunities for local residents, and enhance quality of life for the region in general. Such a major development in the case study area would maintain agricultural practices, which currently comprise 49% of total land use, much more likely. Agritourism would hence not only provide additional economic benefit to residents, but assist in the preservation of traditional farming techniques which are still practiced, and in this way act as a means to ensure sustainability of cultural heritage.

### **6.3.2 Evaluating the Potential of Agritourism**

Farm-specific and location-based factors both play a major role in contributing to the potential success of agritourism (Bernardo et al., 2004; Brown and Reeder, 2007). However, a large percentage of existing research focuses on farm-specific factors to evaluate the potential of agritourism, with little attention to other factors (Baskerville, 2013). Farm-specific factors relate to farmer experience, wealth attributed to each farm household, farm size, and the farm's aesthetic appeal (Bernardo et. al 2004; Brown and Reeder, 2007). A series of location-



based factors have been developed and used to evaluate the potential success of agritourism: accessibility and availability of different modes of transportation (Jensen et al., 2014; Bernardo et al., 2004); population density (Sloagett and Woods, 2003; Brown and Reeder, 2007; Jensen et al., 2014; Schilling et al., 2014); the farm's distance from urban areas or proximity to a city with a population of at least 10,000 people (Bernardo et al., 2004; Schilling et al., 2014; Jensen et al., 2014; Bagi and Reeder, 2012; Brown and Reeder, 2007); natural amenities preferred by visitors to a region, such as climate, topographic variation, and water (U.S. Department of Agriculture Economic Research Service, 1999; Brown and Reeder, 2007; Bagi and Reeder, 2012; Schilling et al., 2014); proximity to other attractions and recreational infrastructure (Bernardo et al., 2004; Bagi and Reeder, 2012); tourism infrastructure (Che, 2007; Lucha et al., 2014).

The following section addresses a number of location-based factors which could be adopted to assess the potential of agritourism in the study area.

### **6.3.2.1 Natural Amenities**

#### **6.3.2.1.1 Topographic**

Land use in Iraq al-Amir and its surrounding areas can be described with three distinct classifications (see Fig. 6.3.1): (1) forests (subdivided into trees and shrubs), which cover hillsides, slopes, some of the steppe areas, rocky highlands, and wadis (as identified in section 7.1.1; 1% of Jordan's surface); (2) urban, which includes residential (26%), rural (23%), and industrial (1%) areas; (3) agricultural (49%).

Topography, as described in Chapter 6.2 (Section 6.2.1.1), is characterized by varying elevations, the highest located in Wadi al-Seer (980 m above sea level) and the lowest, a semi-Ghor area characterized by sloping land, located on the western edge of the area in the Jordan Valley (-40 m below sea level). GIS data reveal, too, significant topographic variation in Iraq al-Amir and its surrounding areas, ranging from hills, sloping lands, and mountain chains surrounding the area along the Wadi al-Bahath, to the wadis and steppe areas on the north-eastern side. Due to the variety of topography, there is also significant natural vegetative diversity; this is augmented by the fact that, although it is a relatively small area, it encompasses two distinct vegetative zones, Irano-Turanian and Mediterranean, as described in Section 6.2.1.4, particularly in the agricultural lands which comprise approximately 49% of the total area (see Fig. 6.3.1) and which are concentrated in the steppe areas and on the hills

and slopes. The other lands are covered by scattered government-owned evergreen forests and shrubs.

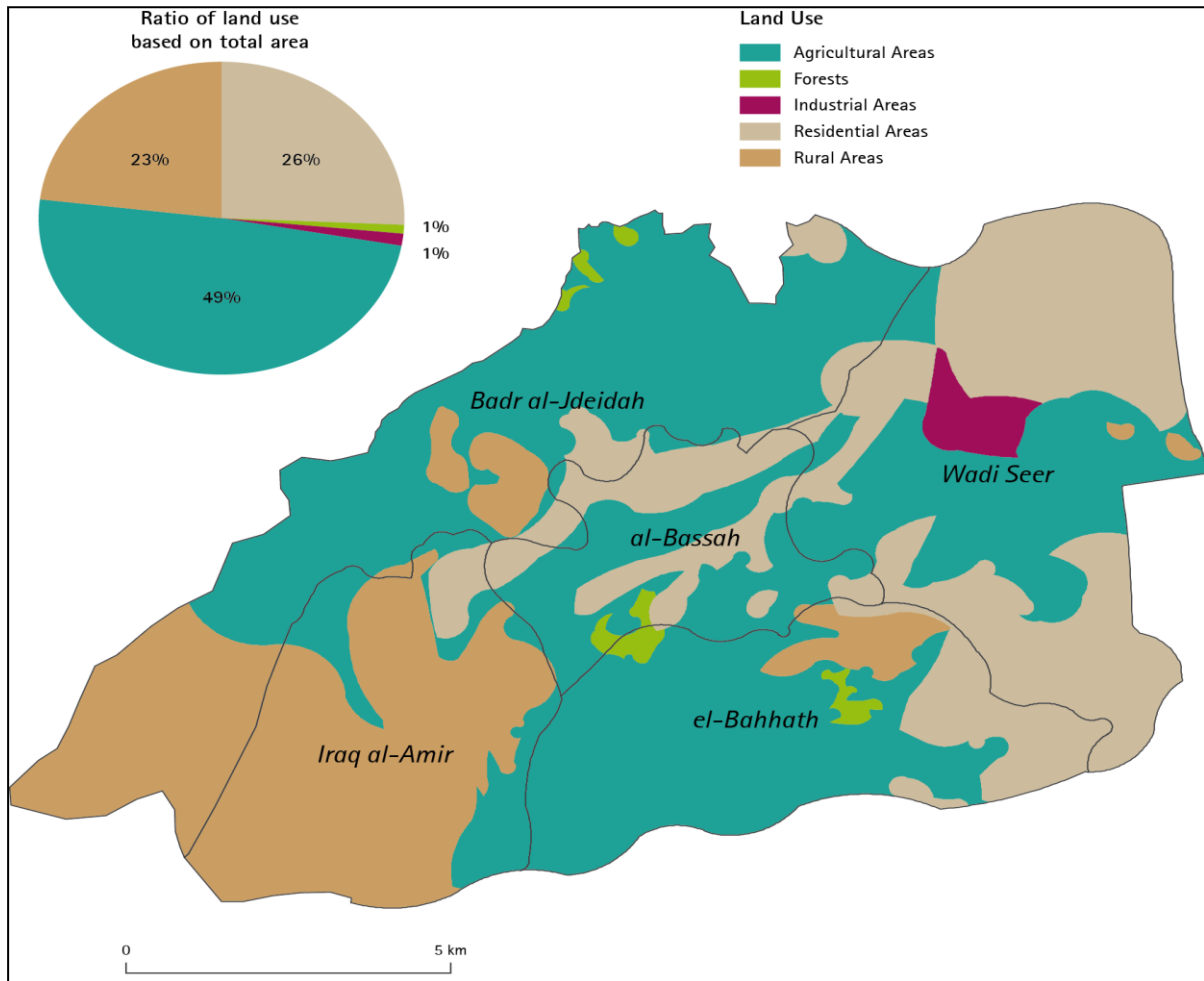


Figure 6.3.1: Land use in the case study area (Source: the researcher).

### 6.3.2.1.2 Proximity to Water Resources

Agricultural land use is contingent on the availability of water resources: in the case of Iraq al-Amir and its surrounding areas, they are comprised of the springs which originate in the Al-Kursi region (Ain Dalia) and flow south between the mountain chain, through the Wadis al-Seer, Bassah, al-Dayr, Bardoun, and Iraq al-Amir areas, and then on to the Ghor. Farming areas located near the villages are irrigated by water canals which have been developed for this purpose. Farmers rely on a traditional system of water distribution according to land area, which is managed by the farmers themselves, and depends on canals for the most part, especially the canal which was constructed in the 1940's to service the Iraq al-Amir area. Roughly six km long, it extends from al-Tarabil spring, the main water source in Iraq al-Amir to Qasr al-Abd. Water for irrigation purposes flows for approximately 169 hours each week,

and is distributed according to two distinct systems. Firstly, volume supplied is calculated according to the size of the land owned by individual farmers compared to the overall total amount of agricultural land in the area serviced by the canal. Secondly, it is distributed according to the traditional 'water rights system'. Volume supplied is managed with regards to the order in which individual properties are irrigated, based on historical dates. Other considerations for this distribution system are the size of the land and the water distribution mechanism. Nurseries are usually located near springs; private dams have been constructed in the areas which collect the water and redistribute it when required. Domestic cultivation relies to the most extent on the government provided network; it does not run constantly, only between 1 – 3 days each week. The water is piped into privately owned water storage tanks for use throughout the week. Alternative sources of water for domestic use are natural springs and rainwater.

#### **6.3.2.1.3 Climate**

Weather in Iraq al-Amir and its surrounding areas is characterized by long summers (April to October) and short winters (November to March). January is the coldest month (with temperatures ranging from 6°C to 15°C). In addition, January receives the highest amount of precipitation (33 mm on average; see Fig. 6.3.2). August is the hottest month (with temperatures ranging from 19°C to 34°C; see Fig. 6.3.3.) The months with the most sunny days are July (28.1 days), June (27.8 days), August (26 days), and September (23.5 days); the month with the least number is February (8.7 days; see Fig. 6.3.4). Source for all climatic data is Meteoblue; access date: 2016).

Weather conditions allow the cultivation of a large number of various kinds of winter and summer vegetables, cereals and fruit trees, which depend on either rainfed or irrigated cultivation. Some crops are also cultivated in greenhouses. The abundant plant growth is a major attraction for visitors. The fact that cultivation can take place over much of the year contributes to the length of the tourist season.

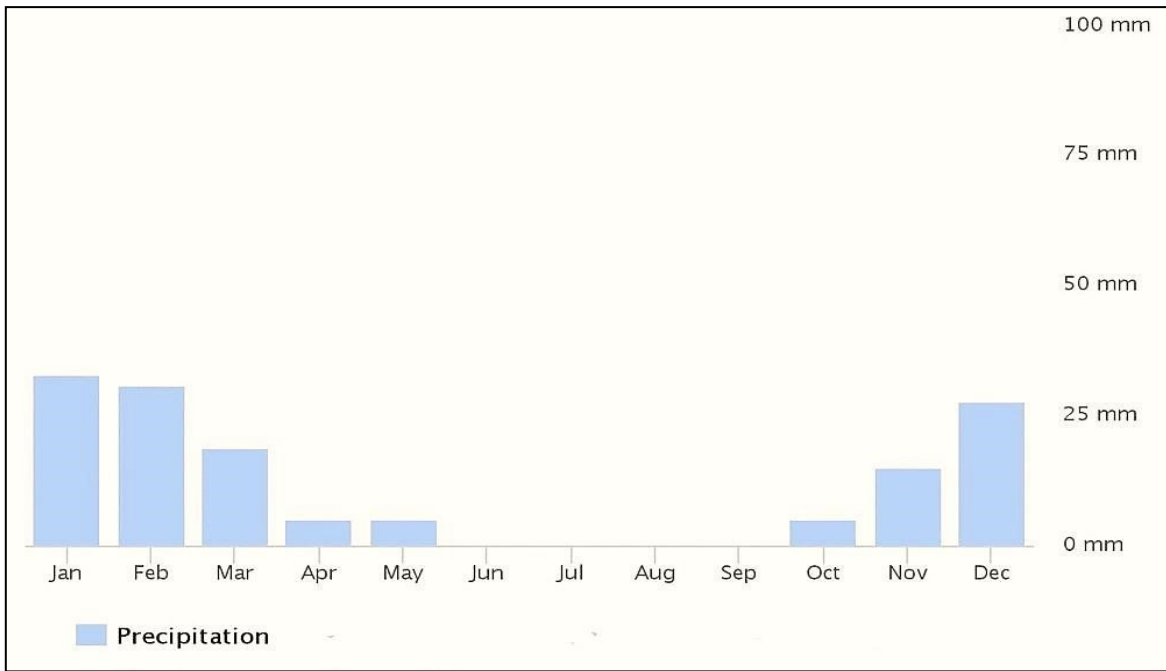


Figure 6.3.2: Average precipitation in the case study area (Meteoblue, 2016).

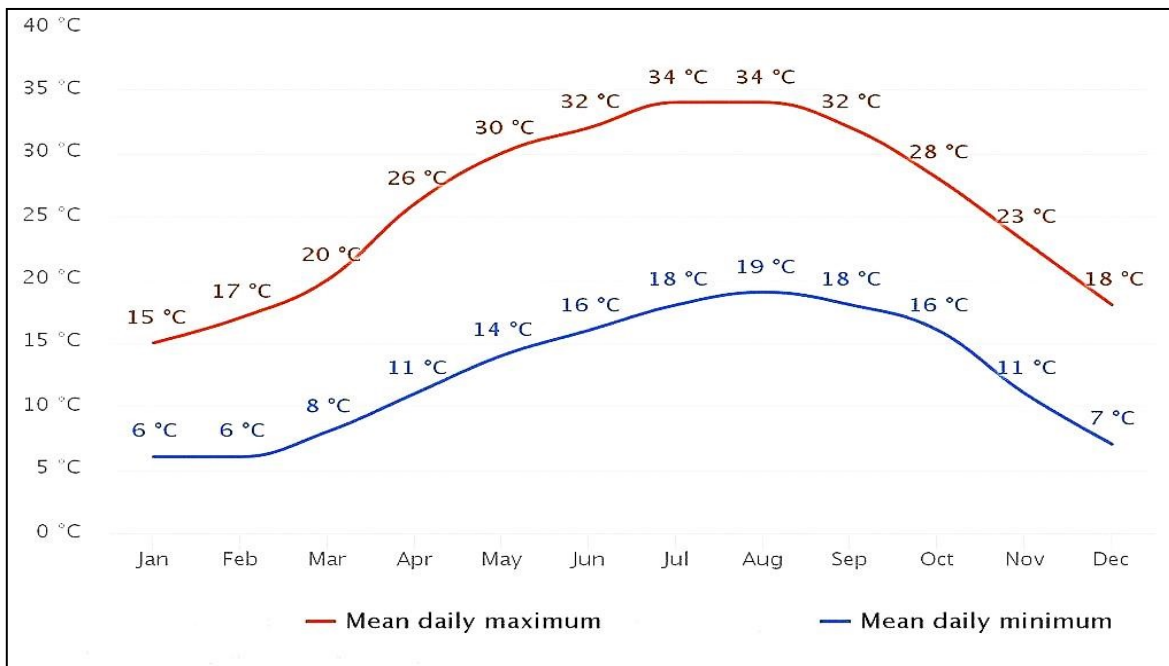


Figure 6.3.3: Average temperatures in the case study area (Meteoblue, 2016).

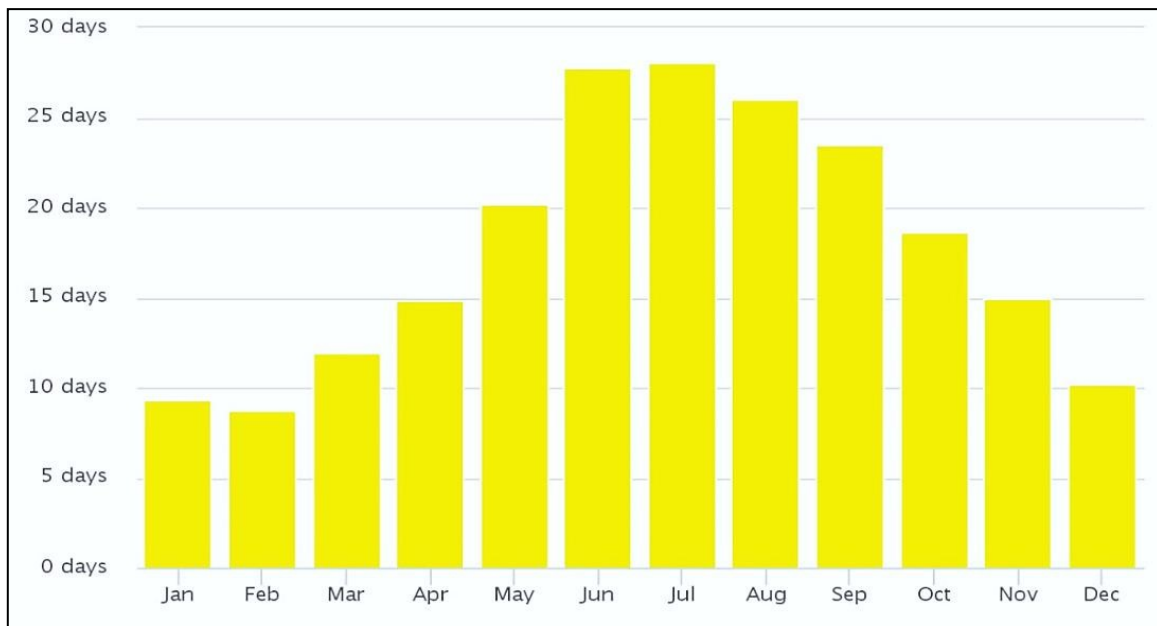


Figure 6.3.4: Average number of sunny days (Meteoblue, 2016).

### 6.3.2.2 Population Density

The total population in the case study area is 31,800 residents. The largest urban area, and the only one which can be described as a town, is the old town of Wadi al-Seer, with 18,000 residents. Populations for neighborhoods covered by the case study area are: Iraq al-Amir, 4,000 residents; al-Bassah, 6,000 residents; al-Dayr, 3,000 residents; and al-Bardoun, 800 residents.

Wadi Seer consists of 12 neighborhoods, some of which are residential, others commercial, or both, including: Al-Bassah; Iraq al-Amir; Abu al-Suss; al-Bahath; al-Almanya; al-Qasabat; al-Rajaha; al-Thagra; alHamdiah; Wadi al-Shita; al-Tabaqa; al-Dubah; and Um Enjasa. Overall population density for the Wadi al-Seer district as a whole is 2,095 individuals per square km<sup>2</sup> with a total population about 367,370 (Dayaflah, 2014).

### 6.3.2.3 Proximity to an Urban Center (population density of 10,000 people or more)

Proximity to an urban area with a population density of 10,000 people or more is important, in that it provides a stable source of visitors (as compared with tourists from more distant areas, whose presence may fluctuate according to seasonality or other factors). This may result in increased economic benefits for local providers, which in turn will probably result in greater local involvement in agritourism in the long term, as these benefits are perceived as desirable by others in the area (Brown and Reeder 2007; Bagi and Reeder, 2012). In other words, the

shorter the distance to the nearest city with 10,000 people the greater the positive impact would be for agritourism, due to the increased numbers of potential visitors.

The case study area is part of the Wadi al-Seer district which has a total population of 211,820 people, and it is approximately 11 km from the regional town centre, which is the nearest urban area of at least 10,000 people. Three outer suburbs<sup>36</sup> of GAM and 12 regional towns and villages<sup>37</sup> are within close proximity of the study area. Amman itself, with a population of more than 4 million residents as in 2016 (Ghazal, 2016) is less than 20 km away, well within the limits for a day excursion.

#### **6.3.2.4 Proximity to the Main Road**

Most of the agricultural lands are close to the main road. The major exception is the al-Bardoun area, which is located on a secondary road which branches off from the main road. Smaller, less important agricultural areas are accessed by secondary or agricultural roads (see Fig. 6.3.5). Identifying the proximity of an agricultural area to a road network which provides ease of access not only for standard wheeled vehicles but also for farm equipment and machinery is extremely important, as land which does not have such access is usually not fit for intensive agricultural use. Furthermore, road networks which are wide enough to ensure ease of movement for goods and equipment between agricultural and urban zones, result in increased profits due to timeliness. Finally, ease of access results in less accidents, as safe passing is possible on wider roads. All these aspects will become even more important if the attempt to designate Iraq al-Amir and its surrounding areas as a protected zone for nature-based tourism is successful, as this would lead to a significant increase in the number of vehicles using these roads.

The agricultural roads which service the smaller agricultural areas are sufficient to provide access for farmers and their vehicles. However, the road network is not sufficient to provide access for tourists, as discussed in chapter four (Section 4.2.4.1) and chapter 6.1 (Section 6.1.5) particularly in terms of width, as it does not allow cars to pass easily, thus causing congestion. However, the three alternative access roads, as proposed in Section 6.1.5, could be used for access, at least until the entire road network is upgraded, as discussed in Section 6.1.6.1; GAM and the MoPWH are responsible for this.

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<sup>36</sup> Wadi Seer; Marj al-Hammam; and Badr al-Jadedah.

<sup>37</sup> Al-Bassah; Iraq al-Amir; Abu al-Suss; al-Bahath; al-Almanya; al-Qasabat; al-Rajaha; al-Thagra; al-Hamdiah; Wadi al-Shita; al-Tabaqa; al-Dubah; and Um Enjasa.

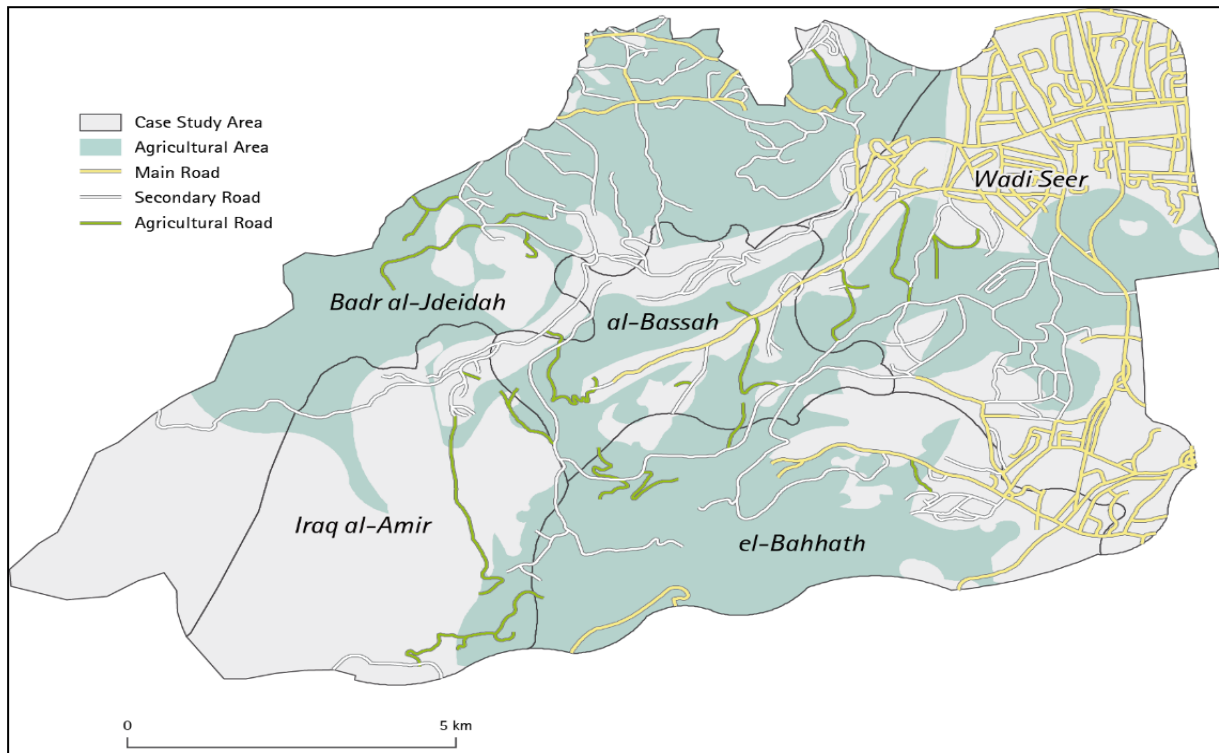


Figure 6.3.5: Agricultural road system linking agricultural lands in the case study area (Source: the researcher).

### 6.3.2.5 Diversity of Crops and livestock

As mentioned previously, the primary economic activity of Iraq al-Amir and its surrounding areas is agriculture. This has intensified since formerly semi-nomadic inhabitants have been concentrated in semi-permanent villages, due to various factors, including government pressure and the increasingly important necessity for all children to attend school. Local conditions and lack of other options have resulted in an overwhelming trend to employment in the various agricultural sectors available in this area. The government has been proactive in stabilizing the communities, by providing basic infrastructure such as electricity and water, as well as public institutions such as schools, postal services and police stations. The result of this has led to active construction.

The usual organization is to have a courtyard surrounding the house and other farm buildings; the house is usually in the central area of the farm, surrounded by cultivated land. Due to road access, topography or the fact that some farmers have more than one parcel of land, some cultivated areas are located away from the residence.

Various types of both winter and summer crops, together with fruit and olive orchards are cultivated (as mentioned previously), with high yields possible due to abundant water

resources and climate. The cultivation of fruit trees is a major agricultural activity. All agricultural products which have the highest demand in the domestic marketplace (olives, figs, pomegranates, apples, peaches, pears, apricots, cherries, grapes, guavas, and almonds) are grown in this region. Winter vegetables (peppers, aubergines, radishes, lettuce, onions, peas, green horse-beans, and cauliflower) are also cultivated, due to the mild climate, hence providing economic receipts throughout the year. Summer vegetables can be classified as 1) irrigated, such as peppers, cauliflower, beans, zucchini, and aubergines; and 2) rainfed, such as tomatoes and zucchini. In addition to the above, wheat, barley, lentils, vetch and chickpeas are significant crops, too.

The majority of farmers also practice animal husbandry. Pastoral breeds such as goats, sheep and cows are present, although poultry farms are more numerous. Domestic production of dairy products such as milk, cheese and yoghurt is undertaken, and sold to national dealers in Amman. Some farmers own horses, although these are for leisure pursuits, rather than work related activities. Moreover, donkeys are still extensively used by many farmers for general farm work which is more usually done by machinery in developed countries. Both donkeys and horses would be major attractions as part of agritourism activities, particularly for international tourists.

#### **6.3.2.6 Non-farm Population Dependent on Industry other than Agriculture**

Employment opportunities other than farming in the case study area, as in many regional districts of Jordan, are primarily in the public sector, such as the Armed Forces (this employment sector is by far the most numerous, particularly for males, as it is usually the main employment opportunity for residents of regional Jordan), followed by the Ministry of Education, Ministry of Higher Education & Scientific Research, Ministry of Health, Department of Antiquities, Public Security Directorate, and GAM. Local private sector employment is provided by restaurants and picnic area operators, supermarkets, and small specialty stores. The variety of employment opportunities, particularly those relating to the local private sector, would be significantly augmented if tourism development increased. Residents could become local experts, particularly for development of cultural heritage tourism based on archaeological sites. They could play a major role in developing management strategies, due to their local knowledge. Additionally, existing local businesses would benefit from potential tourism activities, as increased demand from tourists would require them to employ more staff, particularly for those businesses which cater for



hospitality, such as the restaurants and picnic areas, hence providing a positive impact on economic returns.

Moreover, if the proposed tourism development was implemented, particularly if incentives were provided for start-up companies, many new local businesses would be launched. This would lead to significant direct benefits such as improvements to existing infrastructure, and generation of additional jobs. Indirectly, tourism-related activities would encourage growth for local services, such as transportation and education, thus also boosting employment opportunities.

#### **6.3.2.7 Proximity to Attractions (recreational infrastructure)**

An important factor for the success of agritourism is proximity to alternative attractions, such as cultural, natural, or historical sites (Calado et al., 2011). In this case, Iraq al-Amir and its surrounding areas are well placed, with both archaeological monuments and ecotourism attractions close by, as previously stated.

To recall only a selection of the historical attractions located in the study area are the al-Dayr area, which includes the Monastery, the al-Bassah area, including the church and the cave, and the village of Iraq al-Amir itself, which encompasses a series of caves, the Handicraft Village, which is operated by the local women's co-operative, abandoned houses dating to the Ottoman Period, which could be upgraded for touristic use, and the Palace of the Slave (Qasr al-Abd in colloquial use), which is the most significant Hellenistic building in Jordan.

An area's natural landscape is one of the attributes that constitutes landscape heterogeneity, in addition to land cover and land use (Frost et al., 2007). This incorporates diversity of agricultural production and variation (both summer and winter agricultural products), combined with the percentage of agricultural land use in comparison with other land uses (49%); together with the area's population density (around 32 persons per square kilometer). These elements together produce a heterogeneous landscape, with a variety of land use; some of which could be developed as attractions for agritourism.

The close proximity of varied land use patterns to the suggested protected area could be exploited by the cultural heritage trail, which could link themed attractions along the roads. As the main road is required for all three of the touristic ventures (cultural heritage, natural heritage and agritourism) this provides an ideal opportunity for diversification of a tourism product.

### **6.3.2.8. Tourism Infrastructure**

As stated previously, the weak condition of tourism infrastructure in the case study area at the present time is an obstacle to attracting tourists. The local community could initiate service provision for amenities related to agritourism, such as bed and breakfast accommodation or farm home stays, and ‘bedouin tent’ operations for both accommodation and special events. Heritage buildings could be restored and used as hostels. Similar operations already exist in Ajloun, which has nine bed and breakfast/homestay establishments (USAID, 2014). If these activities were implemented in the case study area, the existing lack of accommodation facilities and restaurants would be solved, and diversified cultural experiences provided for tourists, all of which were owned and operated by the local communities and benefiting them. Other suggestions could be to instigate on-farm or nightlife activities e.g. lodging and camping, or concerts/musical events, to augment agriculture as the main economic activity in the region. Furthermore, special events and additional restaurant and nightlife activities could also be used by the local population of the case study area, thus improving quality of life.

### **6.3.3 Location-Based Factors in Iraq al-Amir and its Surrounding Areas**

According to the evidence provided above regarding location-based factors which could be adopted to assess the potential of agritourism, agritourism in the case study area has strong potential. Location-based characteristics correlate with location-based factors, which are necessary as described in the literature, for instance, urban influences (such as its proximity to Wadi al-Seer and the capital city of Amman) and population density. Moreover, natural amenities such as the mild local climate play a significant role in attracting visitors, with the presence of water providing an added incentive. Topographic variation, which includes variety of rock formation in addition to elevation and vegetation, could be utilized to attract hiking and rock climbing groups. Finally, the proximity of these attractions each to the other means that diversification of tourism product is possible.

The previous section verified that the economy of Iraq al-Amir and its surrounding areas relies heavily on agriculture; 49% of the area is comprised of agricultural lands. Iraq al-Amir covers 35 km<sup>2</sup>, and is divided into 10 areas/villages. Al-Bassah covers 111 km<sup>2</sup>; it also is divided into 10 basins, including al-Bardoun (3 km<sup>2</sup>), and al-Dayr village (2 km<sup>2</sup>; Department of Lands and Survey, 2006).

Most inhabitants of the case study area continue to live in traditional extended families, where everyone is part of the same tribal group. Agricultural work is a collaborative effort undertaken by all family members, including those who also have other means of gaining economic benefits, for example, working in the public sector. In this case, agricultural tasks have to be performed after work or during vacation periods. All in all, agricultural receipts are the main source of income, and generate profits, particularly for residents who harvest figs. Thus all family members are expected to contribute to the collective income.

Both men and women participate in agricultural pursuits. In addition to household responsibilities, women contribute significantly to agricultural economic benefits, as their support enables the family to avoid the necessity of hiring day labor, particularly during peak production seasons, from tilling the land, irrigating and harvesting crops. With regard to marketing and selling processes, it is almost always only the male members of the family who are involved.

This collective attitude to maintaining a successful livelihood from agriculture not only generates an increased opportunity for sustainability, but it also could have a positive effect if local families decided to embrace agritourism in order to diversify their economy and foster diversity. It would be a chance for farmers in these rural communities to create new opportunities and strengthen the economic stability of the family farm, by creating a direct connection with tourists through various farm-based activities, whilst preserving the beautiful landscape at the same time.

### **6.3.3.1 The Family Farm**

The family farm is a “duality between a farm business and a farm household, hence they are both economic and social units” (Smithers and Johnson, 2004, p. 194).

Farming families, together with the farms they operate, would be the essential component of agritourism if the families would transform their operations into agritourism enterprises (McCannell, 2001). In the case study area, farmers are deeply rooted in past traditions. The villages operate in the same way as other rural communities in Jordan. Residents of Iraq al-Amir and its surrounding areas are closely connected to the land, idealizing or sanctifying it, as embodied in a traditional maxim that land ownership and preservation is an honor, indicating the status of land in the hearts and minds of the owners. According to the beliefs of the rural villagers, agricultural work is one of the most important businesses of the area and

the main source of income, even if they have alternative sources of income from other businesses.

Collective societies are epitomized by a sense of friendliness with everyone in the area. Regularity of life in a rural community, where all residents need to rely on other members of their family to assist during busy production periods, requires acceptance of others, with social cohesion emanating from customs, traditions, and religious values. The rural children in Jordan in general and the case study area in specific, are deeply integrated into the local environment in which they live, and are expected to take personal responsibility for agricultural tasks from a very early stage of life. All members of a household must strive collectively to maintain economic receipts from agriculture.

The characteristics above describe the foundations of a rural landscape located near magnificent cultural and natural attractions, which have an increasing value in Jordan society, due to the escalation of development, loss of virgin land to urbanization, and the continuing drift to Amman from regional areas. However, farmers are continuing to practice agricultural activities without consideration of the possible economic benefit of agritourism. They have not transformed usual activities into practices which could be linked to tourism (such as conducting tours where participants contribute to tasks such as fruit picking, where some of the crop is taken as part of the tour, but most remains the property of the farmer) or introduced innovative activities, (such as farmstays), thus failing to benefit from tourism receipts in the area. This is a direct consequence of the lack of awareness among farmers concerning the significance agriculture could have as a touristic activity, lack of knowledge of how to create projects related to tourism, and lack of attention to tourism and funding sources in the area.

#### **6.3.3.1.1 Family Farm Characteristics and Compatibility in the Case Study Area**

The family farm could be engaged in Agritourism, because most farm tourism businesses are “family businesses on family-operated farms” (Potočnik-Slavič and Schmitz, 2013: 266), where decisions in family businesses are based on the family life-cycle concept; that is, family relationships, property, lifestyles, in addition to commercial considerations of growth and profit (Ollenburg and Buckley, 2007). All these issues are equally relevant for a family farm tourism business. Despite economic pressures, however, the family farm still persists, due to the characteristics which will be discussed later in this chapter: ties between family and land, inheritance issues, which include ownership, intergenerational transfer and transfer of

management control. Agritourism could be one way to generate supplementary income from the family farm to maintain family farmland and lifestyle.

According to the most recent statistics, approximately 84% of Jordanians are designated as dwelling in an urban setting in 2015 (including residents of the case study area), with little access to green spaces such as parks and gardens. Therefore, diversifying family farms to take advantage of agritourism as an additional source of income, which would provide positive economic benefits, both for the family in specific and the rural community in general, not only makes economic sense, but provides a much needed respite for urban residents from their 'concrete jungle' (Tradingeconomics, n.d).

The following section aims to identify and discuss common characteristics of family farms which could engage in agritourism, as well as the extent to which family farm characteristics in Iraq al-Amir and its surrounding areas correspond to these characteristics. The extent to which they correspond will determine the likelihood of successful participation in agritourism by the family who operates the family farm tourism business.

#### **6.3.3.1.1.1 Farm Land Ownership**

The main characteristic of family farming is family ownership of the farm, particularly for residents of rural communities. This category excludes farmers who lease land and set up agricultural projects. Land ownership is essential for two reasons. Firstly to maintain a source of income which is invested in the family itself, since their main livelihood is based on agriculture. Secondly, land ownership results from inheritance from the previous generation, and ensures continuity of farm families from one generation to the next (Brookfield, 2008; Garner and Campos, 2014; Djurfeldt, 2016). In accordance with this characteristic, interviews conducted in the local community as part of the case study confirmed that most farms in the area are family-owned, with only a few of the farmers renting land.

#### **6.3.3.1.1.2 Autonomy and Control of the Family Farm**

Autonomy on a family farm enables important management decisions to be made without outside interference. This is an important issue, particularly for farmers who produce food. They must have a stable, resilient base so as to make appropriate decisions (which take both short and long-term consequences into consideration) with regard to timeliness, tasks, production and marketing (Brookfield, 2008; Iwamoto, 2006). Farmers in the case study area have complete autonomy and control over their farms, as both management and operations

rely on family labor for the most part, with both men and women participating, as mentioned previously. This includes decision-making regarding production management and marketing, which is usually organised directly to customers or through a wholesaler. They also receive support from the General Federation of Jordanian Farmers (GFJF), which assists farmers to improve their standard of living and the agricultural sector in general, such as supporting livestock farmers by providing vaccines and advice, and helping to improve access to markets. As a general rule, the major decision makers for crop production are usually men, although, as stated above, there are shared responsibilities between both men and women in the case study area and Jordanian rural areas as a whole (Shatanawi et al., 2007).

Men in the case study area are traditionally responsible for land preparation, whilst women are responsible for weeding, crop processing, harvesting and post-harvest activities (such as food processing), and raising livestock (if it is a small holding). On the other hand, women play a significant role in the management of tree plantations, including watering, treating and harvesting. Finally, responsibility for poultry breeding and the processing of livestock products, particularly dairy, is almost always invested in women.

An existing example for agricultural support and training is the “From Seed to Table” project which was held in collaboration with the Iraq Al-Amir Women’s Cooperative Society in 2010. Women who participated were provided with training on how to access credit from micro-finance institutions and extension services, in order to initiate start-up projects, how to manage their own businesses, and marketing for wholesale markets, rather than directly to customers. They also received support and information regarding their role in agriculture (Tawk et al., 2011).

#### **6.3.3.1.1.3 Provision of Labor**

Some literature discusses the provision of farm labor according to types of family structure and farm size. Farming families may consist of a nuclear family, comprised simply of one set of parents and their children who live with them. However, the extended family is much more common in Jordanian rural areas, and is comprised of multi-generational relatives, such as parents, their children, grandparents, uncles, aunts, cousins, nieces, and nephews, who all live together or in close proximity in the same place. Farming families may have to rely on hired labor for big farms (Brandth and Haugen, 2007; Schmitt, 2010; Djurfeldt, 2016).

In the case study area, the nature of agricultural work varies from one family to another according to the family structure. Some of the smaller families own a correspondingly small-sized agricultural area, although the size of the farm does not always reflect the size of the family. In all cases, regardless of the size of the farm or the family, all family members work together as a collective group (although children play a limited role), as mentioned in previous sections, and organize activities according to the nature of work required and available leisure time. Family members who also work in non-agricultural pursuits, such as civil servants or students, provide assistance after working hours or during vacations. The land belongs to the whole family and passes from generation to generation. Therefore, the whole family feels responsible for tasks, and provides labor throughout the year. This is indicative of a highly efficient and flexible workforce, with an ability to distribute work between agricultural and alternative areas of business as required. Choices are available to them which are not available for larger corporate farms that depend on paid labor. Larger farms may use migrant workers to help with activities, if the work required is beyond the capacity of family members.

Extant literature also focused on the division of labor on a farm by gender, and the role of each member of the household, men, women, and their children. Brandth and Haugen (2007) believe that men are the farmers, while women become engaged in farming through marriage and simply follow their husband's way of life. Martz and Brueckner (2003) conclude that men spend more time on the farm than women. In the case study area, division of labor is regulated by both men and women. Women participate in farming activities such as livestock care, crop production, harvesting, and farm and household maintenance as mentioned above in Section 6.3.3.1.1.2, in addition to household and childcare duties. Men work on the farm in partnership with women. Men have most contact with potential buyers; however, women also have their own contacts, and have connections with institutions and other families in the region. One example is a planned project designed by the Resource Center for Urban Agriculture and Food Security (RUAF Foundation) in collaboration with GAM's Urban Agricultural Bureau. They selected a group of farmers, comprised of twenty men and ten women (some of whom are members of the Women Cooperative), in order to develop a value chain through an organization of urban producers. In 2010, a project for growing spring onions under olive trees taught the principles of how to go from seed to table in Iraq al-Amir.

The role of children, both sons and daughters, is also referred to in the literature. Findings concluded that children are expected to participate in farming activities from a young age

(Brookfield and Parsons, 2007). The work of sons and daughters on a farm include a variety of farm tasks (for example farm field work and livestock care). Children sometimes participate in decision-making (Martz and Brueckner, 2003). These findings are supported to a limited extent by field work undertaken in Iraq al-Amir and its surrounding areas, with children having a limited role in agricultural pursuits. Male children play a larger role in farm activities, starting at a young age, and learning from their fathers and grandfathers, although they do have sufficient time to connect with friends. Daughters usually help in the house and take care of younger siblings, playing a minor role only in farming pursuits. Both sons and daughters are sometimes able to decide for themselves if they will do farm work or choose alternative employment.

#### **6.3.3.1.1.4 The Family and the Farm are Inseparable**

The relationship in terms of proximity between the family's place of residence and the farm location, "their place of work," constitutes a unique feature of a family farm, as proximity results in a particular social organization where the family and the farm are inseparable. When the family's place of residence is close to the location of the farm, the family will take more care of their land. Thus, they will make appropriate decisions regarding the farm because the farm is a reflection of the family and vice versa (Brookfield and Parsons, 2007).

Most of the farming families in Iraq al-Amir and its surrounding areas live close to the farm where they grew up. Currently, agricultural and rural areas represent 72% of the land, with residential areas overlapping the agricultural areas. A result of the proximity of their residence to their farm is that farmers take good care of their lands, crops, animals, and the overall well-being of the farms. Furthermore, most of the farmers work long hours on their farms, because they believe that "when they take care of the land, the land will take care of them"

#### **6.3.3.1.1.5. Intergenerational Transfer**

Intergenerational transfer of the farm, that is inheritance of the family farm from one generation to the next, has both historical and social dimensions (Brookfield and Parsons, 2007). Intergenerational transfer includes three interrelated aspects: succession of managerial control over the farm or agricultural land; retirement or withdrawal by the farm owner from day-to-day management; inheritance or transfer of all business assets to the legal heirs (Lobley et al., 2010; Garner and Campos, 2014; Conway et al., 2016).



The transfer of property in Jordan under Jordan's Inheritance Law (from the Provisional Jordanian Personal Status Law No. 36 for the year 2010) is organized according to Islamic Shari'a (that is, religious) Law. Inheritance laws apply equally to Muslims and Christians alike (all Jordanian citizens are designated as either Christian or Muslim), and state that ownership of all assets, both movable and immovable, is transferred from the owner to the heir after death. Intergenerational transfer of any type of land or assets (but particularly regarding farms in the context of this case study) in Iraq al-Amir and its surrounding areas is axiomatic. Rural communities are dedicated to maintaining ownership of family farms because of the close relationship which binds them to the land, not only because it is the main source of their livelihood. Therefore, most farms are inherited rather than sold to an outsider in cases of an owner's death.

### **6.3.3.2 Income-Generating Opportunities and Potential for the Family Farm and Community in the Case Study Area**

Currently, agricultural production, marketing, and distribution are conducted locally in Iraq al-Amir and its surrounding areas. This is because most, if not all, farmers have little idea about agritourism, or how to exploit agricultural pursuits so as to either add value to existing products or provide an additional source of income; that is, how to make money from agritourism. The major factor for this lack of understanding is the concentration of main stakeholders on cultural tourism activities. In addition, many farmers are not aware of the ways they could use agriculture to provide opportunities for business diversification, which would generate a supplementary income.

Agritourism could offer an opportunity for farmers to deal directly with both domestic and international tourists. This would be equally, if not more important than the agricultural products they currently produce, because it would help farmers to gain experience and friendship, as well as bolstering local concern for visitors and creating an increased desire to satisfy their needs, as visitors would be seen as an additional source of income. This would guide the farmers to think more deeply about alternative methods of conducting business. An added benefit would be to maintain traditional farming practices, particularly as regards the use of animals rather than machinery for farming tasks, and sustaining genetic material from ancient crops which still exist in this area, but have disappeared in other regions. Therefore, a more systematic approach determining animals and plant species in the area is necessary, which would provide further support for the development of agritourism. When exploring the possibility of introducing agritourism in the case study area, it will also be necessary to

identify the types of farming activities which would be most appropriate or beneficial, such as farm-based activities for entertainment and recreation, education, accommodation, and diversification of business.

Farm based income-producing opportunities can be divided into eight groups: farm markets and specialty products, product processing, fairs and festivals, horses and other animals, unique dining experiences, heritage and culture, crafts, and hospitality services such as farm stays.

#### **6.3.3.2.1 Farm Markets and Specialty Products**

Iraq al-Amir and its surrounding areas have a wonderful opportunity to sell a variety of value-added food and craft products, either selling directly to tourists and restaurants or via the internet, especially handicrafts such as home made jam, pickles, preserved vegetables, traditional wheat bread, olive oil, dried flower arrangements, olive oil soap, and herbs grown and sold for medicinal properties. Value-added products would greatly enhance farmer receipts, and could provide increased income during times of the year when receipts from agricultural activity are low, such as during winter, when less products are in season. In addition the warm weather in Iraq al-Amir in winter is attractive to visitors from colder regions.

#### **6.3.3.2.2 Product Processing**

Products could be comprised of home made dairy products such as milk, cheese, ghee (clarified butter) and yoghurt. Alternative options are honey, shrak (a type of unleavened flatbread), and herbs. These could also be used as educational activities by providing tours of production areas, with possible opportunities for visitors to participate in production, as well as resulting in product sales.

#### **6.3.3.2.3 Fairs and Festivals**

Local communities could hold fairs for handicraft products, as well as seasonal festivals for local traditional food, hand made crafts and heritage; a Fig Festival could be organized during harvest season for this important local fruit, as figs from this area are highly valued throughout the country. It will provide farmers with a profitable way to attract visitors and present an attractive image of the area, as well as marketing local produce, which will commence the process of linking agritourism with other forms of existing tourism.

#### **6.3.3.2.4 Horses and other farm animals**

Goats, sheep, donkeys and horses often attract many visitors, children in particular. They have educational and entertainment purposes with animal feeding, petting, horseback riding, in addition to direct dairy product sales, as mentioned in section 6.3.2.5.

#### **6.3.3.2.5 Unique Dining Experiences**

Rural communities in the case study area have an untapped resource in terms of organizing farm related activities, for instance presenting their local, traditional foods to tourists in a unique atmosphere, thereby providing visitors with a chance to deal directly with the local community itself and to try local food. This would be an additional experience for tourists from both the archaeological and nature/environment segments, as it would diversify activities and experiences available in tourism activities which already exist. It also presents local community culture, history, and tradition through the lens of its local food and drink. These activities, if implemented alongside existing and potential tourism segments, could stimulate local community development, contribute to site attractiveness, preserve the local environment and cultural heritage in these sites, enhance the identity of local communities and instill a heightened sense of pride, while strengthening rural economies at the same time.

#### **6.3.3.2.6 Heritage and Culture**

Agriculture would provide an opportunity to inform visitors about rural lifestyles, if visitors were given the opportunity to stay or work on a farm. This would boost knowledge and experience of the community's local culture for their guests, whilst presenting an opportunity for visits to archaeological sites, which tourists may not do if they are in the area for less time, depending on their personal interests.

#### **6.3.3.2.7 Crafts**

The Iraq Al-Amir Women's Cooperative Society already has a strong presence in the region, and an existing set of loyal customers. If agritourism were introduced, both tourism activities would be able to support the other, as visitors who were attracted to one could be persuaded to use the services or try the activities of the other. Shopping, whether tourists are domestic or international, is the second favorite touristic activity. The Women's Cooperative society already provides breakfast and lunch, with a large variety of locally produced or regional handicraft products on sale, and is well patronised. It would be a simple matter to encourage visitors to the Society to call in on agritourism ventures; on the other hand, new customers

who were attracted to agricultural tourism activities could be encouraged to visit the Women's Cooperative, thereby increasing their current set of customers.

#### **6.3.3.2.8 Hospitality Services—Farm Stays**

Farm stays would be a possibility in the region, if the local community could be persuaded to accept the idea to welcome tourists into their house. It would provide an alternative tourism experience, whilst providing services for food and drink, if visitors were merely looking for rest and relaxation, or more intensive activities if visitors were interested in participating in the daily life on a farm. In either case, activities on a farm could include:

- a) Two to three hour visits to observe or participate in farm work, such as feeding or milking animals, cultivation or harvesting processes and procedures, or simply to enjoy country cooking in a relaxed environment.
- b) Spending a whole day, either participating in farm activities, or simply enjoying an all-day picnic. Food could either be brought from home, provided by the farm, or a combination of both, depending on individual preference.
- c) Extended visits, either overnight or for a few days. In this case, the opportunity for a much more diversified product, which takes advantage of all three tourism segments, agritourism, cultural heritage tourism, and nature-based tourism, is possible.

Thus it can be seen that the niche product agritourism has a strong potential in Iraq al-Amir and its surrounding areas, and could embrace a wide variety of activities. Activities could include buying produce directly from a farm stand, feeding animals, participating in a farm-stay, eating traditional local food, or spending time on a farm to learn how it operates, helping with farm work, picking fruit, herding sheep, or simply visiting a farmer's market and having the opportunity to experience local produce and buy produce or handicrafts related to that region to take home. All of this could enhance visitor experience, and enable outsiders to learn about this beautiful rural setting and its greatest asset—the warmth and hospitality of its people. This is a particularly ideal place to introduce such a concept as, contrary to most other countries and regions, local communities are not only still dependent on agriculture to support the economy, they continue to use traditional methods, which have disappeared elsewhere, to farm, raise livestock, and produce dairy. These traditions are appealing to tourists, and would provide a substantial opportunity for local communities to become involved in the provision of touristic activities, and thereby share in the benefits directly. Additionally, this initiative

would assuredly boost tourism receipts for the local community, and provide a year round economic benefit; it would be particularly lucrative in winter, when farming income is at its lowest, but the area is attractive to Amman residents escaping the cold, due to its position on the lower slopes of the Jordan Valley. They could promote it alongside more traditional tourism activities, which would thus provide an environmentally friendly product, in addition to preserving local culture and traditions while benefitting communities

#### **6.3.4 Target Groups**

This section will present potential consumers who could be attracted by agritourism.

Domestic visitors are the most significant target market, as the study area is one of the most popular destinations from Amman for day excursions. High season is from April to October, particularly on the weekend, as mentioned previously (6.2). A diversified tourism product, particularly activities provided by agritourism, would benefit both locals and visitors, increase direct sales to farms, (which provide higher economic returns than selling to wholesale outlets), and educational activities for visiting children, as well as the opportunity to enjoy the area's natural environment

An alternative target market which would benefit the Amman community as a whole, in addition to local residents of the Iraq al-Amir area, would be to provide tours or farm stays for school students, where they could learn about the importance of the agricultural sector and the nature of rural communities by participating in educational activities, such as crop cultivation, olive harvesting and fruit picking.

In addition to this, international tourists desiring a unique experience in a rural setting could engage in a variety of activities on a family farm, which would be educational as well as recreational. If such activities brought international and domestic tourists together, it would also provide a cross-cultural activity in an informal setting, assisting to break down barriers and promote mutual understanding. Such an initiative has recently been launched in Salt by the Al Marj company, with partial support from the USAID. The agritourism initiative, which has attracted local and foreign visitors since September 2016, consists of various activities such as farm tours and hands-on activities

Finally, plant and animal products could be marketed to visitors during all these activities, either through direct sales on the farm itself, or from local businesses such as the Iraq al-Amir Women's Co-operative, or local stores and restaurants.

## **6.3.5 Potential Agritourism Impacts on the Local Community**

### **6.3.5.1 Economic Impacts**

Agritourism, because it combines visits with agriculture and offers a different way for visitors (both domestic and international) to see an area, meet its people, and learn about its culture, would lead to positive outcomes for the whole community. Agritourism plays an important role in diversifying agriculture, providing economic and social impacts not only for the farm and its owners, but also for the rural community as a whole. The ability for farm owners to generate a secondary income improves the overall quality of life for all inhabitants, by generating a significant contribution to economic benefits which then flow on to secondary industries, hence increasing development in the entire region.

Studies which have been conducted to examine the economic impacts of agritourism on local communities have revealed both positive and negative impacts. For example, a study on the effects of agritourism on a farm family's income in Michigan concludes that innovative economic options, which generate an alternative source of revenue through sales, sales taxes, and local employment in tourism-based activities have a positive effect on the rural community (Che, 2007). Busby and Rendle (2000) agree that agritourism results in a positive economic impact; they consider farming and tourism inseparable in terms of positive economic benefits through generation of a secondary income which then provides follow on benefits to the local economy.

Agritourism may also generate negative impacts. For instance, Salamon (2003) describes how three rural American communities, agrarian, post-agrarian, and a combination of the two, were transformed socially and physically by regional suburbanization. Regional suburbanization threatens the uniqueness of small towns, and homogenization of agricultural communities can result in negative influences on rural youth, such as loss of place and community identity. However, a study on the impact of agritourism on local agricultural occupation in the Chang Klang district, southern Thailand, by Na Songkhla and Somboonsuke (2012) reveals that two positive impacts are an increased likelihood that agriculture will be retained as the main economic industry, together with diversification of agricultural career opportunities. Negative impacts of agritourism mainly focus for the most part on the use of agricultural resources for tourism rather than agriculture.

McGehee (2007) points out the benefits for a family farm by referencing the economic benefits agritourism provides for the farm household, by enabling it to develop non-agricultural enterprises, or by providing additional financial means which enables agricultural production to increase. Ollenburg and Buckley (2007) consider that agritourism may provide an alternative to off-farm employment, boosting receipts for both the farm business and household in times of economic hardship until the situation improves. Finally, Ilbery et al. (1998) assert that agritourism augments a farm's economy by reallocating farm resources so as to diversify a traditional agribusiness into alternative, non-agricultural products, which are generated by existing elements (and therefore can be provided at little or no extra cost), such as production, resources, and farming skills.

Regarding negative impacts of agritourism, some studies have revealed negative attitudes towards the use of agricultural resources for tourism. For example, Brščić (2006) notes that the development of tourism-based activities is not an element of agricultural productivity. Busby and Rendle (2000) claim that the relationship between agritourism and agriculture becomes weaker, as tourism activities on a farm eventually become dissociated from the agricultural business. The study by Fleischer and Tchetchik (2005) reveals negative attitudes towards agritourism. They established that touristic activities on a working farm are worthless to visitors, and that tourism services appear to use production factors in order to provide benefits for tourism companies managed by non-farmers.

It is evident from the preceding discussion that Iraq al-Amir and its surrounding areas could have a great economic potential in agritourism, which could in turn assist in saving the unique lifestyle in the case study area, because the family farm is the cornerstone of the rural landscape, and contributes to the picturesque and rural vistas. Not only does creating diversity in agricultural pattern and job opportunities make a difference to the lives of farmers who are suffering economically, the impacts can be direct, including supplementing individual earnings. This in turn would contribute to overall community income, thus improving quality of life for the region as a whole, by providing alternative opportunities to market their agricultural products, engaging in on-farm diversification activities, and selling a variety of value-added food and craft products, as mentioned in Section 6.3.3.2.1. Finally, an additional benefit would be the indirect impacts from improved infrastructure.

### **6.3.5.2 Socio-Cultural Impacts**

Social effect refers to any alteration in the quality of life of residents as a result of tourism (Wall and Mathiason, 2006): behaviors, social relationships among families, lifestyle, customs, and traditions of the community. Many studies have been conducted to investigate the social impacts of agritourism on local communities. Agritourism activities can be a tool to maintain cultural identity, build pride in the local community, and help to develop a positive attitude within the local population towards environmental protection (Granau and Koffman, 2009; Karabati et al., 2009).

In terms of social impact, some studies reveal positive attitudes towards the introduction of agritourism, such as Michal et al. (2009). They claim that positive social outcomes can be expected, including obtaining new experiences and skills, meeting new people as a result of direct contact and ties with agritourism, and an opportunity to revive rural traditions. In contrast, some studies reveal negative attitudes towards the social impact of agritourism. Bwana et al. (2015) state that social interactions between local rural communities and agritourists can have a negative social influence, such as crime and prostitution.

The farmers in Iraq al-Amir and its surrounding areas could have significant potential from the socio-cultural impacts of agritourism, including 1) community empowerment in terms of maintaining their cultural identity, as well as fostering pride and confidence with the local community; and 2) rural community development.

### **6.3.5.3 Environmental Impacts**

Agritourism may also have an environmental impact, which can be both negative and positive. Michal et al. (2009) postulate on the effects the development of agritourism has on a rural community, such as strengthened care for the environment and enhanced local infrastructure. In contrast, Kline et al. (2007) focus on the environmental impact of farm visitors. They state that agritourism helps to preserve the natural environment. On the other hand, Barbieri (2013) establishes that agritourism has positive impacts, include preserving the landscape, habitats, and soil productivity, in addition to maintaining ownership of agricultural land for future generations.

As stated previously in this chapter, (6.2), Iraq al-Amir and its surrounding areas have wide diversity of natural resource attractions. Agritourism can assist in managing and encouraging the local community and other concerned individuals or organizations to preserve the natural



and cultural resources of communities, and will create environmental awareness among the local community. Consequently, ensuring the environment's attractiveness and the natural landscape is one of the attributes that constitute landscape heterogeneity, agricultural production and variation in the case study area (both summer and winter agricultural products), combined with the percentage of agricultural land use in comparison with other land uses. All these elements together produce a heterogeneous landscape, with a variety of land use (as previously mentioned in Section 6.3.2.7).

### **6.3.6 The Expected Impacts of Agritourism in Iraq al-Amir and its Surrounding Areas**

Regarding the case study area, farmers could receive many benefits, as agritourism could provide a gateway to achieving increased economic development in rural communities. Since agriculture is the main source of income for a large proportion of the inhabitants, the introduction of this diversification of local industry would provide a significant opportunity for farmers, especially as an additional source of income is a necessity for a large sector of the farming population. It will also create exciting opportunities for marketing locally produced products; add value to agricultural production, whilst diversifying and strengthening revenue.

Agritourism could be an adjunct to other forms of tourism, both existing and potential, as cultural and nature-based tourism are not always interesting for some people. If more than one tourism segment is available within the community, economic development is provided for a larger segment of the local community, and ensures a more active participation of the whole community in tourism. Promoting multiple tourism activities, which are mutually reliant on each other to provide participants, may lessen competition and conflict between locals which may otherwise arise if there are limited opportunities for participation. Furthermore, opportunities for farmers to create agritourism activities, which will transform part of their farming activities into innovative, non-agricultural production, will assist to ensure the survival of farming in the local community and allow individual farmers and their families to continue farming, rather than being forced to sell or move to the city in times of economic hardship, thereby maintaining the traditional rural lifestyle and strengthening self-identity. Moreover, agritourism may increase government provision of infrastructure and superstructure in the area, as facilities provided for tourism activities in rural areas can also be used by local inhabitants. Therefore, the introduction of agritourism is likely to lead to preservation of the area's distinctive cultural and natural traits, local family traditions and customs, and increase local awareness of the significance of a diversified tourism industry. In

addition, a focus on tourism based industry within the area will also help to ensure the sustainability of archaeological and natural attractions, as local inhabitants begin to understand that all tourism segments are mutually reliant, and that damage to one will impact on the others.

### **6.3.7 The Significance of Agriculture from the Viewpoint of the Local Community**

The concept of agricultural tourism is not appreciated by the local community, although cultural and natural tourism is accepted and sought after. Members of the local community were asked about the significance of agriculture: “Would you prefer to establish a project related to tourism or leave agriculture?” This question is designed to measure extent of awareness among the local community about agricultural projects and other non-agricultural tourism projects.

Responses included both supportive and negative points of view, with some accepting the idea of establishing a project related to tourism, whilst others preferred to remain with agricultural projects only. Some farmers would be willing to change from agricultural work and invest in tourism projects, particularly those based on cultural or nature tourism, if given the chance. They believe the existing tourism opportunities would be more profitable because of the lack of awareness among farmers at the present time regarding the relationship between tourism and agriculture.

For example, M.D. from al-Bassah replied: *“Yes, if I had a chance to invest in tourism I would, and leave the agricultural industry.”* A.M. agrees: *“Definitely, if I was given the chance.”* M.S. said: *“If I were a farmer I would prefer to establish a tourism project more than remaining in the agricultural business, even though tourism is seasonal, because it is more profitable than agriculture.”* AK.M, from Iraq al-Amir said: *“Yes, most likely I would, because it generates a higher profit than agriculture, especially if the project was close to the archaeological sites.”* N.M. from al-Bassah also stated: *“Yes, it would be good to invest in tourism because it has better economic returns.”* H.S. from Iraq al-Amir replied: *“Yes, if the project would provide a higher economic return than agriculture.”* However, E.M from Iraq al-Amir noted that: *“We have tried to invest in tourism, because it has a greater economic return than agriculture, but we have encountered problems relating to the licensing law.”* Thirteen respondents from al-Bassah, al-Dayr and Iraq al-Amir had the same positive opinion, but did not provide further detail.

In contrast, three respondents replied negatively, with no details. Others, while still rejecting the idea, provided a reason why. A.M. from al-Bassah stated: *"I am a housewife and I could not work outside the home."* Most provided the same reason, which was related to lack of experience in managing tourism projects. Y.M. from al-Dayr village said: *"No, I can't, because I am an old man, and I don't have any experience for investing or working in tourism."* UM.M. from al-Dayr village said: *"I don't have experience to establish such a project, and I have the responsibility to take care of my family."* In support of this argument, UM.M from al-Bassah, said: *"I don't have sufficient background to start a tourism project, and tourism requires experience before you can start."*

Some farmers spoke about the significance of agriculture as their main source of income, without knowing the significance of farming for tourism. For example, UM.S. from al-Bassah stated: *"Impossible, agriculture is the main source of living and livelihood for my children."*

Some respondents can see that the integration of agriculture with tourism would be a good opportunity, as stated by M.M. from al-Bardoun: *"Certainly, it would be a good chance to exploit agriculture during the tourist season, because I want to make more money."* His wife, however, refuses to change, because she believes there is no other economic source: *"Al-Bardoun needs good investment and new ideas. The government should offer incentives to farmers to experiment with new crops that will benefit the community."* In support, G.S from al-Bassah said:

*"The nature of the region is agriculture, and more than 85% of the local community depends on agriculture, so they should move towards investing in projects, including exploiting agriculture for the tourism sector. For me, maybe I accept, but I need to search for financial support in the first instance, because investing in tourism projects needs funding. In other words, profit mechanisms from the agricultural sector are immediate and well known to the local community, but we would need many years to return profits in tourism projects."*

### **6.3.8 The Role of Women in Agriculture in Iraq Al-Amir and its Surrounding Areas**

Women play an important role in rural areas in general and in the agricultural industry in specifics, both an national and international level, as they play a fundamental role in all

agricultural activities (Johnson, 1998). Women represent 43% of the total agricultural labor force in developed countries; with the average for developing countries in South Asia and Africa almost 70%, and more than 60% respectively (FAO, 2015). In contrast, females engaged in agricultural activities in Jordan on average represent only 4% of the workforce, undertaking activities such as agricultural production and processing, animal husbandry or wage labor (Flynn and Oldham, 1999).

Iraq al-Amir and its surrounding areas stands out from the status quo in terms of female employment, as women, in addition to their household duties, play a substantial role in almost all agricultural and livestock activities, and are largely responsible for household food security and production. They also share decision-making with men regarding agricultural production and livestock management. Men are accountable for preparation of land for agriculture, while women are responsible for grassing, harvesting, crop processing, and managing livestock, in collaboration with other family members; if the farm is large and economically strong, it may also make use of day workers. Women are also usually engaged in vegetable production if it is close to the house, while men usually market produce.

With regards to non-agricultural tourism projects, it would be difficult for women, except perhaps those which were educated, to participate in work which involved leaving the property or having contact with people (particularly males) who were not family members. Some men believe it is suitable for their wives and daughters to work on the farm, but consider women working on other tasks to earn additional income unacceptable. This is directly related to the culture of traditional Arab societies, which are very much still in evidence, particularly in rural areas. As stated by the women themselves, it is a “Culture of Shame”, with certain work activities not accepted by the community in general. Performing these jobs (including work related to tourism) would lower one’s social status. In this context, A.M from al-Bassah asserted: *“No, I would not accept to work in tourism because I am a housewife and I cannot work outside the home. However, I can work in agriculture with my family.”* U.A.M. from al-Dayr held the same opinion: *“I can work in agriculture with my husband and his family, but tourism would be impossible, because my husband does not allow me to work outside the home.”* The same opinion was stated by UM.M. from al-Dayr: *“I have a responsibility to care for my family. Therefore, I prefer to be beside my husband in agricultural work because it is the source of our livelihood.”*

### **6.3.9 Involvement of Local Community**

The involvement of the local community in agritourism is a very important aspect, in that the various activities should be planned carefully in order to ensure success (Fahmi et al., 2013). Local communities will need to develop procedures which bolster the confidence of farmers. If agritourism projects are successful from the beginning, it is more likely that community participation in this form of tourism will grow, as economic and social benefits will have positive impacts for participating families. This could be achieved through programs which enhance awareness, perhaps by organizing visits to families and organizations in other parts of Jordan which are already operating such activities, to allow local operators from Iraq al-Amir to conceptualize the significant role agriculture can play in the tourism sector if the mix of activities is planned thoughtful, thereby contributing to tourism diversity in the area. Diversified farming activities will attract tourists.

However, local residents must participate in brainstorming sessions to identify programs commensurate with the local environment, in order to make collective decisions regarding which activities would be acceptable to local operators as well as sought after by tourists, not only to discuss direct benefits they could receive. Even if economic return is high, it is likely that activities will fail if local farmers and their families are not comfortable providing them. For example, farm home stays can generate high economic return with little financial input required from the farmer, once accommodation has been arranged, but if the farmer or his family are not comfortable with strangers staying in their home, it is unlikely they will continue to offer the service. This is where support from experts and related institutions can provide help, assisting farmers to identify the elements of their farm which already exist which could be used for agritourism, and which elements would need to be developed before agritourism could commence. Advice on limiting the impact of touristic activities on the family's private life, and helping them to deal with the presence of strangers would also mean that projects are more likely to be successful in the long term. Financial and technical assistance would also be needed to develop suitable activities. Here national and international NGO's would be helpful. Once the infrastructure and activity programs have been developed, marketing advice for agritourism, including how to join cooperatives or work with tourist offices to attract tourists will be necessary.

### 6.3.10 Key stakeholders

In order to achieve this, it is imperative to identify all stakeholders and their roles; these can be divided into four groups: the public and private sectors, NGOs (both local and international), and the local community (see Fig. 6.3.6).

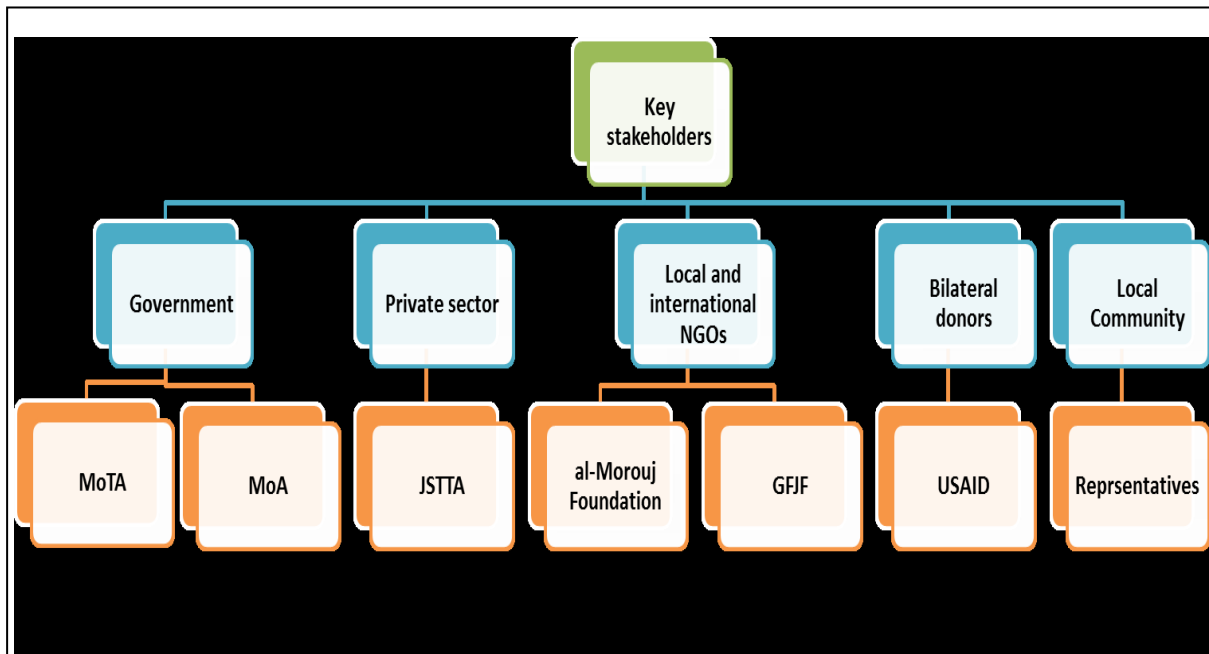


Figure 6.3.6: Key stakeholders required to develop agritourism (The researcher).

#### 6.3.10.1 Public sector

MoTA could play a major role in developing and promoting agritourism in Iraq al-Amir and its surrounding areas by inaugurating a festival celebrating the fig harvest, as the region already attracts large numbers of people from various regions of the country (especially from the governorates of Jarash, Ajloun, Zarqa, Balqa, and Amman) during the harvesting season. Most local figs are organic, that is, free from artificial hormones, genetic modification, and chemical fertilizers and pesticides. A Fig Festival, as one element of a program of agritourism activities, would be an opportunity to link the tourism segments, that is, agritourism and cultural heritage tourism by promoting agricultural products during cultural heritage tours. This would contribute to increased sales of agricultural products, provide an opportunity to promote the Iraq al-Amir Women’s Cooperative, including their handicraft shop, and enable tourists to sample traditional cuisine either on private farms or during visits to the handicraft shop. If instigated, it would contribute to providing economic benefits for many women in the community who are currently economically dependent on the males in the family, as well as

providing an alternative cultural and art event in the area. MoTA could include the Fig Festival in the Jordan Sweetest Initiative program, which is part of its Domestic Tourism Department. The event could be held annually as a domestic tourism highlight, in much the same way as the Orange Festival, which takes place every year at the Pella Archaeological site in Tabaqat Fahl.

MoA is the leading organization for the agricultural sector in Jordan. It could provide help for farmers by providing advice for production, and use of pesticides, through the Department of Plant Protection and Phytosanitary. A desire for organic produce is increasingly apparent in Jordan society, as more people are aware of health risks associated with prolonged use of chemical pesticides and fertilizers. Agritourism projects could capitalize on this by promoting organic production throughout the area, and base marketing strategies for their tourism activities on the availability of organic produce.

#### **6.3.10.2 The private sector**

Private sector bodies are represented by tourist offices affiliated to JSTTA as described in Sections 6.1.6.2 and 6.2.5.2. Their main responsibility if agritourism were to be introduced would be to represent inclusion of family farms in tourist information, in coordination with the farm owners.

#### **6.3.10.3 Local and international NGOs**

The most important local NGO concerned with the development of agritourism in Jordan is the al-Morouj Foundation, which was established in 2015. Their main responsibility if agritourism were introduced would be to provide agritourism training for local guides and provide training for farmers who wish to open their farms to tourists. They could also coordinate with local institutions and establish partnerships to develop agricultural tourism. Finally, the foundation could contribute financially for the design, establishment and implementation of a website which would provide information on agritourism for prospective tourists, and perhaps have a reservation option so guests could book online.

The General Federation of Jordanian Farmers (GFJF) is the other local NGO which aims to help farmers improve their standard of living and to develop the agricultural sector, such as providing vaccines, support to livestock farmers, and helping them improve access to markets. The GFJF could cooperate with MoTA to promote the Fig Festival as part of its role

in promoting Jordanian products in overseas markets, by establishing agricultural fairs, and providing additional funding and marketing opportunities for farmers.

#### **6.3.10.4 Bilateral donors**

U.S.A.I.D. has an active and effective role in tourism development in Jordan through its Siyaha program. Siyaha could support agritourism by providing funding to build additions or renovate farms and homes so as to make them suitable for touristic activities and accommodation. Additionally, Siyaha could support capacity building for the area, by working with the al-Morouj Foundation to provide training on food cleanliness, hospitality skills, product packaging, and farm management.

#### **6.3.10.5 Local Community Representatives**

Local community representatives from GAM and the House of Representatives would have the same responsibility as mentioned in sections (6.1.6. and 6.2.5).

#### **6.3.11 Legal framework**

No laws or instructions, such as statutes or instructions for issuing licenses and permissions to operate a farm for touristic purposes, have so far been ratified in Jordan. Agritourism is a new concept, and is diffusing across governorates through individual initiatives; there is no formalized system in place. Some operatives offer their homes to host tourists from around the world, as a type of “Air B & B”, or work with various tourism programs in cooperation with tourist offices. Others use modern technology and communication to arrange programs directly with tourists. It is essential that clear instructions on home-stay programs are enacted, in order to protect both agritourism operators and their customers, as well as to inform farmers about taxes, fees and licenses required.

#### **6.3.12 Conclusion**

This chapter evaluates the potential of Agritourism in Iraq al-Amir and its surrounding areas, based on location-based factors. Eight variables are used to describe these factors which may be associated with the success and development of agritourism. It demonstrates that agritourism has strong potential in the case study area, as the location-based characteristics correlate with location-based factors. This thesis could be developed as a model for the case study area, based on the characteristics of potential agritourism. It could be used to design and implement successful agritourism operations.



The chapter also deals with the opportunities and potential of using the family farm as a type of agritourism in the case study area. Family farm characteristics have been discussed to identify their compatibility in the case study area, because all family farm characteristics are equally relevant for the family farm tourism business. It verifies that most farms in Iraq al-Amir and its surrounding areas are family businesses on family-owned-and-operated farms. This would provide an opportunity to operate agritourism successfully, because the case study area corresponds with all required characteristics.

The chapter also discusses income-generating opportunities and the potential for the family farm and local community in general in the case study area (Section 6.3.3.2). Eight groups of farm-based income-producing opportunities were identified which could be operated in the case study area.

Potential agritourism impacts on the local community in general are presented in Section 6.3.6, together with the expected impacts of agritourism in the case study area.

The significance of agriculture from the viewpoint of the local community is assessed in Section 6.3.7. A question was asked concerning the significance of agriculture, in order to measure the extent of awareness among the local community about agricultural projects and other non-agricultural tourism projects; the findings illustrate that responses were both supportive and negative. Negative viewpoints are due to a lack of awareness among farmers regarding the relationship between tourism and agriculture, which therefore requires procedures which bolster the confidence of farmers to be developed; this is discussed in Section 6.3.9, as well as supporting evidence from experts and related institutions. The need for financial and technical assistance is discussed in Section 6.3.10.

Finally, the legal framework is discussed, revealing that there are no statutes and instructions regarding agritourism in Jordan, and that the few initiatives which have already been launched have been on an individual basis. Clear instructions are needed in order to provide protection for both operators and visitors, as well for taxes, fees and licenses.

## Chapter Seven: Discussion and Results

This chapter presents the findings based on the criteria identified in Chapter Five regarding the suitability of Iraq al-Amir and its surrounding areas. Three tourism segments will be identified, inventoried and classified according to tourism activities which could be developed.

### 7.1 Attraction

Attraction is a key component of tourism and it is the foremost criterion. It is the main motivation driving tourists to visit a certain destination, together with provision of services. According to Lew's (1987) classification, attraction is divided into three categories, natural, nature-human, and man-made; each of these are then further separated into subdivisions. However, Swarbrooke (2012) identifies four major classifications: natural resources, man-made features that are designed to attract visitors, man-made features that are not designed to attract visitors, and special events.

Kušen (2010) believes the ability of a destination to be considered as a complete tourism product depends on the availability of attractions. Sufficient attraction must exist; that is, tourism potential must be a reality and it must be possible to develop all services required. These two resources (attraction and services) are the most important components for a tourism product. Therefore, a destination will not become a tourist attraction unless at least one attraction which can be developed and promoted exists (Boniface et al., 2016). Without attractions tourism would not exist, and there may be no need for other facilities and services without the attraction (Gunn, 2002).

On the other hand, destinations can have unknown or unevaluated resources awaiting discovery, identification, and evaluation for development. This is consistent with Kušen's classification (2010) who divides the attraction resource into two categories: 1) existing tourism attractions which can be promoted and are ready to enter the tourism market, and 2) potential tourism attractions which could become real attractions if services were provided; for example, accessibility and tourism infrastructure. Finally, appropriate tourism development for a destination must be identified, evaluated, and determined.

**Result 1.** There are known and unevaluated cultural resource attractions in Iraq al Amir and its surrounding areas which could be developed for tourism.

According to the findings of this study, respondents referred to Iraq al-Amir and its surrounding area as a region with diverse tourist attractions which could be developed for touristic purposes. Its unique cultural tourism resources have significant potential for the cultural tourism market, both domestic and international, which are underutilized in the current situation. Respondents divided existing resources into two categories: natural and cultural attractions. The main cultural tourist attraction in the case study area which is already on the tourist map is the Hellenistic Palace, Iraq al-Amir (Qasr al-Abd) together with its associated caves.

Other archaeological features surrounding Iraq al-Amir, as identified in Chapter Six (6.1), are only potential destinations at the present time.

The case study identified, inventoried, and classified ten additional cultural resources which could be developed for tourism but are unknown and unevaluated so far (see Tables 7.1 and 7.2). These could form the basis for developing more extensive cultural heritage tourism, thus benefiting a larger proportion of the inhabitants, as identified in Chapter Six (6.1). The findings establish that this area has significant potential for cultural heritage tourism. All respondents confirm that Iraq al-Amir and its surrounding areas has diverse tangible cultural heritage resources (that is, archaeological features, handicraft products, heritage buildings, and the unique value of Iraq al-Amir itself), together with the intangible cultural heritage of the local rural communities. A combination of these resources, in addition to the area's biodiversity and natural topography, could be used to develop the tourism sector in the case study area.

According to the respondents, the following sites are suitable for cultural tourism; the Iraq al-Amir complex, including the palace and the caves, Ottoman Period heritage buildings, and the Handicraft Village. Ten additional cultural resources were added to those identified during field work for the case study (see Table 7.2 for details). Two of these have been excluded from the proposed heritage trail due to the lack of published data.

It is important to locate additional cultural heritage resources, both tangible and intangible, which could be developed for tourism so that length of stay is extended, enabling more local businesses and tourism operators to benefit from tourists. Developing and promoting the whole area as one linked destination is feasible, as all of the villages are in close proximity, (there is only two to three km between each). This would lead to an increased segment of the local community sharing in the benefits of tourism.

**Result 2.** There is a diversity of natural resource attractions in Iraq al Amir and its surrounding areas which could be developed for tourism.

The findings confirm that diversity of natural attractions exists, categorised by 1) the general environment. The landscape is extremely beautiful, with a number of panoramic lookouts and sweeping vistas, due to the region's topography, which is characterized by varying heights above and below sea level; 2) specific features regarding the area's geology, flora, fauna, and abundant water resources; and 3) extended seasonality, due to protracted summers and short winters, with warmer temperatures than in Amman, due to its lower elevation.

The main motivation for domestic tourism, as identified by the respondents, is to access the natural features; a large number of day-trippers choose the area as a weekend destination for outdoor excursions, particularly in spring. Thus, the area has the potential to further develop natural attractions, firstly because its proximity to the capital city could allow it to become one of the most important natural tourist destinations in Jordan. Secondly because it is possible to expand the existing nature-based tourism into the international tourism markets. Finally, the area, with its large tracts of agricultural land, has the potential to develop agritourism as there are some location-based factors which would help to develop family farms already in existence. These could provide a basis for further development as an agritourism destination, thereby creating new opportunities in the region and leading to economic diversification.

The following tables ( 7.1 and 7.2) show the identification, inventory, and classification of the existing and potential resources for tourism in Iraq al-Amir and its surrounding areas. Table 7.1 shows the list of existing and potential primary tourism resources which were identified and inventoried during the field work. This study identifies 7 existing and 15 potential tourism resources, 9 of which are natural resources (3 existing and 6 potential); 13 are cultural resources (4 existing and 9 potential). Table 7.2 shows the proposed classification of tourist resource attractions by the researcher which could be developed for tourism

Table 7.1: Inventory of existing and potential tourist resource Attractions

<b>Primary Natural Resources</b>	
<b>Existing resources</b>	<b>Potential resources</b>
<ol style="list-style-type: none"> <li>1. Water resources: springs, water channels</li> <li>2. Landscape</li> <li>3. Green spaces</li> </ol>	<ol style="list-style-type: none"> <li>1. Flora and fauna</li> <li>2. Scenic diversity</li> <li>3. Geological features such as a massive limestone unit</li> <li>4. Adventure potential opportunities (hillside walk, driving through rugged terrain)</li> <li>5. Recreation potential opportunity (able to offer other outdoor recreational activities for domestic visitors such as picnicking horse riding, walking, photography, biking)</li> <li>6. Good wide landscape vistas</li> </ol>
<b>Primary Cultural Resources</b>	
<b>Existing resources</b>	<b>Potential resources</b>
<b>Historical attractions</b>	<b>Historical attractions</b>
<ol style="list-style-type: none"> <li>1. Iraq al-Amir-Palace of Slave</li> <li>2. Iraq al-Amir caves</li> </ol>	<ol style="list-style-type: none"> <li>1. 'Muallaqat al-Dayr</li> <li>2. al-Bassah cave and church</li> <li>3. Ancient Roman aqueduct</li> <li>4. Khirbet Sara</li> <li>5. Khirbet al-Sur</li> <li>6. Dolmen fields</li> </ol>
<b>Traditional attractions</b>	<b>Traditional attractions</b>
<ol style="list-style-type: none"> <li>1. Handicraft village</li> <li>2. Handicraft showroom</li> </ol>	<ol style="list-style-type: none"> <li>1. Architectural: Heritage building, old town of Wadi al-Seer, Circassian mosque, old water mills</li> <li>2. Performing art: music, dance</li> <li>3. Social practices: culinary traditions (mansaf, shrak, lezagiat, coffee)</li> </ol>

Table 7.2: Proposed classification of tourist attractions in Iraq al-Amir and its surrounding areas

<b>Natural resource attractions</b>	
<b>Sub-category</b>	<b>Example</b>
<b>Climate</b>	<ol style="list-style-type: none"> <li>1. Warm to hot summers (August is the hottest month, ranging from 19°C to 34°C)</li> <li>2. Long summers (April to October)</li> <li>3. Warm winters</li> <li>4. Pleasant spring temperatures</li> </ol>
<b>Landforms and landscape</b>	<ol style="list-style-type: none"> <li>1. Varying heights above and below sea level (from + 980 m to – 40m)</li> <li>2. Hillsides, slopes, valleys and steppe</li> <li>3. Mountains (for example al-Kursi, N'air, Seitan, Eawlia, Arqoub, al-Bahath, and Alurymh)</li> <li>4. Panoramic vistas</li> </ol>
<b>Water resources</b>	<ol style="list-style-type: none"> <li>1. Springs (for example al-Kursi spring, Ain al-Dalya, Ain al-Tarabil)</li> <li>2. Water systems (for example canals)</li> </ol>
<b>Flora</b>	<ol style="list-style-type: none"> <li>1. Evergreen forests (for example oak, carob, wormwood)</li> <li>2. Medicinal and wild herbal species (32 identified species)</li> <li>3. Wildflowers (particularly the Black Iris)</li> </ol>
<b>Fauna</b>	<ol style="list-style-type: none"> <li>1. Mammalia: Chiroptera (nine species)</li> <li>2. Mantid (four species)</li> <li>3. Butterflies: Tarucus rosaceus (one species)</li> <li>4. Long-horned grasshoppers: Orthoptera (one species)</li> <li>5. Frogs (two species)</li> </ol>
<b>Geological features</b>	<ol style="list-style-type: none"> <li>1. Iraq Al-Amir and Wadi al-Seer formations (for example hale, dolomites, massive limestone blocks, marls)</li> </ol>
<b>Cultural Resource Attractions</b>	
<b>Historical</b>	<ol style="list-style-type: none"> <li>1. Archaeological sites, including Iraq al-Amir (both the palace and the caves), Mullaqat al-Dayr, al-Bassah church and cave, ancient Roman aqueduct, an antique watermill, dolmen fields, Khirbet Sara, Khirbet al-Sur</li> </ol>
<b>Traditional</b>	<ol style="list-style-type: none"> <li>1. Arts (for example, poems, music and dance)</li> <li>2. Traditional dishes and drinks, for example mansaf and coffee</li> <li>3. Handicrafts (for example handmade paper, fabric, ceramics, and soap; handicraft showroom)</li> <li>4. Architectural (for example Ottoman Period buildings, the old town of Wadi al-Seer, the Circassian mosque)</li> <li>5. Handicraft showroom</li> </ol>

### 7.1.1 Value and Importance

Regarding value and importance of attractions, Ribeiro and Vareiro (2012) consider a tourist attraction's value is based on the nature of inventoried resources, and on the characteristic of singularity. They classify attractions into three levels: international, national, and local. Panbamrungkij (2012) adds that attractions with high outstanding importance are more attractive to tourists than those with a lower rank; areas are classified as 'high importance' if they contain more than four natural resources with a high level of beauty. She classifies physical uniqueness for historical sites into five levels: local, provincial, regional, national, and world. Suryawanshi (2014) has a more simplistic view; he believes that any area with high value and uniqueness compared to other areas would become a tourist attraction and would attract tourists.

The Burra Charter<sup>38</sup> (2013) states that cultural significance in Article 1 "means aesthetic, historic, scientific, social or spiritual value for past, present or future generations." This corresponds with the beliefs held by respondents for the field research (see the previous chapter for details), namely that the case study area has cultural significance represented by a set of cultural significance values, aesthetic beauty, and historical significance. On the other hand, UNESCO (2012) in the Operational Guidelines for the Implementation of the World Heritage Convention defines cultural heritage in Article 1 of the World Heritage Convention as monuments<sup>39</sup>, groups of buildings<sup>40</sup>, or sites<sup>41</sup>. UNESCO also defines its criteria for inscription of properties onto the World Heritage List. The first criterion is that a site must have exceptional Outstanding Universal Value (pars. 49-53<sup>42</sup>) whether of cultural and/or natural significance.

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<sup>38</sup> The Burra Charter (The Australia International Council on Monuments and Sites [ICOMOS] Charter for Places of Cultural Significance) has a set of principles which have been adopted to create a nationally accepted standard for heritage conservation practice in Australia. The Australia ICOMOS Charter for the Conservation of Places of Cultural Significance, known as the Burra Charter, was first adopted in 1979 at the historic South Australian mining town of Burra (Burra Charter, 2013, p. 1).

<sup>39</sup> "Monuments: architectural works, works of monumental sculpture and painting, elements or structures of an archaeological nature, inscriptions, cave dwellings and combinations of features, which are of Outstanding Universal Value from the point of view of history, art or science" (World Heritage Center [WHC], 2012, p. 13).

<sup>40</sup> "Groups of buildings: groups of separate or connected buildings which, because of their architecture, their homogeneity or their place in the landscape, are of Outstanding Universal Value from the point of view of history, art or science" (WHC, 2012, p. 13).

<sup>41</sup> "Sites: works of man or the combined works of nature and of man, and areas including archaeological sites which are of Outstanding Universal Value from the historical, aesthetic, ethnological or anthropological points of view" (WHC, 2012, p. 13).

<sup>42</sup> "Outstanding Universal Value means cultural and/or natural significance which is so exceptional as to transcend national boundaries and to be of common importance for present and future generations of all

**Result 3.** The Hellenistic Palace of Iraq al-Amir has Outstanding Universal Value at local, regional, and international level as it is the only extant Hellenistic building which has not been redeveloped by later generations.

Terms relating to significance and value used by archaeologists to describe Iraq al-Amir (Qasr al-Abd) are close to the Burra Charter's definition of cultural significance with more than one value; in this case, aesthetic and historical. They also correspond to the classification of cultural heritage in Article 1 of the World Heritage Convention (UNESCO), "sites: works of man or the combined works of nature and of man, and areas including archaeological sites which are of Outstanding Universal Value from the historical, aesthetic, ethnological or anthropological points of view" (WHC, 2012, p. 13). Elements of Criterion iii<sup>43</sup> for Outstanding Universal Value are pertinent in this case, because Iraq al-Amir bears exceptional testimony to the Hellenistic period in Jordan; in fact, it is the only monumental building which retains the design and elements of the original construction. Other sites in Jordan, such as Amman (Philadelphia), Jarash (Gerasa), Umm Qais (Gadara), and other Decapolis sites, less preserved, can only be described as having a Hellenistic influence, as monuments constructed during this period were either assimilated into or replaced by more impressive construction during the Roman, Byzantine, and Islamic periods.

These findings are supported by the classifications used by both Ribeiro and Vareiro (2012) and Suryawanshi (2014). The respondents recognize that the site has high significance and rarity by mentioning the importance of Iraq al-Amir as a rare archaeological site which represents the Hellenistic Period in Jordan; some respondents made reference to the distinctive architecture of Iraq al-Amir. As stated above, Outstanding Universal Value is significant at both the state, regional, and international levels as a unique and rare site in

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humanity. As such, the permanent protection of this heritage is of the highest importance to the international community as a whole. The Committee defines the criteria for the inscription of properties on the World Heritage List" (par. 49, p. 14); "States Parties are invited to submit nominations of properties of cultural and/or natural value considered to be of "Outstanding Universal Value" for inscription on the World Heritage List" (par. 50, p. 14); "At the time of inscription of a property on the World Heritage List, the Committee adopts a Statement of Outstanding Universal Value, which will be the key reference for the future effective protection and management of the property" (par. 51, p. 14); "The Convention is not intended to ensure the protection of all properties of great interest, importance or value, but only for a select list of the most outstanding of these from an international viewpoint. It is not to be assumed that a property of national and/or regional importance will automatically be inscribed on the World Heritage List" (par. 52, p. 14); "Nominations presented to the Committee shall demonstrate the full commitment of the State Party to preserve the heritage concerned, within its means. Such commitment shall take the form of appropriate policy, legal, scientific, technical, administrative and financial measures adopted and proposed to protect the property and its Outstanding Universal Value" (par. 53, p. 14).

<sup>43</sup> "Bear a unique or at least exceptional testimony to a cultural tradition or to a civilization which is living or which has disappeared" (WHC, 2012, p. 20).



Jordan, with the only extant large scale monument representing the Hellenistic Period in the entire Middle East, as stated above.

### **7.1.2 Popularity**

Lew (1987) avers that systematic evaluation of an attraction's popularity relies on completion of tourist surveys by a sufficiently large number of tourists to provide a valid result (this number would vary according to the situation), which have been evaluated by experts in the field. Vengesayi (2003) points out that competitiveness and attractiveness factors, which are derived from supply and demand, can boost a destination's popularity, because a sufficient number of tourists and tourist facility operators are necessary for managing and enhancing competitiveness advantage. On the other hand, Abdulla and Soumen (2012) consider tourist influx to be one of the necessary social factors which should be evaluated when determining the size of a destination's market, thus developing and enhancing destination potential.

**Result 4.** Iraq al-Amir (Qasr al-Abd) and its associated caves are visited by domestic and international tourists.

Findings on this point refer to differences in identifying the level of the area's popularity, based on the respondent statements, which indicate that the most popular sites in the area are the Iraq al-Amir Palace and the caves associated with it, which relatively few international tourists visit for cultural tourism purposes. The other archaeological features surrounding Iraq al-Amir which are mentioned in the previous chapter are very rarely, if ever, visited by foreign tourists because they are not included in package tours designed by either local or international tour companies. Thus Iraq al-Amir is the main site due to the lack of alternative established destinations. This is consistent with the responses from local community members living close by the archaeological sites and field observations during the case study. In 2016, MoTA gathered statistical data for the first time but only for the Iraq al-Amir site; it did not include other archaeological features surrounding Iraq al Amir. Statistics confirm that Iraq al-Amir (Qasr al-Abd and the caves) are visited by both international and domestic visitors. However, based on research carried out during the case study, the higher than expected number of domestic tourists is probably due to the fact that this destination is popular for school excursions.

Little data for comparisons with other sites is available, as the site, as mentioned above, is not on the tourist map, despite its significance. This is related to the lack of tourism infrastructure

and problems with the main road, which means it is unable to compete with other, more accessible archaeological sites with better facilities. This is consistent with Vengesai (2003), particularly since tourism sector officials in Jordan focus on sites which receive large numbers of tourists, such as Petra, Wadi Rum, Amman Citadel, Madaba, Jarash, and Qusayr 'Amra. Another issue is that the site has no clear boundaries or buffer zone. Delineation of boundaries is important in maintaining the site and determining an appropriate tourism development plan, which could lead to an increase in its popularity as a tourist site.

**Result 5.** Nature-based tourism attracts more domestic visitors than cultural tourism.

MoTA statistics do not cover domestic visitor arrivals for nature tourism. However, the truth of this result is based on evidence provided by restaurant and rest house owners, observations by the local community as part of their responses during the interviews, and field observations during the period of the case study.

### 7.1.3 Tourism Activities

Tourism can be defined as “the activities of a person who is travelling to and staying in places outside their usual environment” (World Trade Organization, 2011, p.10). The diversity of attractions, as stated by Bauer (2009), contributes to the diversification of tourist activities, because without the presence of attractions there is no motivation for people to travel. This corresponds to the findings of Lew (1987) and Kušen (2010). Such activities contribute to enriching the tourist experience (Buhalis, 2003).

However, Robinson (1976) considers the geographical components of tourism play a significant role in establishing tourism activities, such as natural and man-made activities: 1) location; 2) space; 3) scenery; 4) climate; 5) animal life; 6) settlement features; and 7) local community's way of life, art, folklore, traditions etc. Similarly, Dincu (2015) maintains that a destination which has significant natural tourism potential (for example, climate, landscape, water, fauna and flora) and anthropic tourism potential (for example, cultural, historical and art) has an enhanced possibility for diversifying its tourism activities. In terms of agritourism, Hurmuzache et al. (2014) assert that various activities reflecting the life of rural communities, especially farm practices, can be exploited as tourism activities, such as participating in day-to-day farm operations or overnight farm stays.

**Result 6.** Iraq al-Amir and its surrounding areas has strong potential for diversification of tourism-related activities.

Despite the richness of the case study area which includes both tangible and intangible cultural heritage resources and natural features, case study findings have established that touristic activities are extremely limited compared to what is possible to offer. Findings are based on answers provided by local residents during interviews, and observations made during field research. As stated previously, cultural tourism activities are limited to the Iraq al-Amir palace complex and its associated caves, and the Handicraft Village, with tourists able to watch the production process, visit the handicraft showroom and purchase souvenirs. Drinks and limited snacks are usually available, with meals available if arranged prior to the visit. Nature tourism is comprised of outdoor activities, such as picnics, in the natural environment; most visitors are domestic, and activities are dependent on weather conditions.

However, this case study has established that the area has enormous potential for diversification of tourism activities in the three tourism segments identified in Chapter Six, because it has a proliferation of natural and cultural heritage tourism potential, depending on a variety of geographical and cultural components. This supports the findings of Robinson (1976) and Dincu (2015), who state that the ability to either watch or participate in a variety of cultural and heritage activities (as identified in section 6.1.3.1.2: Heritage assets), can enrich the tourist experience. Regarding nature-based tourism, the area offers many outdoor recreational activities for families and their children (as identified in section 6.2.2.1.1: Diversity) such as horse riding, walking, photography, picnicking, biking, and games, in addition to offering rest and relaxation opportunities in a natural environment with fresh air away from crowded areas. Furthermore, there is considerable potential to develop adventure tourism, such as hillside walks to enjoy the scenery, or off-road driving through rugged terrain.

Concerning agritourism, rural communities in Iraq al-Amir and its surrounding areas are dependent on agriculture (49% of the area is classified as agricultural or rural); Chapter 6.3 established that, if support was provided to improve infrastructure, and train the local residents in how to deal effectively with tourists, this segment of the tourism industry has enormous potential. Diversity of activities in the case study area correspond with location-based factors and the characteristics pertinent to individual family farms; thus the possibility exists to offer a variety of activities. This is consistent with the findings of Hurmuzache et al. (2014), which demonstrate that family farms have the potential to offer various farm-based activities which reflect their own particular way of life and farm practices, including

recreational, entertainment, educational, and hospitality services; and both direct and indirect sales of local produce.

## **7.2 Physical Aspects**

### **7.2.1 Seasonality**

Butler (2001) explains the concept of seasonality for tourism in terms of the number of visitors, expenditure, traffic, and employment. On the demand side, seasonality is affected significantly by factors such as crowding (Butler, 2001; Jang, 2004), pricing, pressure on accommodation, transport, together with basic and tourism infrastructure (Commons and Page, 2001). The supply side is affected by factors such as cost, human resources, environmental safety, and employment (Butler, 2001). Other studies address the natural causes of seasonality which are related to climate and temporal variables such as temperature, precipitation (rain and snow), sunny days, daylight (Butler, 2001; Petrevska, 2013), geographic location (Commons and Page, 2001), as well as institutionalized causes of seasonality such as school and university holidays, weekends, festivals, events, pilgrimages, and the availability of leisure time (Commons and Page, 2001; Butler, 2001; Cannas, 2012).

**Result 7.** Cultural tourism has a peak season from January to March.

Despite the presence of a substantial variety of tourism resources in Iraq al-Amir and its surrounding areas, which constitute a potential base for tourism, the number of international tourists is influenced by several factors. These factors include omission of this destination from package tours, because of the lack of tourism infrastructure and the current situation of the main road. In recent years, the number of tourist visits to Jordan has dropped dramatically, due to the political instability in the Middle East, which has had a negative impact on Jordan's tourism industry. The seasonality criterion depends on the number of tourists (Butler, 2001). International tourists who do visit Iraq al-Amir are usually excursionists, that is, tourists who spend a part of one day only at a destination, and who do not require accommodation. Tourism seasonality, which occurs over eight to ten months each year (depending on climatic conditions), is divided into four periods (as identified in Table 7.3): winter, spring, summer, and fall. Seasonality in the case study area can be influenced by institutional causes such as the start of the school semester. Figure 7.1 illustrates that international visitor numbers peak in the spring and summer seasons, while peak season for domestic visitors is in winter. The overall peak season falls in winter, between January and March, with approximately 1,150

visitors (both international and domestic); the majority are there for cultural tourism. Domestic visitor numbers are strongly influenced by the academic calendar. The Fall Semester commences in middle to late August and finishes at the end of January or beginning of February (dates vary from year to year, depending on a number of factors) and the Spring Semester extends from the middle of February to the middle of June. Schools organize excursions to archaeological and tourism sites as a part of their extracurricular activities, particularly in the months of March and April. As mentioned in the previous section, this results in a significant peak in visitor numbers to Iraq al-Amir during these months, as large school groups can number more than 300 students on any one day. The lack of visitors in June and July is influenced by two factors; firstly, the summer school holidays from the middle of June to the middle or end of August, and the fact that these are the two hottest months of the year. As Iraq al-Amir is warmer than the surrounding regions, particularly in summer, this makes it less attractive as a destination at this time. Tourist numbers in November and December are influenced by the winter weather.

Table 7.3: Visitors to Iraq al-Amir and associated caves, 2016 (MoTA, Unpublished data)

Season	Month	International	Domestic	Total
Winter	Jan	50	50	1,150
	Feb	50	300	
	Mar	300	400	
	<b>Season Total</b>	<b>400</b>	<b>750</b>	
Spring	Apr	100	250	650
	May	200	100	
	Jun	0	0	
	<b>Season Total</b>	<b>300</b>	<b>350</b>	
Summer	Jul	0	0	500
	Aug	200	100	
	Sep	100	100	
	<b>Season Total</b>	<b>300</b>	<b>200</b>	
Fall	Oct	100	25	375
	Nov	150	0	
	Dec	100	0	
	<b>Season Total</b>	<b>350</b>	<b>25</b>	
<b>Overall Total</b>		<b>1,350</b>	<b>1,325</b>	<b>2,675</b>

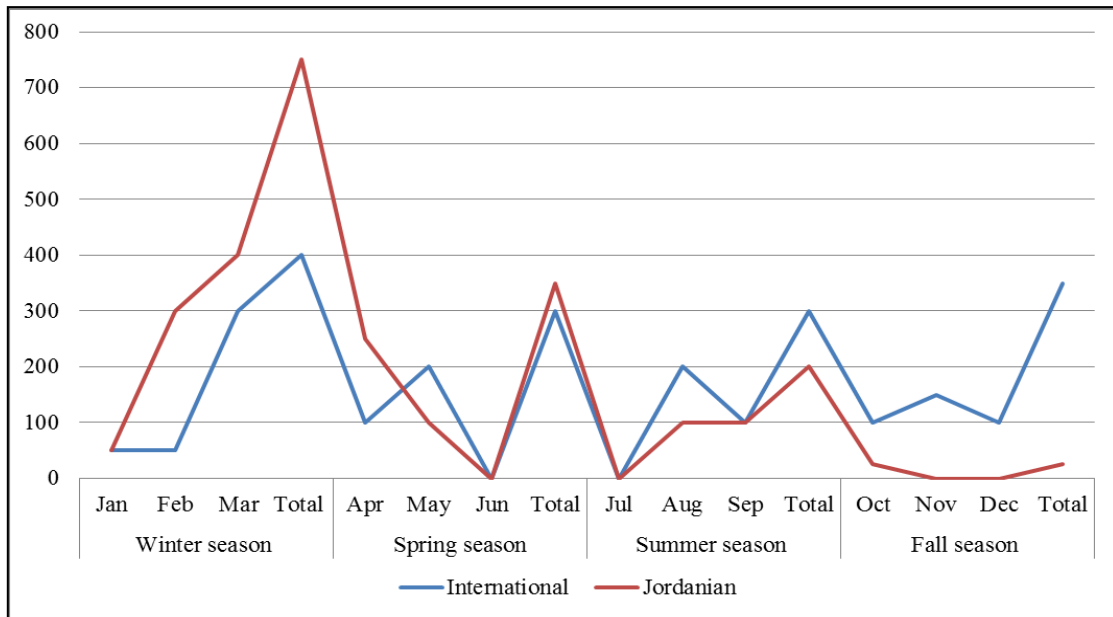


Figure 7.1: Number of international and domestic visitors by season, 2016 based on MoTA's unpublished data

**Result 8.** Nature-based tourism is in high demand among domestic visitors during spring and autumn.

With regards to natural tourism, Iraq al-Amir and its surrounding areas are characterized by high seasonality (with three peak periods) influenced by natural causes such as fresh air, sunshine, and mild temperatures together with institutionalized causes, such as school holidays and weekends (see Table 7.4). Peak seasonality stretches from the beginning of spring until the beginning of autumn, especially on weekends when the area is overcrowded by thousands of domestic visitors. The condition of basic infrastructure (particularly the main road) during the long peak season significantly impacts on visitor satisfaction, as overcrowding leads to severe traffic congestion, particularly on Fridays, the traditional 'picnic day'. This has a follow on effect for the local community, who are unable to go about their daily business, thus seriously affecting their quality of life. The constant traffic also exacerbates the poor condition of the main road, as overuse creates deterioration. These findings are consistent with Butler (2001) and Jang's (2004) conclusions regarding the implications of seasonality.

Table 7.4: Causes for high nature-based tourism demand in Iraq al-Amir and its surrounding areas.

Natural causes	Institutionalised causes	Impacts
Climate	Weekend holidays	Traffic congestion
Water resources	School holidays	Loss of plants due to concerted picking of flowers during spring
Natural beauty	Proximity to Amman	Pollution from rubbish left behind

A number of strategies for overcoming seasonality during low periods have been suggested, such as developing tourism-related festivals and events, developing public amenities and natural attractions, supporting local art, and developing business and partnerships among the local community (Goulding et al., 2004). Baum and Lundtrop (2001) suggest domestic tourism can be encouraged in the periods that are off-season for international tourism. Lee et al. (2008) propose diversification, by augmenting existing attractions in addition to developing alternatives, as well as instigating multi-cultural events. Previous chapters have presented a variety of suggestions which would increase tourist numbers in Iraq al-Amir and its surrounding areas, which are consistent with Goulding et al. (2004), Baum and Lundtrop (2001) and Lee et al. (2008), such as:

- The heritage trail suggested in Chapter Six (Section 6.1.3.1), which includes tangible and intangible cultural heritage activities such as festivals for local culture, arts, and local heritage. This would encourage cultural heritage tourists to visit the case study area thus increasing visitor numbers and length of stay from one hour to overnight.
- Local communities could hold handicraft fairs for locally produced items, together with seasonal festivals for local traditional food and handicrafts. A Fig Festival is suggested in Chapter 6.3. This would be a chance to link all tourism segments together, thereby promoting agritourism as a significant tourism element which is providing a diversified product, and facilitating the spread of tourism around the year, as opposed to seasonality which currently occurs.
- Improving basic and tourism infrastructure, as it is required for all potential tourism activities. This would mitigate problems of overcrowding, increase the number of tourists to the area, and encourage tourist offices, both international and domestic, to include the area in their programs.
- Developing nature-based tourism initiatives and activities would provide significant benefits across the local community, which is currently an economically depressed area, as suggested in Chapter Seven.
- Encouraging domestic tourism, as identified in Chapter 6.1, could be expanded to include more diversified activities, rather than relying for the most part on school trips, by including the case study area in the Jordan Sweetest Initiative.

- Developing a variety of summer and winter tourism activities, as identified in the three potential forms of tourism (cultural heritage, nature and agritourism), which would be an opportunity to increase visitor numbers year-round.

## **7.2.2 Accessibility**

### **7.2.2.1 Location**

According to Hudman and Jackson (2003), destinations which have a combination of desirable elements, such as close proximity to other destinations, warm winter weather and an important cultural attraction (or attractions) and are also near a large population center are much more likely to be successful tourist destinations, because they can benefit from visitors to other sites in their general vicinity, thus developing a tourist center rather than a single destination. On the other hand, Prideaux (2002) asserts that significance, location, and accessibility of an attraction are all basic factors which attract visitors, even to an isolated destination.

Boniface et al., (2016) state that the geographical location of a destination is a major factor in stimulating demand for tourism. This concurs with the findings of Nelson (2013), who considers position and accessibility of an area are important elements of tourism potential, and that a destination which is easily accessible for a variety of tourists has an advantage over other sites which are more inaccessible. Weidenfeld (2010) considers location of tourist attractions one of the distinct qualities which attract tourists to visit, because it is an accessibility element.

**Result 9.** Iraq al-Amir and its surrounding areas has an advantageous location in terms of proximity to Amman.

Based on findings derived from most of the respondents, this case study proves that Iraq al-Amir and its surrounding areas has a high level of accessibility, due to its relatively close proximity (approximately 24 km) to Amman, the Queen Alia airport and on the way to the Ghor area. Furthermore, the case study area includes all of the desired characteristics as identified by Hudman and Jackson (2003) in section 7.2.2.1.

### **7.2.2.2 Road networks**

A number of authors, such as Gunn (2002), and Inskeep (1991), state that road infrastructure is an integral part of a tourism package, and contributes to enhancing accessibility to a



destination (Gunn, 2002; Inskeep, 1991). Crouch and Ritchie (1999) make an even stronger point, and consider that roads are as important as other infrastructure (such as airports, harbors, electricity, sewage, and water), and that, without these elements, it is not possible to plan for, or develop, effective tourism.

Accessibility can also be connected with the existing transportation system, including road networks. Pascu (2011) considers road networks an important factor in developing tourism for specific destinations, by facilitating visits even if the destination is isolated, while Khadaroo and Seetanah (2008) note that road networks and their quality can affect access to attractions.

The road network can play an important role in determining whether a tourism experience is successful, or hindered by poor quality roads and lack of accessibility. For instance, Page and Lumedon (2004) consider that connectivity can impact both negatively and positively on tourism experience, depending on quality of the network and roads. Sorupia (2005) deems poor road accessibility to be a factor which hinders tourism development.

The Government of Ireland (2013) produced a directive suggesting that residents and visitors use alternative routes between destinations if possible, to ease congestion on the main roads.

**Result 10.** Three alternative roads exist which could be used by residents and visitors.

Case study findings cited in Section 4.2.4.1 are contradictory to the literature. The majority of respondents confirmed that road quality is poor, and accessibility insufficient for local and touristic purposes. Current access is via a narrow road which requires further development for both tourists and residents. Two respondents suggested using alternative roads, as there are three alternative roads, which are suitable for touristic purposes, which provide access to the case study area. This suggestion supports the proposal by the Irish government which appears in the previous section. However, Iraq al-Amir probably would attract more tourists (particularly package tourists or international residents of Amman who do not like to drive on such a winding narrow road) if the existing road network was upgraded.

### **7.2.2.3 Transport modes and travel time**

Transport modes and travel time also appear in the literature as factors which impact positively on accessibility and therefore attract visitors. Handy and Niemeier (1997) state distance of the attraction from point of origin, time required, and cost of reaching a destination by various types of transport are necessary factors related to accessibility.

Dickinson and Robbins (2007) identify travel modes which could be used by tourists to reach their destination, depending on availability; Lew and McKercher (2006) support this perspective.

**Result 11.** The case study area is not easy to access at the present time using existing transportation modes.

None of the respondents referred to availability of a variety of transport modes to reach the destination; they focused on accessibility in terms of location. Given that the respondents did not cover this point, study findings are based on primary data and field work, which suggest that the site is not easy to access by existing transportation modes. It is possible to travel between Wadi al-Seer and Iraq al-Amir by regular (yellow) or service (white) taxis; 24 minutes to the caves and Handicraft Village, and 30 minutes to Qasr al-Abd. However, many of the tourists arrive from Amman, and if they do not have a car, it is difficult for them to reach Wadi al-Seer. Tourists could walk or bicycle from the first attraction point (the old town of Wadi al-Seer) to Iraq al-Amir, enjoying the scenery along the way, although as it would take at least three hours (on average for a one way trip), they would probably not be able to walk back, and accessing transport may be difficult unless they arranged it in Wadi al-Seer before they left. Tourists can catch a minibus from the Wadi al-Seer bus station or from the bus station at the Eighth Circle direct to Iraq al-Amir; buses depart once the seats are full. However, in reality, waiting times and the inability to determine when buses will leave from either Amman for departure or Wadi al-Seer for return, buses are almost only used by local residents or their guests.

At the present time, alternative modes of transport to private cars are virtually non-existent outside the main urban areas in Jordan,. In the case study area, as mentioned above, the reality is that the existing transport network is not suitable for tourists. For example, it is hard for tourists to determine when they will depart from either Amman or Wadi al-Seer, because there is no timed transport for buses, and it can be difficult to find a taxi on the weekend. Added to this, there is no designated time for the bus services to cease; each bus driver is an owner operator, so they start and finish when they wish, which is often early in the afternoon, particularly when it gets dark early. With regards to taxis, taxi drivers refuse to turn their meters on as soon as they leave the area around the Eighth Circle, and vastly inflate the real cost, which makes it too expensive an option for most people. If the tourists wish the driver to

wait and take them back, as it is not always possible to find a taxi in the afternoon, the driver will add waiting time to the cost, which makes it even more prohibitive.

There are several options which could solve this obstacle, two of which would provide direct economic benefits for the local community. A local tourist charter company could provide timetabled shuttlebuses from specific points (such as the Sweileh, Dakhliya or Seventh and Eighth Circles, which are all public transport hubs). Tourists would be shuttled directly from these hubs to a series of designated stops in the case study area (at the discretion of the local operators) and then returned in the afternoon. Secondly, farm stay operators could provide transport to and from specific places in Amman (such as those mentioned above) and back as part of their service.

Service provision could be undertaken by a national tourist agency, who could add the case study area to a hop on-hop off style of tourist bus transport. This solution has already been introduced in part, as a red double-deck tourist bus service for Amman (Freij, 2014) , which initially commenced in 2014, but ceased soon after due to low tourist numbers, has once again commenced service. Although it currently only has stops in the city of Amman itself, the case study area is a relatively short distance away (approximately 45 minutes), so it would be feasible to add a longer trip to existing routes, particularly as the scenery between Amman and the case study area is usually very attractive, and circles around and up a number of mountains on the way

Finally, for the tourists who are able to use phone apps, and have sufficient funds to use taxis, but require a trip that can be planned in advance, there are now three such services operating in Amman (Kareem, Easy taxi, and Uber). In this instance, a guaranteed service for departing from both destinations would be available, instead of waiting for transport which may not arrive.

#### **7.2.2.4 Tourism facilities and services**

A number of case studies consider infrastructure to be an integral component of a tourism package, and a potential determinant of the attractiveness of a tourism destination. Gunn (2002) and Inskeep (1991) refer to services and facilities required, such as transportation, accommodation, and attraction services; these must be available for a destination to enhance attractiveness. The findings of Buhalis (2000), together with those of Crouch and Ritchie (2000), are consistent with Gunn and Inskeep's (1991) conclusions on the importance of

infrastructure. They believe infrastructure plays an important role in shaping a tourist's image of the destination after the visit, which is one of the tourism product components.

Seetanah et al. (2011) consider that tourism infrastructure, in addition to other factors such as relative price, distance from point of origin or other attractions, and income is an important factor in relation to tourism demand. Likewise Okoli (2001), who points to the importance of providing a satisfactory standard of basic and tourism infrastructure at a tourist destination. Iațu and Bulai (2011) identify tourism and general infrastructure as variables for assessing tourism potential, while Kahtani et al. (2011) identify functionality and facility factors as features which affect both accessibility to tourist attractions and assessing tourism potential.

**Result 12.** The case study area has good basic infrastructure but lacks tourism infrastructure

Regarding evaluation of the site's infrastructure, case study findings do not reflect the issues which are considered important in the literature, particularly in terms of tourism infrastructure. For example, none of the respondents mention basic infrastructure, for instance, water, electricity, health and safety services, communications, or public transport; the main focus for all of them was concentrated on the state of the main access road. With regards to tourism infrastructure, respondents do identify existing infrastructure and services, however everyone is in agreement that the area has a critical lack of tourism infrastructure, particularly related to accommodation .

Three of the respondents cited a lack of food and beverage services which cater for the high end market. Although the area does have a number of restaurants, those which exist are of poor quality, providing only basic services, as the existing visitors come supplied with a picnic from home. As well as this, the fact that it is not on the tourist map means that package tours, which would require high quality meals, are extremely rare. Owners also face obstacles if they attempt to construct these facilities, such as lack of financial support, complex licensing laws and excessive fees.

There is also a lack of restrooms, interpretation signage for specific sites, insufficient parking areas and tourist information services, as there is no tourist center.

## **7.3 Socio-economic Aspects**

### **7.3.1 Admission**

Lew (1987) considers that admission or access to an attraction is a key feature in measuring an attraction's accessibility. Panbamrungkij (2012) is more explicit; although she agrees admission is one of the main criteria for assessing the potential of tourism resources, she notes that the impact on potential may be either negative or positive, according to the degree of difficulty for admission (difficult or easy to access), combined with the entrance fee (high, low or without charge).

#### **Result 13. Easy entry/low entrance fee**

In accordance with the Department of Antiquities and the admission fees as issued by the MoTA, Iraq al-Amir and its surrounding areas is very cheap to visit, with an admission fee of JoD 0.25 (c. EUR 0.31) for citizens or foreigners who have residency visas, and JoD 1.00 (c. EUR 1.25) for international tourists or local residents who are not citizens and do not hold a residency visa. This is the cheapest entrance fee for non-Jordanians. The cost is low because there are only two attractions, Iraq al-Amir and its associated caves, and there is a lack of tourism infrastructure when compared with more important tourism and archaeological sites in Jordan. Citizens pay a range of fees to enter archaeological destinations, with the most expensive entry fee JoD 1.00. Price varies for international tourists according to the popularity of the site, and the infrastructure provided; Petra is the most expensive, with a range of fees depending on the type of visit (JoD 50.00 for one day entrance, if the visitor is staying in Jordan, JoD 90.00 for one day entrance if the visitor is not staying in Jordan [for example, day trip from Israel or cruise ship], JoD 55.00 for two days, and JoD 60.00 for three days). Jarash is JoD 10.00 for one day, and Umm Qays JoD 5.00 (Jordan Tourism Board, 2017)

## **7.4 Local community**

### **7.4.1 Familiarity with local archaeological sites, and extent to which locals identify with their heritage**

Lowenthal (1981) indicates the importance of local community awareness towards their place of residence and its past when constructing their own sense of identity while Binder (2008) believes that a 'sense of place' identity among the local community of a cultural heritage

attraction leads to a balance between tourism interests and community needs, and may result in threats to preservation or sustainability. Jamrozy and Walsh (2008) have a different opinion; that a 'sense of place' reflects the sentiments of local people about the place in which they live, which leads to constructing an authentic image for specific destinations.

Manyara and Jones (2007) confirms the importance of a sense of history and national identity if it is desired to preserve an archaeological site or protect site authenticity, because archaeological assets are dependent on the local population for protection of its resource base. They can also be of economic value as a source of income, and aesthetic value in terms of beautifying the surroundings.

**Result 14.** All of the archaeological features are well known in the local community, excluding al-Bassah church and cave.

Regarding familiarity of the local community to archaeological sites in the case study area, findings confirm that the majority of the respondents were familiar with local archaeological sites, except for al-Bassah cave and church. This lack of familiarity is because tourists do not visit this site due to the lack of signs and facilities there.

**Result 15.** There is awareness in the local community of the value of nearby cultural sites.

When asked what the archaeological sites mean for the local community, findings demonstrate that local community respondents were aware of "the cultural significance" of the sites in terms of aesthetic, historic, social, and economic values. There was also awareness among the local community towards the sites and their past, and exhibit a sense of identity which is consistent with Lowenthal's (1981) findings. The majority of the respondents recognized that archaeological sites have "historical value" which is similar to the findings of Binder (2008) and Jamrozy and Walsh (2008). Furthermore, case study results conclude that some of the respondents believe that local archaeological and heritage sites provide a sense of pride and local identity towards their heritage (social value relating sense of pride to sense of identity). This is linked with the social and historical values, in that it is important for local residents to have a sense of national identity if they are to proactively protect archaeological sites located close to where they live; these findings are consistent with Manyara and Jones (2007).

## 7.4.2 Local perceptions towards tourism impacts

### 7.4.2.1 Economic impacts

Local community perceptions towards tourism impacts can vary between positive and negative opinions. Sharma (2004) states that positive attitudes towards tourism impacts among segments of the local community will lead to successful tourism development. He emphasizes the importance of understanding community perceptions towards tourism impacts, which will help to encourage continuous local support for tourism development through community capacity building. In the same context, Brida et al. (2011) state that positive perceptions towards tourism impacts among local community residents will help to support tourism development, and that local inhabitants will be more welcoming and hospitable towards tourists.

Other studies assert the necessity to understand that the local community's perceptions towards tourism impacts is fundamental, if successful tourism development is to be ensured. As Gursoy and Rutherford (2004), Brehm et al. (2004) and Gursoy et al. (2009) all comment, perceptions of local community residents towards tourism impacts must be taken into account at all times, both by project developers and tourism experts, when designing tourism development policies. Moreover, comprehensive studies regarding specific characteristics and requirements for the destination, which are sensitive to the desires of the local population, must be developed.

The local community's perception of tourism impacts depends on social exchange theory, whereby residents' perceptions of both negative and positive tourism impacts on their economy, society, culture, and environment are measured. For example, Vargas-Kumar et al. (2015), Diedrich and Garcia-Buades (2008) and Bakri et al. (2014) all agree that the positive economic impacts of tourism, as perceived by residents, are the result of additional employment opportunities, increased local revenue, opportunities for additional income and investments, economic diversification, and improved quality of life. Conversely, negative impacts of tourism, as perceived by residents, result from increased prices for services and facilities, and inequality in the distribution of economic benefits (Vargas-Kumar et al., 2015).

**Result 16.** There is lack of awareness of negative economic impacts.

Case study findings confirm that all respondents have a basic level of awareness regarding positive impacts, particularly in terms of positive economic impacts from tourism. However,

the fact that only a small percentage of the local community are currently impacted by tourism may be the reason why they have not experienced negative effects. In particular, the majority of respondents agreed that tourism has the potential to develop their local economy by generating new sources of income, providing employment opportunities, and creating new projects, all of which would lead to poverty alleviation in the area. Some respondents believe that tourism will create new business projects and improve services. Education and awareness programs should be conducted before any tourism projects are instigated, to educate the local population about both positive and negative impacts of tourism, and provide strategies for augmenting positive impacts while reducing negative.

#### **7.4.2.2 Socio-cultural impacts**

There are also positive and negative impacts with respect to socio-cultural impacts, which influence host communities. Positive impacts arise when intercultural communication and friendships are increased, the image of the destination is improved, thus leading to higher visitation and increased economic benefits. Local traditions and handicrafts could also provide additional income through touristic outlets, thereby not only strengthening the economy, and enabling women to become economically independent, but also reviving traditional cultural practices, which are in danger of being lost. On the other hand, negative impacts such as crime, theft, drugs and prostitution, due to the entry of non-local visitors, can become a problem for a community where they were previously unknown or rare. Conflicts between tourists and host communities, accommodation and service costs, and loss or transformation of the unique local culture to fit tourist requirements may also arise (Martin, 2008; Dietrich and García-Buades, 2009; Tsundoda and Mendlinger, 2009; Deery et al., 2012; Eshliki and Kaboudi, 2012; Lo et al., 2013; Mason, 2015). The relationship between a host community and tourists always results in both positive and negative impacts, as their perceptions, behaviors, and lifestyles are affected as a result of such interactions (Bryden, 1973; Nukoo and Ramkissoo, 2007).

Before commencing tourism projects to an area which has not previously been an attractive destination, it is necessary to evaluate the anticipated socio-cultural impacts of tourism, as perceived by residents. Tsundoda and Mendlinger (2009) reveal that residents' expectations of both positive and negative socio-cultural impacts of tourism do occur, through increasing social interactions between the host communities and tourists. These interactions also accelerate polarization of social classes (Tsundoda and Mendlinger, 2009). However, Han et



al. (2011) by analyzing and classifying socio-cultural factors in perceived tourism impacts by residents, believe that potentially negative impacts on social behaviours and relationships within the local community as a result of tourism is the main factor which concerns residents (Han et al., 2011).

Finally, social conflicts between local residents and investors over tourism development has a negative impact on local communities. Dredge (2010) and Yang et al. (2013) suggest that tourism causes negative social impacts amongst the local residents themselves, as well as between the local community and outside investors, because opportunities to access economic receipts from tourism are often spread unevenly across the community, with some residents benefiting more than others. This can lead to hostility, tension, and conflict within relationships that negatively affect tourism development.

**Result 17.** There is some awareness of both positive and negative socio-cultural impacts.

Case study findings indicate that the majority of respondents have some level of awareness of both positive and negative socio-cultural impacts resulting from tourism. The majority anticipate interaction between the host community and tourists will be a positive impact, as a way to meet people from various cultural backgrounds, thus providing enhanced opportunities for intercultural communication, and to revitalize local culture and crafts. Whereas some respondents were concerned about negative effects on local customs and traditions which hitherto have been unchallenged, but which may be affected by association with tourists, such as drinking alcohol, particularly among the youth. Additionally, there may be increased social conflict, hostility, and jealousy between residents as a result of competition over economic benefits from tourism.

#### **7.4.2.3 Environmental Impacts**

Tourism can have positive and negative impacts on the environment. On the positive side, Andereck et al. (2005) reveal that local communities often perceive positive environmental impacts from tourism, such as the preservation of wildlife habitats and natural areas, as well as cultural or historical sites.

Sunlu (2003) describes a number of both positive and negative environmental impacts caused by tourism; negative impacts include overcrowding and pressure on an area which would lead to pollution and depletion of natural resources, such as water and local resources, and land degradation as a result of increasing consumption. He also refers to positive impacts,

including the fact that tourism can stimulate environmental conservation in some cases. Jago et al. (2006) suggest that tourism causes traffic congestion, pedestrian and parking problems, pollution, and destruction of flora and fauna in a touristic area.

Schofield (2011) reveals that anticipated impacts on the local community, as perceived by residents in the Worsley area of Salford, were more negative than positive in terms of economic and social elements.

**Result 18.** There is a lack of awareness of positive and negative environmental impacts.

Case study results indicate that few respondents are familiar with negative environmental impacts resulting from tourism. Some residents appear to have no awareness of either positive or negative impacts. Only five respondents are aware of negative environmental impacts resulting from tourism in terms of traffic congestion, overcrowding, depletion of local resources, and deterioration of agricultural land. Therefore, education and awareness programs should be taken into account before instigating any tourism projects, in order to educate the local residents about tourism's negative and positive impacts.

#### **7.4.3 Local acceptance of tourism development**

The importance that local communities accept tourism in terms of creating and sustaining successful tourism development has been confirmed by numerous studies. Johnson and Snepenger (2006) state that acceptance of tourism by local residents across all social classes is important, leading to economic diversification for the community in general and ensuring the success of tourism development. Accordingly, Teye et al. (2002) suggest that a lack of local community approval to transition from existing employment to another, thus achieving economic diversification, would cause tourism projects to fail due to lack of support from local residents. This agrees with results from the case study for potential tourism projects in terms of local community involvement (see **Result 19.1**).

Acceptance of tourism can be linked with economic benefits which will follow on from developing tourism projects. Power (1995) believes that community acceptance of the need to transition from existing employment to an alternative, which may have both positive and negative impacts is considered particularly critical for employment in the tourism industry, given that it is usually based on seasonality. Communities which have had little or no previous experience with tourism development as the provider of economic receipts, in particular, expect regular substantial economic benefits, which is usually not feasible. This

correlates with case study findings, with some respondents who had no previous experience with tourism development noting that their acceptance of tourism would be conditional on receiving economic benefits, such as increased employment opportunities and improved infrastructure (**Result 19.2**). However, potential tourism development within their local community was accepted by the majority of respondents.

Andriotis and Vaughan (2003) consider that the level of tourism acceptance by a local community is linked to the benefits experienced by residents. Once again, this is in agreement with case study findings, with respondents stating they would support tourism development in their area if it provided economic benefits. Other respondents said they would accept tourism because it would be a way to meet people from other places, both domestic and international, and result in cross-cultural exposure (**Result 19.3**).

Akkawi (2010) examines local resident attitudes towards tourism development in terms of acceptance or disapproval, based on personal observation of behaviors conducted in a variety of destinations with host resident-guest interactions. She finds that locals who have a positive interaction with tourists will perceive the interaction from a positive perspective and vice versa. There were also some cases of inappropriate behavior towards tourists by residents, such as uncomfortable feelings towards women who are inappropriately dressed, although some respondents stated they would accept and respect guests regardless of dress standards or cultural background. These statements agree with personal observations during the case study where the majority of interactions were positive, and only a small number of negative behaviors were exhibited by residents. However, it must be noted that gathering data for this aspect of the research was difficult, as it is not possible to determine when international tourists would visit, due to the downturn in inbound tourism over the past years as a result of political instability in the wider region. (see **Result 19.4**).

Resident acceptance or disapproval of tourism, based on presence of positive or negative behavior of local residents towards tourists is discussed by Pearce (1980), who states that behaviors shown by host communities express the extent of their acceptance of foreign tourists, and that this may in turn impact on a tourist's impression of the destination as a hospitable community. Case study findings for Iraq al-Amir and its surrounding areas are indicative of an hospitable community; evidence is provided by respondents who invite tourists to visit them at home. Such hospitality is a strongly held social more across the local culture, but which is more likely to still result in invitations to strangers in regional areas

(such as the case study area), and is coupled with respect for others. This confirms field observations where positive behavior towards foreign tourists was often witnessed; at the least, tourists were not inconvenienced by local residents, who usually greeted strangers with a smile (see **Result 19.5**).

## **7.5 Stakeholders**

Boniface et al. (2016) believe that stakeholder support for a destination's tourism product is an important element for successful development. Gunn (2002) is in agreement with the previous statement. She states that the identification of key stakeholders and determining their roles requires cooperation and coordination, which is essential to achieving sustainable tourism development. Byrd (2007) recognizes that, to achieve successful and sustainable tourism, it is not only collaboration which is required; support is also essential to achieve sustainable tourism development, while Williams and Lawson (2001) maintain that both government and private sector stakeholders, including those in the local area, are the main stakeholders for achieving tourism development.

### **Result 20.** Coordination and cooperation among stakeholders are ineffective

In agreement with findings from Boniface et al. (2016) and Williams and Lawson (2001), the case study has determined there is no effective coordination or cooperation among stakeholders regarding tourism development. Respondents express contradictory views regarding the roles of stakeholders, and attempt to divert responsibility from themselves on to others. The lack of collaborative behaviour is exacerbated by the fact that all local community respondents believe that public sector stakeholders have not fulfilled their obligations towards the community regarding the development of tourism. There is demonstrable neglect by MoTA, MPWH, and local representatives for GAM and the House of Representatives. In contrast, representatives from two public sector stakeholders, noted the weak role of the community in developing their area. This is borne out by the fact that expansion of the main access road which connects Wadi al-Seer and Iraq al-Amir has been hindered due to the many objections put forward by the local community, under the pretext that road expansion would encroach on private land. On the other hand, unsuccessful negotiations with the local owners to sell land surrounding the Iraq al-Amir Palace are caused by issues with land ownership, and pose problems with regards to identifying definitive boundaries and a buffer zone. Consistent with studies by Gunn (2002) and Byrd (2007), key stakeholders and their roles are identified in Chapter six (sections 6.1-6.3), including the role and involvement of the local community.

## 7.6 Political Situation

Boniface et al. (2016) deem stability or instability of the political situation a major external factor that must be measured, as it is one of the preconditions for tourism development. Political stability in a tourist destination is vital for sustainable tourist demand, and therefore will positively affect supply, and vice versa. Furthermore, the extent of state intervention in promoting and providing facilities for the tourism sector, as well as restrictions and regulations imposed by the state on the tourism sector, also have significant impact. Panbamrungkij (2012) states that political stability is one of the major elements tourists focus on when choosing destinations; those with political conflict are less attractive than destinations with political stability.

### **Result 21.** Political instability significantly affects tourism flow

Respondent statements during the interviews follow the findings of Boniface et al. (2016) and Panbamrungkij (2012) regarding political stability. International tourist numbers in the case study area have never been high, but political instability in the wider Middle East region is a major factor for the significant decline in visitation numbers at the present time. This has greatly affected the economic benefit previously enjoyed by local women who provide products for the Handicraft Village, which is the only organization in Iraq al-Amir and its surrounding areas which has ongoing, consistent contact with international tourists.

Political instability in the Middle East from 2011 until the present time has greatly influenced Jordan's tourism industry overall in terms of tourist numbers. This is a factor which is out of the national government's control, as destination decisions are made at point of origin, not the destination. However, tourism strategies could focus on maintaining tourism sustainability by promoting domestic tourism as an alternative (Samardali-Kakai, 2013), as a developed country such as the U.S.A. did after the events in 2001, when most tourists were rejecting international travel as too dangerous (Bonham et al., 2006). In fact, lack of awareness among the general population about their local destinations, combined with expensive costs which are beyond most local budgets, are serious obstacles for domestic tourism, which need to be considered and overcome. According to Mustafa (2012), knowledge about the importance of domestic tourism among Jordanians is still unclear and uncommon. There are many barriers which make it too expensive for Jordanians to travel within their own country, particularly for low-income families, which comprise a large segment of the Jordanian society. Barriers range from a lack of policy, lack of package holidays for domestic tourists, and the high cost of

accommodation. Tourist attractions, including services and facilities provided by them, are out of reach for a large percentage of the domestic market, especially if compared with tour packages offered by neighbouring countries such as Lebanon and Egypt (Reid & Schwab, 2006; Mustafa, 2012; FaladeObalade & Dubey, 2014). This leads to economic leakage, as Jordanian residents, whether citizens or foreigners, often choose to visit neighbouring countries such as Egypt or Turkey, rather than a local destination such as Aqaba or the Dead Sea, because the international destinations are cheaper than holidaying at home (Mustafa, 2012).

**Result 22.** Complicated regulations and laws limit tourism development

Complicated regulations and laws (such as licensing and investment laws) imposed by MoTA and GAM are a serious obstacle for the development and expansion of projects, particularly for restaurant owners, who have to pay high taxes, and find it difficult to organize loans, either for start-up enterprises, or to improve existing businesses. Additionally, there are no incentives which encourage local investors to contribute to development, such as eliminating duplication of licenses between GAM and MoTA, and financial guarantees with regards to licensing a business operation. The main issue is that investment laws in Jordan are integrated; the state cannot issue investment laws separately for each sector. In order to implement public policy for tourism development and development, service laws must be reviewed and amended, with implementation and regulations issued by ministries and public institutions at state level. Legal and regulatory aspects relating to developing the various segments of tourism in the case study area are identified in Chapters Six and Seven.

Iraq al-Amir and its surrounding areas have enormous potential for tourism development, due to its wide diversity of natural and cultural resources, as identified in previous chapters. Potential exists to develop three distinct tourism segments (archaeological/cultural, nature and agritourism) based on specific criteria discussed in Chapter Six (Sections 6.1-6.3). The availability of tourism facilities and infrastructure for each attraction would motivate tourists to visit the case study area, and would enable further development to take place, thus creating a sustainable loop of opportunities which would continue to develop tourism infrastructure and encourage investment.

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## Appendix 1: Interview Guide: Questions used during field research for the case study

1. What, in your opinion, are the potential resources for tourism in Iraq al-Amir and its surrounding areas?
2. What is the significance or value of the site (Iraq al-Amir)?
3. What is the quality of existing basic infrastructure of the site ( Iraq al-Amir ) and its surrounding areas, in your opinion?
4. What is the quality of existing tourism infrastructure of the site (Iraq al-Amir) and the surroundings areas, in your opinion?
5. How do you evaluate the the general attitude of the local community towards tourism, in your opinion ?

### Local Community

1. Can you tell me about any archaeological sites which you know of in this area?
2. Do you see tourists visiting these or any other places of interest in your area?
3. What do the sites you mentioned mean to you?
4. In your point of view, what would be the expected impacts if your local area became more attractive for tourism?
5. Would you leave agriculture to establish or work for a project related to tourism, if this option was available?
6. Would you accept tourism development in your area?
7. To what extent has existing tourism affected your business, either or positively negatively?
8. Have you ever invited guests to visit archaeological sites or natural areas?
9. What, in your opinion, is the role concerned stakeholders play regarding a local area's tourism development?

Appendix 2: Coding Agenda

Category	Sub- categories	Definition of the Category	Coding Rules	Anchor Example
<b>Attraction</b>				
<p><b>a) Attraction</b></p>	<ul style="list-style-type: none"> <li>- Natural</li> <li>- Cultural</li> </ul>	<p>The thesis aims to identify, inventory, and classify existing and potential tourist attractions in Iraq al-Amir and its surrounding areas</p>	<p>Evaluate suitability to develop and promote diversification over a variety of tourism segments</p>	<p><i>“What most distinguishes the region is the beauty of the landscape”</i></p> <p><i>“It has historical value because of its story [it is commonly believed it was built by Tobias, a governor of Ammon in the Hellenistic period] and authenticity, particularly the important cultural heritage elements of the archaeological site and its surrounding areas, which means it has strong potential for use as a tourist destination.”</i></p>
<p><b>b) Value/Importance</b></p> <p>Level of significance</p>	<ul style="list-style-type: none"> <li>- Local</li> <li>- Regional</li> <li>- National</li> <li>- International</li> </ul>	<p>The main goal when assessing significance of an archaeological site is to produce a statement of site significance. This will lead to comprehensive understanding of the inherent value of the site, which will be considered as part</p>	<p>Determine level of significance for the site, together with uniqueness and value</p>	<p><i>“Qasr al-Abd is the best example of Hellenistic architecture in the entire Arab region.”</i></p> <p><i>“Iraq al-Amir is a distinguished and unique</i></p>

		of the process for inscription in the UNESCO World Heritage List		<i>site and is a rare example of Hellenistic architecture in Jordan, including the architectural design and the size of the structure, as well as the two-story stone structure decoration [high relief leopard decoration]; all of these characteristics made it a unique and important site.”</i>
<b>c) Popularity</b>	<ul style="list-style-type: none"> <li>- Domestic visitors</li> <li>- International tourists</li> </ul>	The objective of this criterion is to identify the popularity of both the natural and cultural heritage sites according to visitors. It is necessary to collect this data as MoTA’s statistics do not include natural or archaeological features (other than Iraq al-Amir itself) in the case study area	Determine the popularity of case study area, differentiating between tourist segments of domestic and international	<i>“... The proximity of the area to water and natural scenery helps to attract thousands of visitors from all over the kingdom.”</i>
<b>d) Tourism Activities</b>	<ul style="list-style-type: none"> <li>- No activity</li> <li>- Single activity</li> <li>- Multiple activities</li> </ul>	To identify existing tourism activities in the case study area	Highlight potential for diversification of tourism-related activities	<i>“Cultural tourism in the area would motivate more tourists to visit if activities representing local culture and customs were organized.”</i>  <i>“The local community</i>

				<i>could develop many tourism-related activities which represent their local culture, and these would provide economic returns for a large segment of the community."</i>
<b>Physical Aspects</b>				
<b>a) Accessibility</b>	<ul style="list-style-type: none"> <li>- Location</li> <li>- Quality of road networks</li> <li>- Transport modes and travel time</li> </ul> <b>Facilities and Infrastructure</b> <ul style="list-style-type: none"> <li>- Ancillary services</li> <li>- Accommodation</li> <li>- Food and Beverage</li> <li>- Parking area</li> <li>- Toilets</li> <li>- Signage</li> <li>- Tourist information/ visitor center</li> </ul>	This criterion evaluates existing basic and tourism infrastructure	Identify the major existing weaknesses and challenges facing the case study area	<p><i>"...the roads are not safe because there are very dangerous turns, slopes, heights, and valleys."</i></p> <p><i>"There are no accommodation facilities for tourists in the area."</i></p>
<b>b) Seasonality</b>	<p style="text-align: center;">High season</p> <p style="text-align: center;">Low season</p>	Identify seasonality	Examine causes for seasonality in tourism arrivals, and strategies to overcome this	Data provided by the MoTA
<b>Socio-economic Aspects</b>				
<b>a) Admission</b>	<p style="text-align: center;">Entrance fee</p> <p style="text-align: center;">Permission to visit or access</p>	Determine fees and charges for tourism visits	Examine fees and charges for the case study area compared with other	<i>"Qasr al-Abd and the caves are open every day with a modest entrance</i>

			major tourism and archaeological sites in Jordan	<i>fee which is within the reach of the majority of visitors; 0.250 fils [EUR 0.31] for Jordanian and JOD 1.00 for foreign tourists [EUR 1.25], as identified by the Jordanian Ministry of Tourism and Antiquities.”</i>
<b>Local community</b>				
<b>Local community</b>	Awareness of their local community area	Identify local community knowledge regarding archaeological sites in their local area	Measure familiarity of the local community with archaeological sites in their local area	<i>“Certainly! I know all of them.”</i>
	Local perceptions for archaeological sites in their local community area	Understand what archaeological sites in their local community area mean for them as an individual	Explore local perceptions regarding cultural sites and how important they are to the local community	<i>“For me, Iraq al-Amir is my identity.”</i>
<b>Local community</b>	Local perceptions towards tourism impacts	Identify awareness of existing or potential positive or negative impacts of tourism	Identify level of awareness and what local residents require from existing and potential tourism	<i>“...tourism could generate new sources of income for locals, by providing job opportunities and creating new projects.”</i>
	Local acceptance of tourism	Identify attitudes and level of acceptance of tourism	Examine reasons for	<i>“I think everybody here would be happy if the</i>

	development	development	acceptance or refusal	<i>area was developed, because if the region had more services, it would be good for us to have a lot of tourists."</i>
<b>Stakeholders</b>				
<b>Stakeholders</b>	public sector Private sector NGOs Bilateral Donors Local community	Identify and evaluate roles of all stakeholders for existing and potential tourism	Identify level of coordination and cooperation for concerned stakeholders	all respondents from the local community expressed discontent about the role of concerned stakeholders in supporting the area
<b>Political situation</b>				
<b>Political situation</b>	Political instability	Evaluate the effect political instability or civil disturbance in the wider Middle East region, Jordan as a country, and in the case study area has for existing and potential tourism	Examine the effect political instability has on tourist numbers, and tourist mix of domestic and international tourists	<i>"We have benefited a lot from tourism, especially before the Arab Spring"</i>

Appendix 3: Relevant legal frameworks related to cultural heritage tourism.

Law	Article/Item	Article Text	Purpose
Law of Antiquities No. 21 for the year 1988 and its amending Law No. 23 for the year 2004	5(a)	<p>“Ownership of immovable antiquities shall be exclusively vested in the state. No other party may own these antiquities in anyway or challenge the state's right to such ownership by delay or any other means.”</p>	Land acquisition
	5(b)	<p>“It is permissible to appropriate or purchase any real estate or antiquities which the Department's interest requires the appropriation or purchase thereof.”</p>	
	13(a)	<p>“It is prohibited to license the establishment of any structure including buildings and walls unless it is about 5-25 meters away from any antiquities, against a fair compensation.”</p>	Buffer zone
13(b)	<p>“It is permissible, by a decision of the Minister on the recommendation of the Director, to increase the distance mentioned in Paragraph "a" of this Article if necessity requires in any of the following cases: 1. The protection or maintenance of the antique site. 2. The expansion of the antique site; 3. To secure that the antique site is not obscured by any construction.”</p>		
13(c)	<p>“It is prohibited to set up any heavy or dangerous industries, lime furnaces or stone quarries at a distance less than one kilometer from the location of the antique sites. In all cases, prior approval of the Department shall be given before inviting offers or awarding tenders for engineering services, designs and sketches and preparing the documents of public and private projects tenders.”</p>		

Law	Article/Item	Article Text	Purpose
Organizing Cities, Villages and Buildings Planning Law No. 79 for 1966 and its amendments that established by MoMA	14 (1)	"Must prepare before starting any master plan, the organizing topographic basic scheme for the area should also be the current condition of the region statement, and things are included in the impact of such a survey: (a) description of the site (topographic and geological conditions, etc...); (b) the history of architectural development of the area; (c) land use (residential, commercial, industrial and agricultural use etc.); (d) the ownership of land; (e) basic infrastructure; (f) recreation sites; and (g) natural and biological resources".	Master plan
	15 (1)	"Regional layout plan, which these plans to attend the regional with its own instructions, where needed, by the department supports Such a plan with a report on the survey with explanatory charts and other materials necessary for the statement of the main lines of the program of reconstruction of that region and the stages of implementation. And that these plans must be the foundation upon which to build local master plans must also be : natural conservation sites; forests; orchards; recreation sites and agricultural lands"	Regional layout plan
	19(2)	"Master Land Use Plans by the Ministry, taking into consideration the protection of sites, caves, buildings and relics of historic, archaeological or architectural value, and indicates that specific regulations can be adopted for built heritage."	Building regulation and land use
Jordanian National Building Law No. 7of 1993 that established by MPWH (Urban Aesthetics code (III-20)	Code 20	"Urban Aesthetics Code: This code covers urban aesthetics with respect to: a. land planning; b. local environment aesthetics; c. natural and planned sites; d. public and private parks and gardens; e. archaeology and archaeological sites; f. traditional buildings; g. public services; h. commercial and information advertisements; i. maintenance."	City beautification (building code)
MoTA Law No. 5 for the year 2005, for the Protection of Urban and	5(a)	"Lay the foundations and standards to preserve the architectural and urban heritage and submit them to the Cabinet for approval and publication in the Official	



Law	Article/Item	Article Text	Purpose
Architectural Heritage	5(b)  5(k)	Gazette.”  “Provide necessary funds for repair and reconstruction of heritage sites in and around and provide fair compensation for their owners to encourage them to maintain the buildings belonging to them.”  “Raising awareness at various levels to preserve the architectural and urban heritage in any of the following ways: 1. Encourage tourism in heritage sites that have been restored and rehabilitated; 2. Conclusion of the local conferences, seminars, workshops and preparing leaflets for heritage sites; 3. Activating the popular volunteer work in this area with the participation of relevant private institutions.”	Restoration and rehabilitation of heritage buildings
Regulations for Streets and Roads and Maintenance within the Boundaries of the Greater Amman Municipality No. 101 for the year 2009 by GAM	3	“GAM council are responsible for opening, maintenance and paving the roads within the boundaries of the Greater Amman Municipality.”	Basic infrastructure “road network”
Law	Article/Item	Article Text	Purpose
The Municipalities Law No. 13 of 2011	41(a1)  41(a8)  42(2) Clause No. 15	“City and Street Planning: to plan the town, open, cancel and change streets, determine their width and straightness, build them, and construct their sidewalks, and maintain, clean, light and name or number them, number the buildings, beautify the town and tree plant it, prevent trespassing, control the streets in terms of what might fall from the open areas and order their owners to make fences around them.”  “Public Parks: establishing, monitoring and regulating public squares, public parks, gardens, baths, places for swimming in pools and lakes.”  “Protection of areas, caves, buildings and constructions, antiquities and master pieces which has an archaeological or/and historical or/and architectural values.”	Infrastructure, signs, protection

Law	Article/Item	Article Text	Purpose
	42(2) Clause No. 19	“Marking all sites and caves and buildings of historic, archaeological and architectural value.”	
MoTA: Tourist sites management regulation, No. 23 of the year 2014, issued under paragraph g of Article 14 and 16 of the Tourism Law No. 20 of 1988	5(a) 5(b) 5(c) 5(f)	“Design public policies for the management of tourist sites, develop, maintain and invest their facilities and the development of plans and programs necessary to implement.” “Develop promotional plan for tourism sites to attract visitors and tourists to it.” “The development of services in tourist sites at the level that is consistent with international standards and with a master plan for each tourist site.” “Granting authorizations or permits for events and activities in the tourist sites.”	Site management
Tourism Law No. 20 for 1988	3(a) 3(b) 5(g)	“Maintaining the tourist sites and the development of these sites and invest them directly and indirectly, including organizing, managing and supervision of the implementation of the infrastructure and basic construction.” “Licensing the tourist professions and classifying in accordance with the provisions of this law and the regulations issued by it, supervision it, with a view to organizing and to raise the level of services provided for tourists.” “Encourage domestic tourism and investment and organization of the tourist and welfare and tourist programs for this purpose in order to familiarize citizens about the sights of the kingdom.”	Promotion and development of tourism, and the development of tourism resources
MoC: Instructions of Project of the National Thesaurus of Jordanian Folklore Heritage in Hashemite	3(3)	The Directorate of Heritage is responsible for popular heritage and the project including the following themes:  - beliefs of the people's knowledge	Creation of an information base for intangible cultural

Law	Article/Item	Article Text	Purpose
Kingdom of Jordan		<ul style="list-style-type: none"> <li>- customs and traditions</li> <li>- popular literature</li> <li>- popular arts</li> <li>- tangible culture</li> </ul>	heritage
Regulation of Jordan Tourism Board and its amendments No. 79 of 2007	4(b)  4(g)	<p>“The preparation and issuance of the publication and distribution of leaflets and movies, brochures, posters, magazines and periodicals.”</p> <p>“Submit proposals to the Ministry about projects and work on the development of the tourism product and make any suggestions to improve the tourist spots in the Kingdom.”</p>	Interpret production materials
MoPWH: Law of Road, No. 24 of 1986	4(a)	“Develop plans and designs for the roads and implement the projects planned or related to it.”	Basic infrastructure
Traditional and Popular Crafts and Industries and Trading therein Regulation No. 36 for the year 2002 issued under Article 16 of Tourism Law No. 20 for the year 1998	9(b2)	“Improving the quality of the product and according to the scientific basis to maintain its authenticity.”	Handicrafts improvement

Appendix 4: Relevant legal framework related to biodiversity conservation and infrastructure improvements

Law	Article/Item	Article Text
<b>Ministry of Environment</b>		
Environmental Protection Law No. 52 of 2006  <i>“Protection of environment and water resources”</i>	2	“Protection of components and elements of the environment and improvement of same. Prevention of the deterioration or pollution thereof or the reduction thereof to within safe pollution thresholds. These components include air, water, soil, natural beings and man, and the resources thereof.”
	4	For the purpose of achieving the goals of environmental protection and improvement of its various elements in a sustainable manner, the Ministry of Environment, in cooperation and coordination with the competent parties, shall carry out the following duties: <ul style="list-style-type: none"> <li>A. Setting a general policy for environmental protection, and preparing the plans, programs and projects necessary to achieve sustainable development.</li> <li>B. Preparing the specifications and standards for the elements and components of the environment.</li> <li>C. Monitoring and measuring the elements and components of the environment and follow-up thereof through scientific centers authorized by the ministry in accordance with set standards.</li> <li>D. Issuing environmental instructions necessary to protect the environment and its components and the conditions to establish agricultural, development, commercial, industrial, housing, mining and other projects and all services relating thereto for compliance therewith and the adoption thereof within preconditions for the licensing or renewal of licensing thereof in accordance with the legal principles in force.</li> <li>E. Monitoring and supervision of public and private corporations and bodies including companies and projects to ensure their compliance with environmental specifications and measurements and the set technical standards.</li> <li>F. Conducting research and studies related to matters of the environment and the protection</li> </ul>

Law	Article/Item	Article Text
<p>2006</p> <p><i>“Protection of environment and water resources”</i></p>		thereof.
	11	<p>A. (1) It is forbidden to dump, dispose of, or collect any materials harmful to the environment, whether such materials are solid, liquid, gaseous, radioactive or thermal, in the sources of water. (2) It is forbidden to store any of the materials listed in Paragraph 1 hereof in the proximity of water sources except within the safe limits set by the Ministers by virtue of instructions issued for that purpose, including the protection of water basins, in coordination with the concerned parties.</p> <p>B. Any person perpetrating acts stated in Paragraph A hereof shall be punishable by imprisonment for a period of not less than three months and not exceeding two years or by a fine of not less than 10,000 dinars and not exceeding 50,000 dinars, or both, and shall be obligated to remove the subject of the violation within the period set by the court based upon a technical report. If the perpetrator fails to meet this obligation, the ministry or whoever it delegates shall remove such violation at the expense of the perpetrator, and shall levy an additional 25% of such expenses as administrative costs. He shall also be fined an amount of not less than 50 dinars and not exceeding 200 dinars for each day he fails to remove the violation after the end of the period set by the court for such removal.</p>
	13	<p>A. Every corporation, company or establishment, or any entity established after the coming into force of this law and which conducts activities that negatively impact the environment is obligated to prepare an Environmental Impact Assessment report for its projects and submit such report to the ministry to take the appropriate decision in its regard.</p>
<p>Environmental Impact Assessment Regulations, Regulation No. (37) of the year 2005. Issued by virtue of subparagraphs (9 &amp; 11) of paragraph (a, Article 23) of the Environmental</p>	4	<p>A. No industrial, agricultural, commercial, housing or tourism project or any construction development project or any of the projects specified in Annexes 2 and 3 of these regulations may commence operations with the services relevant thereto, until it obtains the environmental approval required for this purpose from the ministry.</p>

Law	Article/Item	Article Text
Protection Law No. (1) of 2003 <i>“Licensing - Environmental Impact Assessment Regulations”</i>		
Instructions for conserving and managing protected areas of the year 2013	4	Taken into account in the selection process of the special protection areas include: <ol style="list-style-type: none"> <li>1. Be of special eco-system or contain revive the wild are threatened with extinction;</li> <li>2. Be of unique natural heritage;</li> <li>3. To be of cultural heritage is linked to environmental value;</li> <li>4. Comply with local and national relevant economic development priorities;</li> <li>5. Acceptance of a domestic relationship with the principle of the establishment of the region and to participate in management</li> </ol>
<b>Ministry of Agriculture</b>		
Agriculture Law No. 13 of 2015 <i>Vegetation cover protection and grazing management</i>	33	<ol style="list-style-type: none"> <li>1. Prohibits cutting of trees, shrubs, forest trees, and wild plants without a license from the ministry.</li> <li>2. Prohibits burning of trees, forestry shrubs, and wild plants or stripping off their external skin or its leaves except in circumstances specified by the minister and with his authorization.</li> <li>3. Prohibits trimming of trees, forestry shrubs, and wild plants or cutting any boughs without the minister’s permission.</li> <li>4. Prohibits felling of perennial and rare trees, and wild forest trees but does allow for required pruning by the owner.</li> </ol>
	34	B. Prohibits cutting any trees or perennial forests or rare and wild plants threatened with extinction or destruction, or abuse in any way.

Law	Article/Item	Article Text
		D. Punishment is imprisonment for six months and a fine three-fold of the value for each rare forest tree or perennial, and for each rare fruit tree or perennial, and JoD 1.00 for each cut or destroyed wild plant.
	36	The Minister shall issue instructions governing the procedures and processes to improve grazing land, development and conservation and natural elements, including soil and vegetation wild and cultivated and organize their environment and manage grazing and identify epochs and instead exploit these pastures.
Agriculture Law No. 13 of 2015 <i>Protection of wildlife species</i>	56	B. The minister forms a special committee to protect wildlife, to determine the tasks and modus operandi.
Temporary Agriculture Law 44 for the protection of wildlife and wild birds and hunting regulating orders (z/34) for the year 2003	10	It is strictly forbidden to hunt, possess, transfer or sell, or display any kind of wild animals and wild birds not mentioned in the hunting schedule regulation.
<b>Greater Amman Municipality</b>		
Organization of Cities, Villages and Buildings Law No. 79 of 1966 and regulations.  <i>“Biodiversity protection (preservation of trees, parks and plantations, land use)”</i>		<ol style="list-style-type: none"> <li>1. The local and regional committee may within its competence as the case may be, in cooperation with the Ministry of Agriculture, find it appropriate to preserve trees, parks and forest lands, flowers and plantations and to issue an order as referred to in this Act in order to maintain trees and flowers in the process of any implant trees or forest land as shown about it planted on roadsides or parks or gardens or in any area in particular may provide it on any of these matters: (a) not to cut trees or flowers and destroy it (if there were no stipulated exceptions are mentioned) except with the approval of the committee.</li> <li>2. If anyone violates or neglects work in maintaining the trees he is considered to have committed an offense punishable on conviction by a fine of not less than JoD 5.00 and not exceeding JoD 100.00. In an ongoing case of violation to be fined an additional fine of not less than JOD 3.00</li> </ol>

Law	Article/Item	Article Text
<p>Organization of Cities, Villages and Buildings Law No. 79 of 1966 and regulations.</p> <p><i>“Biodiversity protection (preservation of trees, parks and plantations, land use)”</i></p>		per day the claim of the judgement.
	14	1. Before starting any master plan, the organizing topographic basic scheme for the area must be prepared, which should also be the current condition of the region statement, and the following are to be included in the impact of such a survey: (a) description of the site (topographic and geological conditions, etc.); (b) the history of architectural development of the area; (c) land use (residential, commercial, industrial and agricultural use etc.); (d) ownership of land; (e) basic infrastructure; (f) recreation sites; and (g) natural and biological resources.
	15	1. Regional layout plan, which plan must follow the regional with its own instructions, where needed, by the department. Such a plan with a report on the survey with explanatory charts and other materials necessary for the statement of the main lines of the program of reconstruction of that region and the stages of implementation. And that these plans must be the foundation upon which to build local master plans must also be: natural conservation sites; forests; orchards; recreation sites and agricultural lands
<p>GAM regulations for streets, roads and maintenance within the boundaries of the Greater Amman Municipality No. 101 for the year 2009</p>	3	“GAM council are responsible for opening, maintaining and paving the roads within the boundaries of the Greater Amman Municipality”



Law	Article/Item	Article Text
Municipalities Law No. 13 of 2011  <i>Infrastructure, signs</i>	41          41	A (1) “City and Street Planning: To plan the town, open, cancel and change streets, determine their width, and straightness, build them, and construct their sidewalks, and maintain, clean, light and name or number them, number the buildings, beautify the town and tree plant it, prevent trespassing, control the streets in terms of what might fall from the open areas and order their owners to make fences around them.”  A (8) “Public Parks: establishing, monitoring and regulating public squares, public parks, gardens, baths, places for swimming in pools and lakes.”
<b>Ministry of Public Works and Housing</b>		
Law of Road, No. 24 of 1986	4	A. “Develop plans and designs for the roads and implement the projects planned or related to it”.