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SCHEP
Sustainable Cultural Heritage Through
Engagement of Local Communities Project

The Experience Petra Program برنامج تجربة البترا

ACOR USAID SCHEP

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Introduction:

مقدمة:

TWL is situated in the most developed archeological park in Jordan; the most important tourist site due to its status as one of the Seven Wonders in the world, and listed on the World Heritage list, which in turn has given the Park a considerable push to be on the main list of sites to be visited by international visitors.

In 2016, 330,000 foreign visitors bought tickets to visit Petra, considering 20% of these visitors bought the 2- or 3-day ticket, then we can assume that approximately 66,000 visitors might be interested in the TWL experiential tourism program.

Facts:

حقائق:

1. TWL was an important place of worship for the Nabateans
2. Very large complex with small temple
3. One of the most important temples in Petra
4. Only temple with Winged Lion images





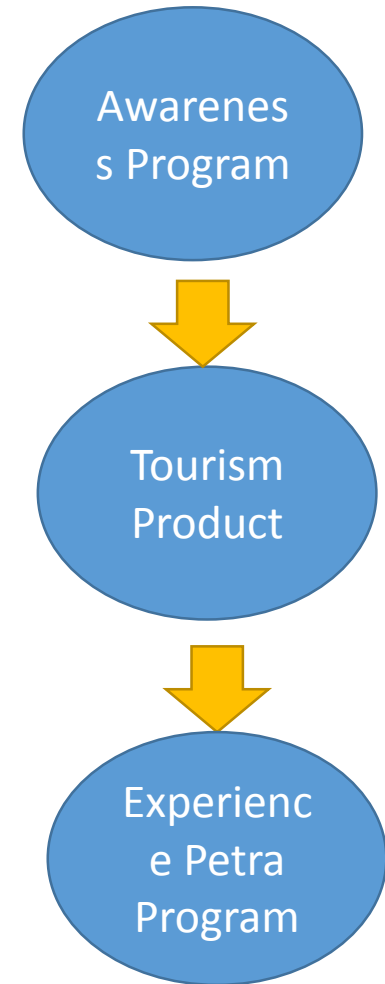
الأهداف الرئيسية لعام 2017: Original Objectives in 2017:

1. Encourage visitors to spend more time at TWL
2. Create a unique tourism product in Petra
3. Introduce a new experience to the tourist visiting Petra
4. Develop the program in order for it to become integrated into the official Petra Trail
5. To have visitor understandable why it is important to document and preserve archaeological sites “Educational Objective”

Experience Petra Program a Tourism Product and Awareness Program

برنامج تجربة البترا هو منتج سياحي وبرنامج توعوي

- **Awareness Program** in cooperation with the Ministry of Education, Department of Antiquates and PDTRA, SCHEP implemented **Experience Petra Program** during October and November 2017.
- The program was implemented to create a PROUD feeling and also to allow students to understand the importance of cultural heritage sites and their preservation, and therefore create a continuous and sustainable subcomponent in Petra, such as “Petra by night” and “the new trails around the archeological park”
- This program is a unique **product**, due to the uniqueness of the structure (pagan temple of ancient Arabs), related to the important value of Petra, which it's a world heritage site, and combined with a volun-tourism component, to allow visitors to connect with the past heritage through hands-on activities where the visitor can touch the soil of 2000 years ago of ancient civilization
- Will create new job opportunities among the local community, and will create an interactive program for tourists and students, adding more value for the experience.



Proposed tourist packages: باقات السائح المقترحة

A number of packages have been proposed and tested under this Program; depending on interest, time, and ability of the tourist. The basis of the program is to promote 3 different activities (all available under the Full Program).

FULL PROGRAM DETAILS (4 hours) البرنامج الكامل (اربعة ساعات)

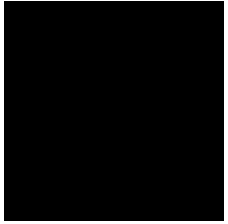
1. A day in the life of an archeologist (1 hour as stand-alone)
2. The Guided Tour (2 hours as stand-alone)
3. The Mosaic Course (1 hour as stand-alone)

Full program (4 hours)

البرنامج الكامل

The full program will be marketed to those who want to **experience Petra to the fullest**. It should be:

Engaging



Entertaining



Educational.



- **Free Wi-Fi** will be available at the Station
- **Sweet Bedouin Tea** while they are given an overview of the history of TWL.



A Day in the life of an Archaeologist يوم من عمل عالم الآثار

1. Sifting the dumps
2. Sandstone wall consolidation.
3. How to document the structure.
4. Retrieving and washing pottery



The Guided Tour

جولة بمرافقة مرشد

Tourists choosing this package would be interested in the history of TWL as well as the nearby sites of the Great Temple, Qasr al Bint and the Church; being the 4 most significant places of worship inside Petra that can be accessible. This in-depth dynamic guided tour will be extremely educational and will provide an abundance of information that will leave a lasting impression on the visitor.



The Mosaic Course

Interested visitors can experience and physically try out their skills in this program. Starting off with a visit to the beautiful Petra church and exploring its intricate mosaics, the visitors are then led back to the Station near the TWL to learn how mosaics are made, and try it for themselves. A selected design from Petra church will be given to them to place the mosaics on, which in turn becomes their giveaway (CNC cut illustration is ready made, and the tourist places the pre-cut mosaics inside to get in the end a beautiful illustrative and artistic piece).

دورة حرفة الفسيفساء



Promotion for this product has been proposed to have multiple levels and phases.

Continuing with the idea of instilling a notion of national pride within this program, our first target was been domestic.

Phase 1 ran from October 2017 to November 2017 and focused on SCHEP sites public schools.

Here under is a proposed sequences for the targeted audience



Participants Public School Students

مشاركة طلاب المدارس الحكومية

Site	Date	gender
Bayt Ra's	2-Oct-2017 Monday	Male
Um Al Jimal	4-Oct-2017 Wednesday	Female
Madaba	9-Oct-2017 Monday	Male
Ghawr as Safi	11-Oct-2017 Wednesday	Female
Busayra	16-Oct-2017 Monday	Male
Ayla	18-Oct-2017 Wednesday	Female
Wadi mousa	23-Oct-2017 Monday	Male
Wadi Ramm	25-Oct-2017 Wednesday	Female
Bayt Ra's	1-Nov-2017 Wednesday	Female
Madaba	8-Nov-2017 Wednesday	Female
Busayra	15-Nov-2017 Wednesday	Female
Wadi Ramm	20-Nov-2017 Monday	Male
Wadi mousa	22-Nov-2017 Wednesday	Female



This program targeted 273 student from eight SCHEP sites, 153 female and 119 male, from the ages of ten to seventeen.





спасибо 谢谢
GRACIAS 谢谢

THANK YOU

ありがとうございました MERCI

DANKE धन्यवाद

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