

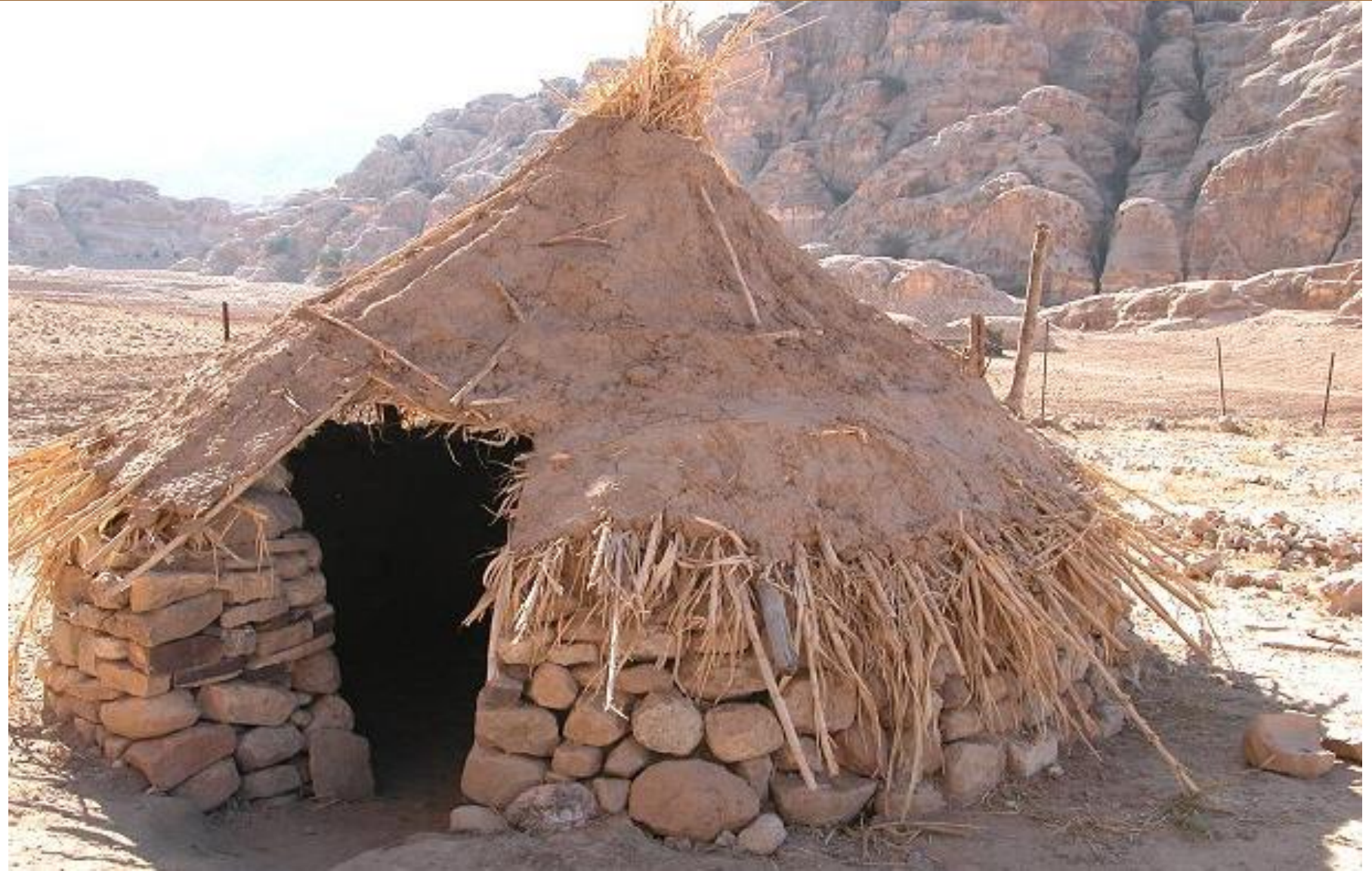
Protecting and Presenting Petra to the World



Petra Development & Tourism Region Authority

Significance

Petra is an outstanding example of cultural and natural landscape where human settlement and land use can be traced for over 10,000 years.

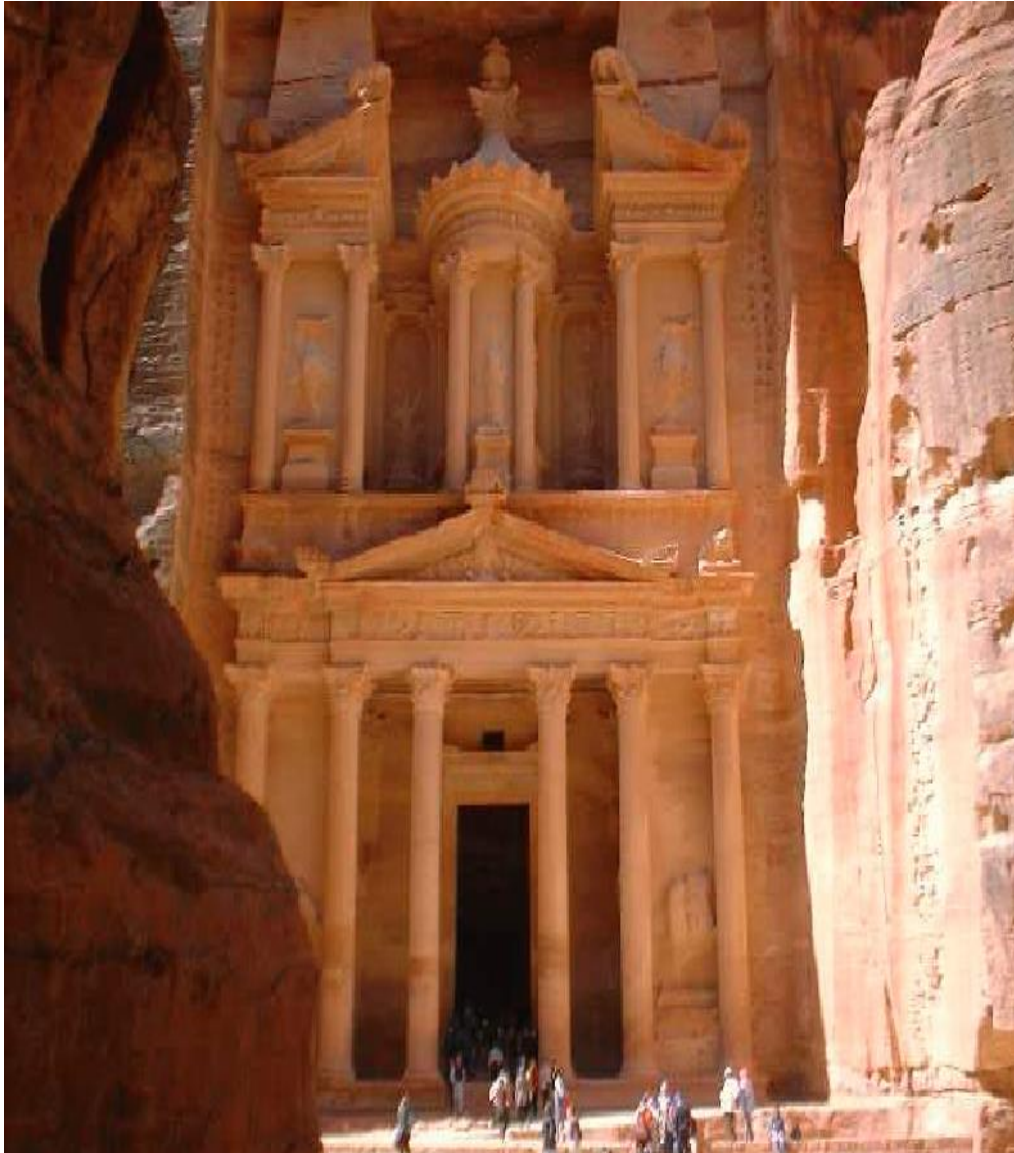


Background



- **A 264 Km² protected area containing archaeology and natural assets**
- **World Heritage Site since 1985**
- **Jordan's most visited site**
- **Declared a New Seven Wonder in 2007**

Petra Development and Tourism Regional Authority



- **A new law established PDTRA in September 2009**
- **Comprehensive & Sustainable Development**
- **Regulator for Economic activities**
- **Implement International Best Practices to Manage the Park**
- **Create an enabling environment for investment**

Vision



- **New Master Plan for the region**
- **Develop Required Infrastructure to Boost Investments**
- **Promote Public -Private - Partnership**
- **Enhance the Competitiveness of Petra as a World- Class Tourism Destination**
- **Improve Services/ Diversify Tourism Products**
- **Local Community Development**
- **Protect and present the Park**

1. **PDTRA Institutional Framework**
2. **Petra Archaeological Park Conservation & Management**
3. **The Petra Experience**
4. **Human Resources Development & Awareness**
5. **Local Community Development**
6. **Marketing & Communication**





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Petra Archaeological Park Conservation & Presentation



How this work plan was informed

■ Building on previous work and consultations with key stakeholders

- Ministry of Tourism & Antiquities
- Department of Antiquities
- District Governorate

■ Participatory Rapid Appraisal

- Shop owners
- Community-based organizations
- Tourism organization in Wadi Musa
- Tour guides
- Foreign tourists on-site

- USAID
- UNESCO
- Petra National Trust
- ACOR
- Al-Hussein University
- Bait Alanbat
- British Institute
- JICA

Site presentation

- Site interpretation plan
- Visitor center transformation
- New trails

Enhanced services and amenities

- E-Ticketing system
- Park Rangers force
- Horses and carriages
- Guides training
- Emergency clinic
- Visitor exit shuttle
- Other services and amenities





Petra Archaeological Park **Management**

Revitalization of the Visitor Center

- **Optimal utilization of existing building/space**
- **Building rehabilitation and cost reduction (around fifth of the previous design under World Bank fund)**
- **World class interpretation & presentation methods**
- **Introduction of core functions and services upgrade**

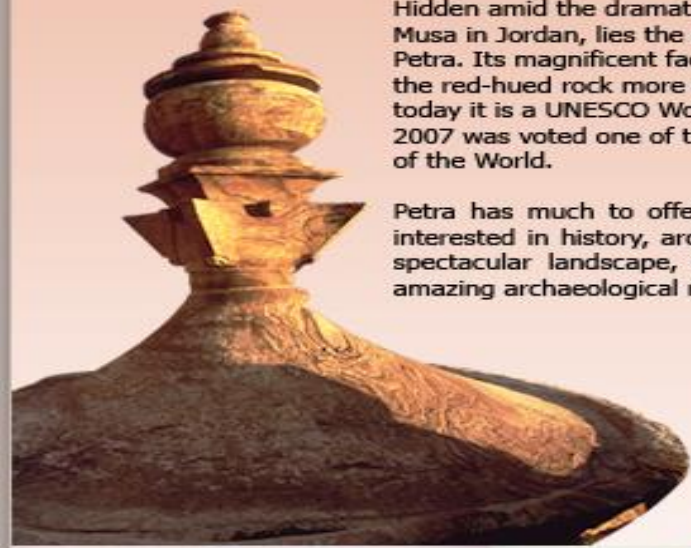




Petra

Archaeological Park

محمية البتراء الأثرية

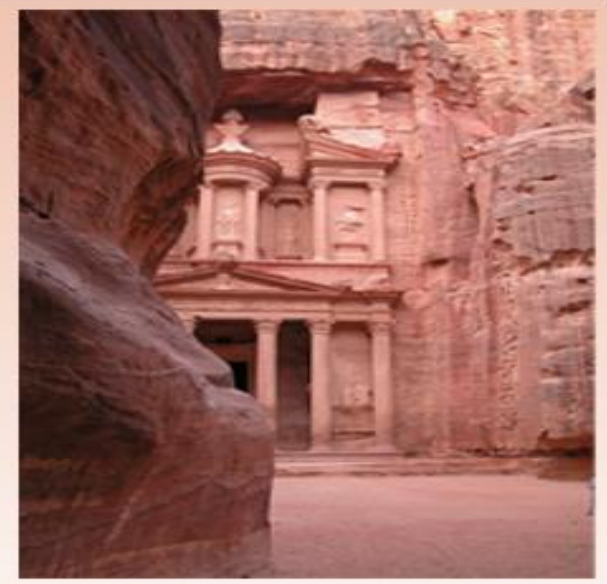
[Petra Archaeological Park](#)[The Site](#)[Visiting Petra](#)[Services](#)[Beyond Petra](#)[Resources](#)

Hidden amid the dramatic rock formations of Wadi Musa in Jordan, lies the ancient Nabataean city of Petra. Its magnificent facades were carved out of the red-hued rock more than 2,000 years ago; today it is a UNESCO World Heritage site and in 2007 was voted one of the New 7 Wonders of the World.



Petra has much to offer its visitors and is a must-see for anyone interested in history, archaeology, nature or culture. This includes a spectacular landscape, fascinating history, scenic hiking trails and amazing archaeological relics.

You need a day to see the main attractions of Petra, but it takes a few more to truly immerse yourself in the magic of this manmade wonder and explore all that the area has to offer.

[Petra routes and trails](#)[Getting to Petra](#)[Accommodation](#)[Help protect Petra](#)

Development of PAP Enabling Instructions

- Park Rangers Instructions
- Retail Concession Instructions
- Violations & Penalties Instructions
- Animals and Carriages Instructions
- Eco Camps Licensing Instructions
- Site use and picnicking Instructions
- Filming Instructions
- Events Instructions
- Guides Instructions
- Camping Instruction



Development of PAP Organizational Structure & Staff Skills

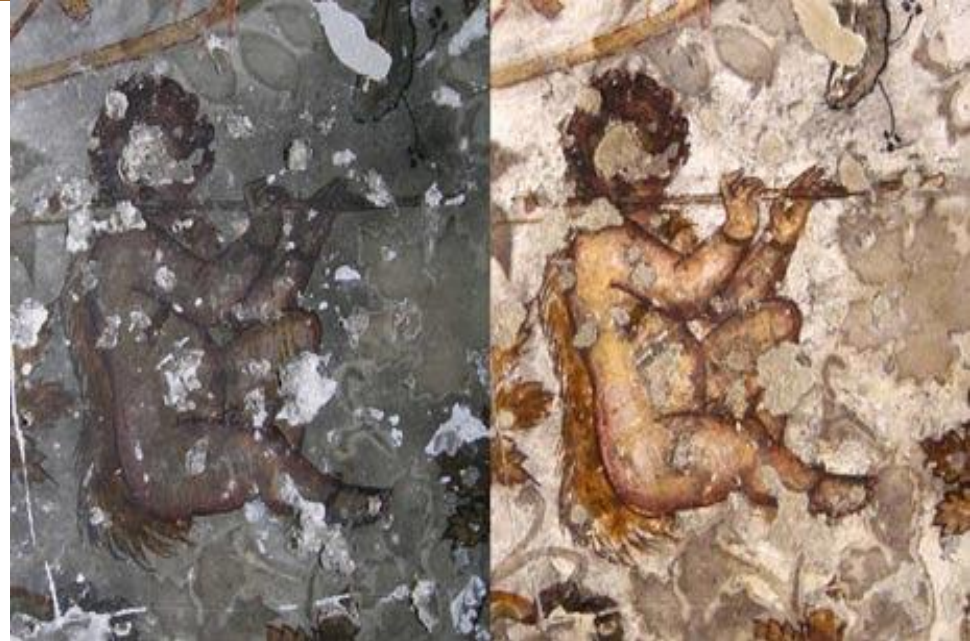
- Finalization of PAP organizational structure
- Finalize PAP job descriptions for key positions
- Recruitment of new park rangers & key managers
- Conduct detailed ranger training program, including legal authorities
- Provide ranger uniforms for first cohort

Improve Park Cleanliness

- Revisit the cleaning contract terms
- Further train contractor on SOPs for park cleansing
- Consider dual park cleaning system (staff and contract)
- Consider plastic recycling

Conservation

- Conservation action plan
- Risk mapping
- Siq stability project
- Park boundaries & buffer zone
- Renewable energy project
- Wall paintings
- Ass. of Arch. Excavation
- Site use Instructions
- Restoration of the Winged Lion Temple
- Wadi Al Jarra project
- Petra Byzantine Church
- Neolithic Village



Improve Tourist's Awareness of Petra's Values and Significance

- Produce a Petra World Heritage Site brochure
- Launch “Care for Petra Campaign”
- Disseminate at Park entrance and through hotels
- Train industry workers to advise visitors on desired practices within PAP

Support governance framework for conservation fund

- Develop proposed governance model for fund with PAP
- Endorse PAP new bylaw

Support targeted conservation projects

- UNESCO, PNT, ACOR, British Centre, ...

Organize international workshop on Petra's conservation challenges

Support community-based projects

- Traditional apparel and public awareness projects with *Bait Al-Anbat*
- Silver workshop enhancements with *Nabatean Ladies Cooperative*
- Nabatean-style pottery with *Taybeh Ladies Cooperative*
- Cycling, guiding and/or handicrafts with *Ammarin Cooperative*
- New handicrafts products with Um Sayhoun's *Petra Ladies Cooperative*
- Plastic recycling with
Um Sayhoun's *Al-Khazneh Society*
- *Hotel industry VTC*

Incomes through products appealing to tourists

Creating alternatives to peddling, delinquency and site infiltration



Project Goals

Eliminate practices harmful to the Site through alternative economic opportunities

- Reduce presence of peddlers on site – especially women and children
- Unregulated donkey and horse trips that infringe on the site
- Promotion of local handicrafts versus cheap imported souvenirs

Diversify authentic cultural tourism experiences

Enhance quality and diversity of products and services in handicrafts, guiding, hospitality, and site cleanliness and presentation.

Improve local community engagement in Site preservation

Optimizing local communities' participation in, and benefits from, the sustainable development of the tourism sector

Build Local Awareness

- Raise awareness among tourism professionals and visitors
- Train local business owners on communication skills
- Train teachers in schools to reach students to spread awareness on tourism and archaeology
- Promote responsible visits by tourists








لا تعبت بالطبيعة
Don't mess with nature

Join us for the kick-off of the Petra Clean-up Campaign

Place: Petra Visitor's Center
Time: 08:00 a.m.
Date: Monday, October 5

Plan: Pick up a trash bag and help us clean Petra as you enjoy your visit. Return the reusable trash bag and claim your Petra Clean-up t-shirt and cap.

Thanks for our Sponsors


























Petra

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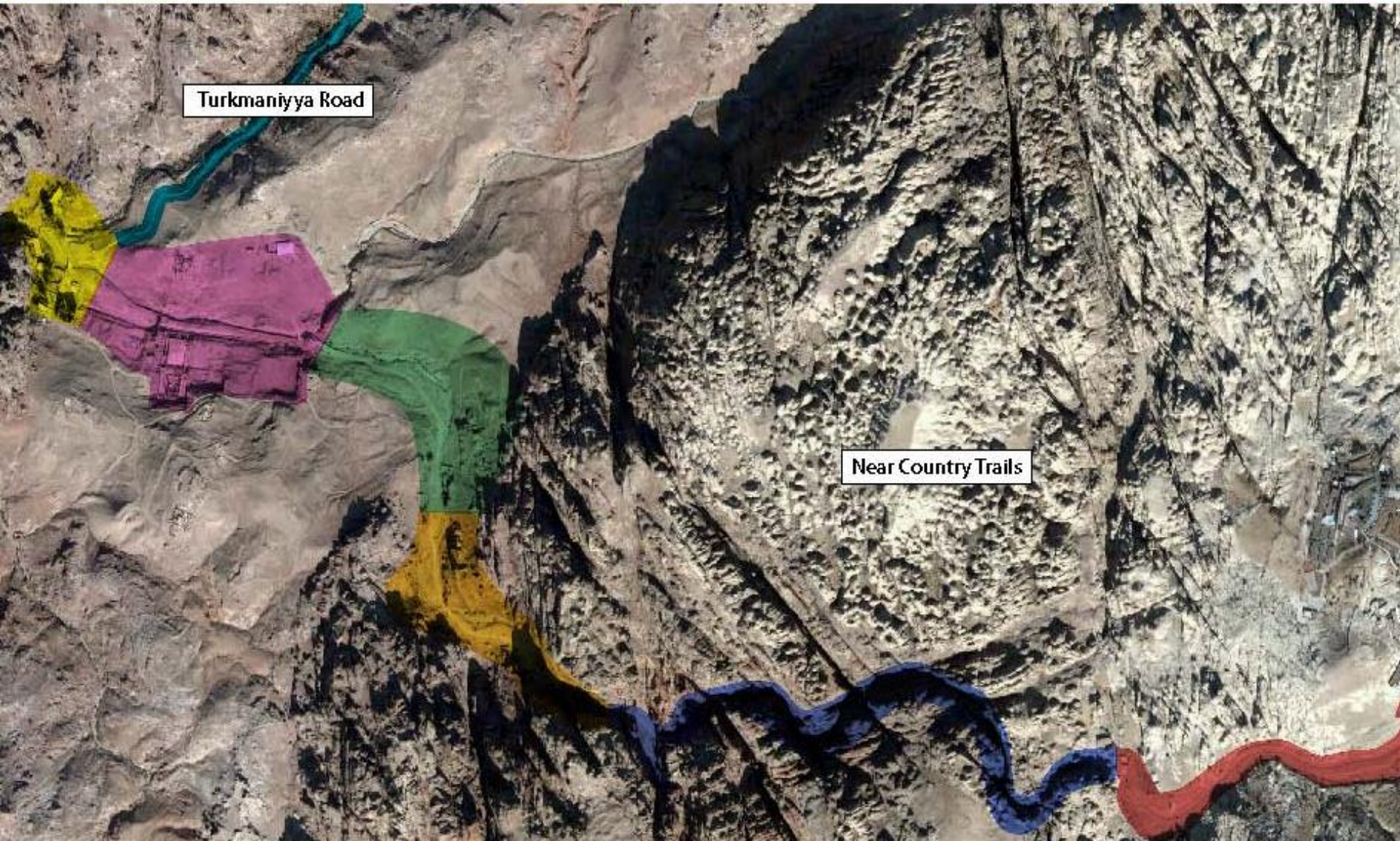
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Much more to see



Improved visitor services planning and management

Basin City Center Elbow/Turn Theatre Siq Arrival

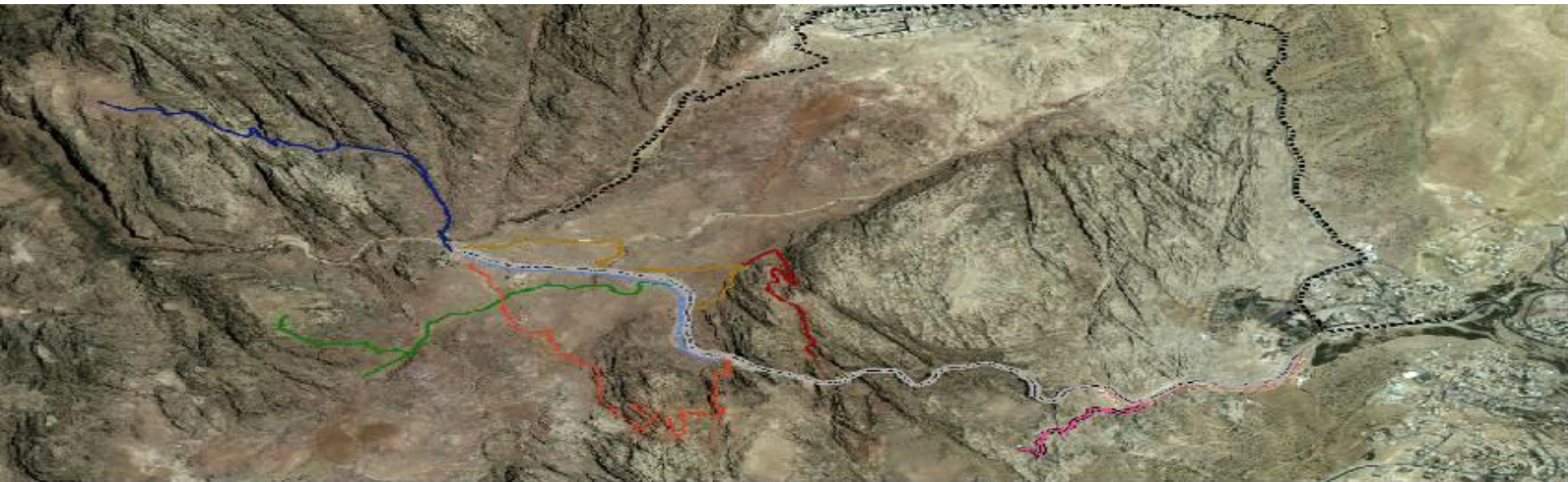


Turkmaniyya Road

Near Country Trails

Trails

- **Developing 4 new tourism trails**
- **Providing services along the new trails**



0 250 500 1000 Meters

— Umm al-Biyara Trail
— The Royal Tombs Trail
— High Place Trail
— Ad-Deir Trail

- - - - - Main Trail
— Al-Khubtha Trail
— Al-Madras Trail
+ Monuments sites

. Turkmaniyya Dark Road



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Exiting the park

- **Back- exit through Turkmaniyyah**
- **Alternative emergency exit point**
- **Service office and rest house**
- **Parking for back exit/ eco-friendly transportation**



Eco- friendly Back Exit Transportation

- **Eco- friendly buses**
- **Transportation services from back exit to tour buses cultural village**



Other themed experiences

- Beidha
- Sad Al-Nimer
- Sad Al-Nage'





Petra

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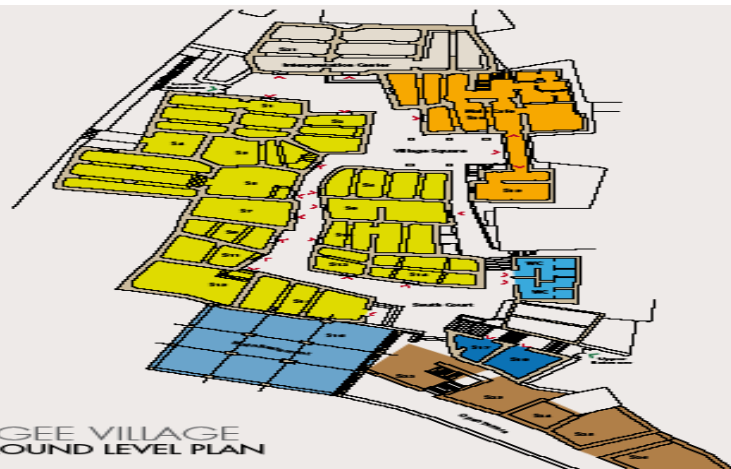
Other Attractions Outside PAP



Develop new themed attraction



- Engaging cultural performances
- Presentation of the history of successive civilizations
- Handicrafts demonstration and retailing area
- Food experiences





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Base for visiting Aqaba, Wadi Rum and the Dead Sea



**THANK
YOU**

