

Sustainable Tourism Strategic Planning In Archaeological And Heritage Sites

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Abstract:

This study aims to demonstrate the importance of awareness-raising to preserve heritage and archaeological sites as a tourist attraction. Therefore, documenting heritage and archaeological sites is a sustainable planning that ensures benefiting in developing the Jordanian tourism sector (Bazazo, 2021). Also, this study combines theory and practice, which includes a theoretical framework that deals with the concepts of heritage (Alhroot, 2021). Moreover, this study focuses on tangible heritage. The study concluded that the management of heritage and archaeological areas is of great importance in the development of the Jordanian tourism sector.

Keywords: Sustainable planning, heritage, archaeological sites, Jordan, Tourism

Background of the Study

The homeland concept at the present time includes the land and all its heritage, works, deeds, events, achievements, memories, political, social, economic, cultural and architectural systems. This gives meaning and value to the land with a memory of identity for the nation except through knowledge and preservation of heritage. There is no value for the body without the soul, nor for the tangible without the intangible. Heritage places include in their space's customs, traditions, various legacies, language and nature. The heritage place in a specific time is what determines the identity and its demise means the fragility of the nation. Therefore, the culture of heritage places is a force that we must preserve, especially in the era of globalization in which we live. It is necessary to highlight the heritage place and cultural values of the people in order to introduce and remind the children of this generation at the present time, and thus create sustainable development for those societies to benefit all segments of those societies.

In order to determine the characteristics and elements that characterized the buildings of the heritage in each period. The importance lies in knowing and the history of the city in which we live.

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In order to preserve the antiquities, maintenance and restoration operations are carried out for them in terms of the materials used or engineering methods, whether architectural, construction or technical. Therefore, the importance of heritage is due to the strengthening of the identity that unites the members of the nation with a deep and past history and has glories and a culture that is expressed by heritage. Heritage, with its symbols expressing the pain of our people and charged with meanings and emotions, as heritage is held by the nation's history and spiritual and national emotions.

Introduction

The urban heritage elements are one of the tourist attractions called cultural tourism. Also, this study provides access to the material products of previous civilizations with all their economic, social, cultural and religious components. Moreover, a complementary and reciprocal relationship between cultural tourism and the re-employment of urban heritage, as each is a tool for achieving the other.

Cultural tourism is concerned with the urban heritage for preserving and highlighting its continuity. However, the urban heritage provides tourism with distinctive attractions and important economic resources for tourism development to contribute to the national economy. This made an added value in increasing the demand for investment in various sectors and working to put in place the frameworks governing them.

The Study Problem:

The need is to develop awareness of the importance of the urban and architectural heritage against the attempts of distortion and removal by natural or human influences. Thus, each of them contributes to the cracking and collapse of buildings, and their demise in the event that they are not restored, maintained and strive to preserve them, by answering the following:

- Identifying the types of heritage and its components.
- Analysis of factors affecting heritage and archaeological sites.
- Realizing the foundations of sustainable tourism planning for archaeological and heritage sites.
- Clarifying the sustainable tourism planning methodology in developing archaeological and heritage sites.

Study Justifications:

1. Few studies that dealing with the documentation of tangible and intangible heritage.

2. Focus on educating the community about the importance of heritage.
3. The importance of tourism represents an important and essential economic resource for countries in the national income, as it that are characterized by limited resources, such as Jordan that tourism contributes 14% of the GDP.

The Study Goals

- 1-Defining the ingredients success of heritage forms in Jordan.
- 2-Developing awareness of the importance of tangible heritage.
- 3-Describe the factors affecting heritage and archaeological sites.
- 4-Clarify the foundations of sustainable tourism planning for archaeological and heritage sites.
- 5-Explain the proposed mechanisms for attaining sustainable development in societies through heritage projects.

Literature Review

Heritage is a distinct cultural form that reflects deeply rooted human characteristics. Over a qualitatively varying and environmentally distinct period of time, transmitted from one generation to another. It also shows internal and ordinary cultural changes but always maintains a continuous basic unity. Also, natural heritage resources are defined as regions and geographical features with their natural features or physical, biological or physiographic formations. It can be linked to the origin or history of man, or related to geological or historical events or human activities. Also, it includes exceptional cultural or aesthetic values or scientific value such as petrified forests, marine fossils.

Natural heritage resources mean that part of the natural environment and represented in all natural forms such as: seas, lakes, deserts, mountains and the climatic forms. In addition, the biological environment that contains living organisms, including animal and plant species. As a result; an entire culture is natural element while cultural forms were practiced within natural areas. Also, natural heritage resources defined as regions and geographical features with their natural or physical, biological or physiographic formations. It can be linked to the origin or history of man, or related to geological or historical events or human activities. Also, it includes exceptional cultural or aesthetic values or scientific value such as petrified forests, marine fossils.

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The comprehensive plan for the culture of Arab heritage was divided into three sections:

First, The Tangible Heritage: such as archaeological buildings and what excavations reveal and include in museums, all of which represent their eras in one way or another and include the following:

1- Fixed monuments: such as the remains of historical cities, religious buildings, architectural monuments, military fortifications, water and agricultural facilities, cemeteries, and the like.

2- Transferred effects:

A- Such as sculptures, engraved materials, manuscripts, coins, pottery, ceramic and glass tools, textiles, weapons, and adornment tools.

B-handicraft, industrial and architecture legacies. The original handicraft products that ceased to be produced by the traditional methods that people inherited because they are evidence of a distinctive heritage that reflects the local identity and has been replaced by mechanical or consumer production that mimics the workmanship and contradicts it in quality, artistic value and human effort.

Second, the intellectual heritage: It consists of what was presented by the previous scholars, writers, thinkers and political officials, and it includes three categories:

- 1-The sciences and religious knowledge inherited from the predecessors.
- 2- Natural sciences and knowledge such as the sciences of the early adopters and the Islamic scientific heritage in the fields of natural sciences
- 3- Literary arts, decorative arts, calligraphy, and the like Third, the social heritage of my life: It is based on the rules of behavior, societal customs, proverbs, traditions, and the system of social values. It constitutes a coherent and long-lasting moral structure that exerts great pressure and influence on individuals and that it resides behind feelings and awareness in most cases.

It includes:

- 1- Oral traditions such as stories, proverbs, idioms, and dialects.
- 2- Customs, traits, costumes and other social traditions.
- 3- Folk arts such as singing, music, dancing, songs, and so on.

The methodology of sustainable tourism planning through tourism demand and supply in the development of archaeological and heritage sites.

Cultural Heritage Resources

The Tangible Cultural Heritage The Intangible Cultural Heritage

Fixed tangible cultural heritage Movable intangible cultural heritage
All sections of folklore Cities and villages of all kinds Housing and living tools Linguistic heritage Religious Buildings Objects for Religious Purposes Popular beliefs and knowledge Civilian buildings Military tools Customs and traditions Military building Commerce-related tools Folk arts Economical buildings Medical related tools Architectural Structure Mobile and Communication Tools Leisure and entertainment gadgets Machines for observing the manifestations of the universe Cupping and ironing tools

Levels of Sustainable Tourism Planning in Heritage and Archaeological Sites

The first level The second level The third level Preserving heritage and archaeological sites Methods that bring about radical changes in heritage and archaeological sites This level is associated with deteriorating heritage and archaeological sites keep maintenance restoration protection Re-employment removal substitution Recreate optimization Rehabilitation urban renewal

Challenges Facing Heritage:

A- Factors affecting the heritage and archaeological sites:

The urban and architectural heritage is distinguished by its immortality and steadfastness through time, until the achievements and feats of our ancestors reached us. This immortality resists many disasters, difficulties and damage, which cause the loss and loss of evidence of heritage and the attempts to distort and remove it with natural or human influences, each of which contributes to the cracking and collapse of buildings. As a result of multiple and different factors, the most important of which is the destruction of heritage and archaeological sites, which threatens the survival of these sites as a civilized human heritage. At present, international attention has come to heritage and archaeological sites and their scientific management that leads to the preservation of human heritage and the preservation of the cultural heritage of nations and peoples.

B- Natural Factors affecting heritage and archaeological sites:

There are a large number of natural hazards that cause damage to heritage and archaeological buildings. Thus, it causes its devastation, gradual wear, tear and discontinuation of its use:

- 1- Rain and torrential rain:** Heavy rain is one of the most dangerous chemical factors affecting heritage and archaeological sites through various weathering processes, which include: dismantling and melting rocks and materials that make up heritage and archaeological buildings, and removing inscriptions and colors painted on their walls.
- 2- Winds and storms:** Severe winds and storms are factors of air erosion that affect archaeological and heritage sites in destroying their historical monuments. In addition, the impact of the sand dunes carried by the wind, covering and destroying many archaeological sites in the world.
- 3- Earthquakes, lightning strikes, and volcanoes:** Earthquakes are factors of mechanical damage that may affect buildings with long-term damage. As for lightning, it causes the affected side to collapse directly, and may cause some cracks in buildings, and its dangers can be averted by installing lightning rods. Volcanoes also cause major collapses in the impacts that lead to fires that cause severe and dangerous injuries to the flammable parts of the impacts.
- 4- Mechanical weathering and daily and annual thermal variation:** The variation and difference in temperature leads to the destruction of archaeological and heritage sites. This difference is more dangerous for igneous stones such as: (granite, basalt), which cause the collapse of the mineral grains that make up the outer layers of the surfaces of the stones.
- 5- Fluctuation in the level of infiltration water:** The fluctuation in infiltration water is considered in the neighborhoods in which the archaeological and heritage buildings are located; As a result of the damage to the old sewage networks, it is one of the factors that cause damage to the ancient buildings. The fluctuations of the infiltration water that collects in the soil leads to its disruption by the displacement of some of its components, the encroachment of the soil, and the occurrence of landslides. The absorption of soil, especially sandy soil, to groundwater leads to poor cohesion of its grains and the occurrence of landslides.
- 6- Air humidity:** causes the dissolution of water-soluble salts, which are usually found in sedimentary stones. Carbon dioxide in the atmosphere combines with water vapor to form carbonic acid, which turns minerals into carbonates.
- 7- Plants:** They are considered one of the factors of biological damage resulting from the accumulation of rainwater in archaeological sites

where the seeds of plants carried by the wind and birds that settle in cracks and joints grow. It was also proven by analysis that the carbonaceous stones are eroded by the acidic secretions secreted by the roots of these trees.

- 8- Animals:** Bats are among the animals that cause distortion of monuments, as they distort the walls and the inscriptions and drawings on them. Mice also contribute to the distortion of antiquities, as they dig holes for them at the bottom of the foundations of archaeological and heritage buildings that lead to an imbalance in these buildings.

C- Human Factors Affecting Heritage and Archaeological sites:

The threats to cultural and natural heritage are due to changing social and economic factors as they carry the most dangerous factors of damage and destruction. Also, the traditional natural factors that increase the seriousness of the situation. The human factor also includes the following elements cause the destruction of heritage and archaeological sites:

1. Fires: Fires are to severe damage to the building materials of heritage and archaeological sites of all kinds. It also works chemical transformations in building materials, whether stones or bricks, limestone, which are transformed by heat into lime.
2. Demolition, sabotage and theft: In many cases, the authorities or individuals demolish archaeological buildings as a result of the urban development work in the field of infrastructure witnessed by human societies. For example, construction of residential buildings and factories, building dams and building roads. In addition to the thefts against heritage and archaeological sites, which leads to To a major destruction for these sites.
3. Wrong restoration: archaeological and heritage facilities are subjected to damage due to various factors. However, restoration and rehabilitation of these facilities need professional and experience workers in the field of restoration and reconstruction. Thus, wrong restoration is to be the danger that archaeological buildings are exposed to, as well as the destruction of archaeological elements that cause their damage.

D- Armed Conflicts and Wars:

The destruction resulting of war tools and their destructive weapons is among most dangerous things that a person can inflict on the ancient centers. In many cases, when the enemy occupies a city, he sets it on fire or destroys it. As the means of war have developed in the modern era, causing widespread devastation in cities and villages. According to a statistic of devastating effects of the World War, they

amounted to thousands of archaeological buildings, in addition to priceless cultural treasures and wealth.

Research Methodology

The study of archaeological and heritage tourist sites is described by characteristics: its urban geography, components, tourism value, and social and cultural environment. Also, characteristics of urbanization include the physical form of its land, the structural density, the efficiency of the infrastructure and superstructure, and the levels of pollution therein. As for identifying heritage and archaeological sites, which classifying them into distinct historical, artistic, scientific or urban sites. That are important to local communities from a historical and cultural point of view. Therefore, the evaluation of its value depends on the criteria of the value of archaeological and heritage sites and the assigned values that can be categorized by their originality in shaping the conservation requirements for each site or area.

Foundations of Sustainable Tourism Planning

Archaeological and heritage sites are vital active component of tourism product in cultural tourism and main incentive to visit the region. Therefore, its buildings must be preserved (because they constitute an important tourist attraction for the sake of future generations), through:

1. Raising practical value of heritage buildings functionally by keeping maintenance, restoration, protection and re-employment programs.
2. Preserving economic activities and resources that support tourism and avoiding dependence on volatile and seasonal tourism activity.
3. Establishing projects by providing tourism services at sites in attaining requirements of tourism development and planning.
4. Addressing causes of negative environmental effects affecting visitor satisfaction: such as crowding, noise, visual and air pollution.
5. Encouraging tourism compatible with the environment: by providing all forms of tourism services that suit nature of regions in terms of scale and shape.

Results:

- 1-The Hashemite Kingdom of Jordan is rich in heritage of archaeological sites and scholars have classified it as an open museum.
- 2-Depending on concerned authorities, archaeological and heritage sites are classified as historical, artistic, scientific or distinguished.
- 3-There is an urgent need to evaluate the capabilities and limitations of archaeological or heritage site as an attractive site for tourists.

4-Human factors affecting the challenges that facing the continuation of heritage and archaeological sites.

5-There is a need for a unified reference to raise awareness of the concept of heritage and participatory management in cultural policies.

Ingredients Success of Heritage in Jordan

1-Central and strategic location: Since the dawn of civilization, Jordan has been the regional link connecting Asia, Africa and Europe. Jordan played an important role as a channel for trade and communications linking east with west and north with south. Also, Jordan continues to exercise this vital role today, with the facilities for visiting and passing for merchants and travelers.

2-The temperate climate and geography suitable for adventures: Jordan offers good weather and a temperate climate, clear skies and low levels of humidity throughout the year. Also, many opportunities for new investors and employers and tourists who will find in Jordan the tools and raw materials needed for success and great diversity of ecosystems. As Jordan responded to the great global demand for adventure tourism and non-traditional holidays by preparing its tourist sites to take advantage of the changing patterns of demand.

3-Archaeological and natural sites that are important landmarks of human heritage, tell the story of ancient times up to Neolithic and Old Stones. Concrete evidence of human settlement during middle and late Bronze Age has been discovered.

4-Jordan is the scene of a series of civilizations and historical eras such as the Hellenistic, Nabatean, Roman, Christian Greek and Byzantine eras; As well as the eras of caliphate and Islamic rule of the Umayyads, Abbasids, Fatimids, Mamluks, and Ottomans. In addition, Jordan was an important center during the Crusades for all sides and the culture of the European Middle Ages flourished in it.

5-The development of tourism infrastructure in Jordan, including hotels, resorts, and entertainment cities played a vital role in economic development and diversification of sources of income. By this sector that has a great providing large and multiple opportunities in attracting national and foreign investment.

6-The Jordanian society's role and its awareness has importance in preserving heritage in all its forms through the presence of specialized heritage centers and associations.

7-Existence of legislation and laws related to heritage and their distribution in various governmental, popular institutions facilities and throughout the country so that the citizen knows his rights and duties in this regard.

Recommendations

This study recommends the following:

- 1-Creating successful awareness for protection heritage by expanding museums establishment in various regions as a school that embodies relationship between children and heritage. In order to get accustomed from an early age to watching antiquities and folklore materials in acquiring the required artistic taste necessary heritage knowledge.
- 2-Emphasizing masses role in preserving heritage, and calling on popular institutions and government agencies to take care of it. As well as carrying out popular initiatives that are aware of the importance of heritage and its preservation.
- 3- Circulating heritage-related legislation and distributing it in various governmental and popular institutions' facilities throughout the country. So that the citizen knows his rights and duties. Also, there is an official reference capable of creating legislation governing the protection of this heritage.
- 4-The educational and learning efforts are intensified in spreading heritage that continuing regularly and follow up until they reach the desired positive change in public opinion. Then encouraging each village, city and governorate to highlight all its historical landmarks and popular heritage that distinguish it from others.
- 5-To highlight the manifestations of intangible heritage and its recognized forms: folklore, music, myths, folk stories and games, traditional professions, crafts and humor and others.

Future Implications

- 1-Creating sustainable development in societies that take care of heritage by supporting heritage museums to collect, preserve, document and preserve heritage. It is the window that sons of contemporary civilization and future generations saw in building great heritage achieved by parents and grandparents. And highlighting national identity and promoting protection of national heritage. Also, as it works community service centers that spread knowledge of teaching handicrafts and local activities in the tourists' desire to know heritage of countries they are visiting.
- 2- Creating a database (Data Base) for heritage and publishing it via global Internet with a panorama that tells the story of place, time and people in heritage places. This means that bring back the cultural past to the minds of present, future generations and linking it to tourism paths that exist in each region.
- 3- Establishing a fund that supports the heritage, traditional industries, establishing new traditional craft centers and heritage restaurants and hotels. Also, an annual national cultural festival showing

cultural heritage and the efforts and attainments related to it. Then issuance of a scientific heritage magazine refereed at the national and Arab international levels. And allocating prizes to encourage researchers and scholars interested in writing and research in this field.

- 4- Determining protection for heritage and archaeological areas with regulations, laws and legislation organizing that deal with them. Also, laying foundations for designing areas and buildings surrounding the urban and architectural heritage. And the establishment of inspection bodies with appropriate powers in the heritage areas to undertake the task of stopping the deterioration of these areas, and removing encroachments on them before they affect them permanently.
- 5- Reviving heritage and cultural places such as old alleys and popular markets, finding places to display heritage products with activities that attract visitors. As well as spreading cultural heritage awareness among Jordanian citizens.

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