

ICOA1671: SUSTAINABLE CULTURAL HERITAGE THROUGH ENGAGEMENT OF LOCAL COMMUNITIES

Subtheme 01: Integrating Heritage and Sustainable Urban Development by engaging diverse Communities for Heritage Management

Session 1: Sustainable Development and Community Engagement

Location: Gulmohar Hall, India Habitat Centre

Time: December 13, 2017, 09:40 –9:55

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Al Adarbeh has more than 10 years of experience in sustainable cultural and natural resources management, tourism development projects; working with local, national and regional projects and initiatives. He is currently a Chief of Party for USAID-Sustainable Cultural Heritage through Engagement of Local Communities Project (SCHEP) at the American Center of Oriental Research (ACOR). Al Adarbeh holds a Bachelor Degree in Sustainable Tourism and Masters Degree in Cultural Resources Management.

Abstract: Jordan hosts a vast number of archaeological sites that are important cultural heritage resources (CHRs) for the country. Besides the well-known tourist and World Heritage sites, these include numerous other locations that could have substantial tourism appeal if properly developed using a sustainable preservation model that ensures their viability as long-term resources for Jordan. Jordan also abounds with living cultural heritage traditions within its diverse range of different types of communities. The USAID Sustainable Cultural Heritage Through Engagement of Local Communities Project (SCHEP) aims to enable local communities to preserve and promote cultural heritage resources through site development projects that engage and employ local communities in sustainable site preservation, management and promotion, while simultaneously developing an enabling environment through building and strengthening a collaborative community of practice with a multi-level stakeholder focus among heritage professionals, academic, government, tourism and others to support effective and sustainable cultural heritage resources preservation and management.

Many of Jordan's cultural heritage resources are located within underserved areas and poverty pockets, where local communities are unable to capitalize on the tourism potential of these sites. SCHEP emphasizes grassroots capacity building to create skilled teams necessary to build sustainable capacities for effective preservation, management, and development of Jordan's CHRs at the local level with the ultimate goal of increasing tourism to these cultural heritage sites, bringing economic benefits to the communities and creating new jobs and better employment opportunities.

This paper will present several accomplishments with local communities in nine project sites that SCHEP is currently active in with different array of activities such as establishing a new archeological museum, rock art preservation, preservation of industrial heritage, conservation of wall paintings, surveying of underwater archeology and marine heritage, developing new heritage trails, enhancing interpretation and crafting site stories, sites stewardship and many other community-based activities.

Key words: *community, participation, sustainability, development*

Introduction

Many of Jordan's cultural heritage resources are located within underserved areas and poverty pockets, where local communities are unable to capitalize on the tourism potential of these sites (DOA, 2014). SCHEP emphasizes grassroots capacity building to create skilled teams necessary to build sustainable capacities for effective preservation, management, and development of Jordan's CHRs at the local level with the ultimate goal of increasing tourism to these cultural heritage sites, bringing economic benefits to the communities and creating new jobs and better employment opportunities. This paper will present several accomplishments with local communities in nine project sites that SCHEP is currently active in with different array of activities such as establishing a new archeological museum, rock art preservation, preservation of industrial heritage, conservation of wall paintings, surveying of underwater archeology and marine heritage, developing new heritage trails, enhancing interpretation and crating site stories, sites stewardship and many other community-based activities.

Working with stakeholders ranging from the communities around CHR sites to Archaeology and Tourism faculties at Jordanian universities, to tour guides and tour operators, to archaeologists, the SCHEP project works to build and strengthen a collaborative community of practice that convenes regularly to merge tourism promotion and cultural heritage preservation for sustainable cultural heritage management according to international best practices.

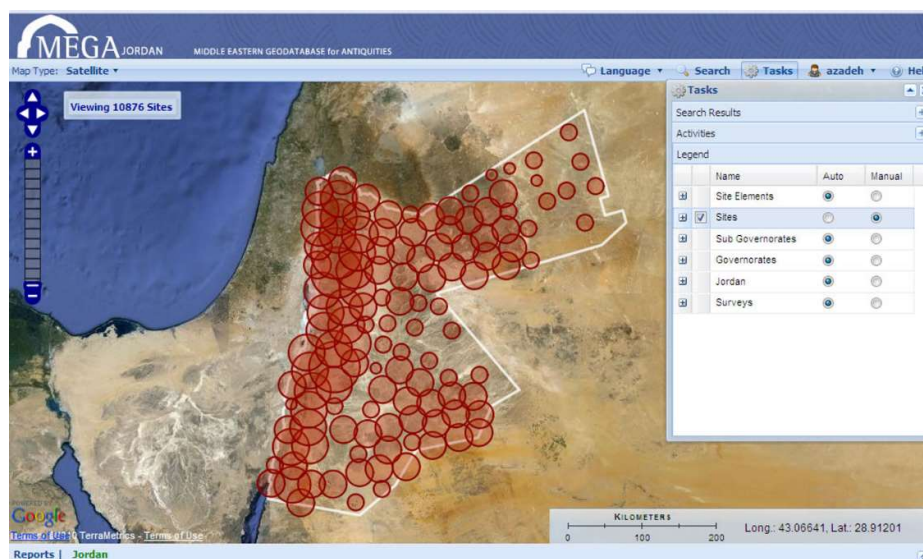


Fig.1- Recorded heritage sites in MEGA-Jordan Database, ©(DOA, 2017)¹.

SCHEP is based on the theory that building and enhancing the capacity of the community of practice, that includes academics, professionals and local communities, will enable such communities to preserve and promote their cultural heritage sites which, in turn, creates an enabling environment that supports sustainable cultural heritage resources preservation and management (SCHEP, 2017).

The success of SCHEP's theory of change is based on the following assumptions:

Enhanced CHR knowledge in terms of curricula, well qualified instructors and students, and facilitated internships and fellowships has a positive impact on the quality of the outcomes, and therefore, bridging the gaps between theory and practice.

¹DOA: Department of Antiquities of Jordan

Engaging local communities in the development of CHR sites through on-site training, workshops, public lectures and training courses will enhance the value of the CHR and, in turn, reduce threats on CHRs.

If the capacity of tourism professionals, academics, and government professionals are enhanced then, an enabling environment, through community of practice, will be established to support effective and sustainable cultural heritage.

Creating linkages between tourism portfolios and community of practice will help increase the visibility and accessibility of CHR sites.

SCHEP is active in nine archeological sites stretched from the southern part of Jordan up to north of Jordan (Umm al-Jimal, Temple of the Winged Lions in Petra, Madaba new Museum, Bayt Ras Tomb, Discover the Depth of Ayla, Wadi Ramm, Busayra and Bir Madhkour) (Fig 2).



Fig. 2– SCHEP project sites in Jordan, ©SCHEP 2017.

The project is active in world heritage sites such as; Petra and Wadi Rumm and other non-world heritage sites. The selection of those sites is based on a combination of factors such as; poverty pocket areas, site needs, resources and future potential sustainability, to achieve its objectives a sustainable means were identified in project implementation to ensure fostering relationship between communities to integrate heritage conservation and sustainable development. The partnership between SCHEP and national, international experts, in addition with non-governmental organization is the sole guarantor to implement the project vision and build-up the ideal model for community engagement within heritage framework.

SCHEP through grass root activities and grants anticipate to reach its starting objectives, but we believe in empowering the local communities through sharing with them different experiences from different parts of the world; which gave more strength and motivation to them, in addition to that SCHEP aware of importance of enabling environment through working closely with the relevant

governmental entities to ensure sustainable community engagement and better understanding of their role. SCHEP interventions in CHR's sites around Jordan could be categorized as follows:

New archeological museum²

The Madaba Regional Archaeological Museum Project (MRAMP) seeks to display the rich heritage of Madaba city and the surrounding region. Once constructed, the museum will serve as a place for the local community, visitors and scholars to come together to celebrate archaeological finds from prehistoric times until today. It's unique due to new essence in building community museum telling the long history Madaba. The project train local on conservation and other 2 on creating database for museum objects, in addition to the involvement of other local community members and surrounding universities in different project stages starting from design up to the coming implementation stages (Fig3).



Fig. 3– Museum location and design, ©MRAMP 2017

Rock art preservation

The purpose of this project (CB-RAER)³ is to create a long-term, sustainable system, run by local staff of the World heritage site of Wadi Ramm Protected Area to document the current state of the abundant rock-art and epigraphy in the Wadi Ramm area using the Rock Art Stability Index (RASI), GIS and Photogrammetry. Both the effects of natural weathering, as well as recording vandalism, and the resulting database will provide a basis for the future management of this World Heritage Site. The project will train locals and Wadi Ramm Protected Area staff, in addition to heritage professionals from Jordanian universities. The project trained more than 20 local people from the community in program so called Rock Art Rangers, this program will upgrade the qualifications of the local guides in terms of better interpretation and present the local history more accurate and raising awareness to reduce the vandalism acts in the site. One of the significant expected outcomes from this project is creating integrated database to document the cultural remains in Wadi Ramm especially the rock art and inscriptions (Figs.4 and5).

²The Madaba Regional Archaeological Museum Project implemented jointly with Department of Antiquities and La Sierra University, Gannon University, Rome La Spina University and Perugia University.

³CB-RAER project is implemented by Queens University and Arizona State University.



Fig. 4– Local community training on documentation

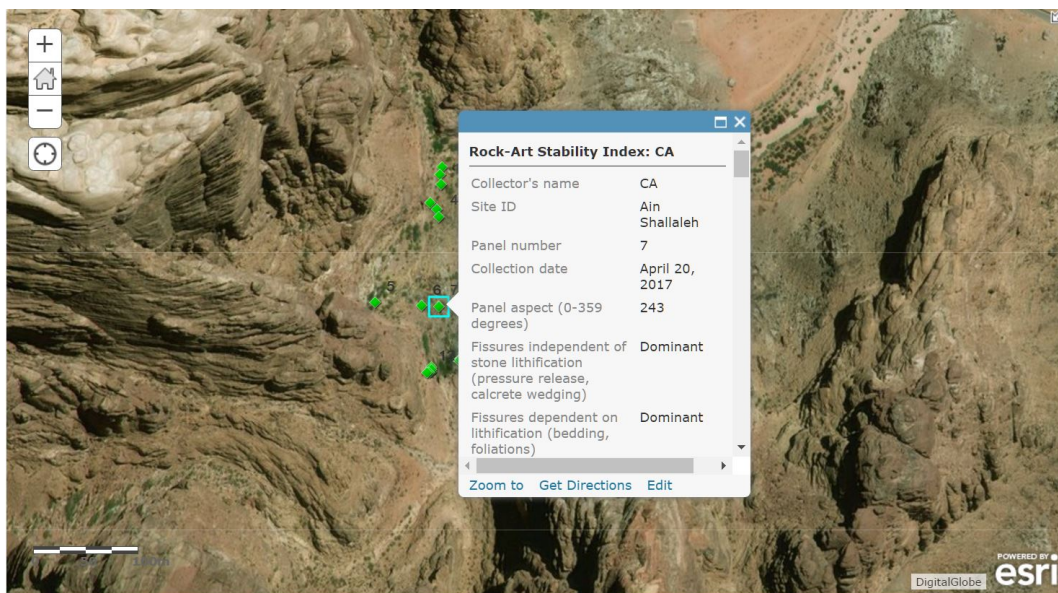


Fig. 5– GIS database, ©CB-RAER

Preservation of industrial heritage

Presenting industrial heritage is new trend in Jordan, one of the most prominent examples in the Jordan valley is the sugar mills. In the last 10 years the excavations by Dr. Dino Politis⁴ at Tawahin as-Sukkar revealed outstanding remains related to an industrial site to produce sugar. The Sugar production dominated the area's economy from the 11th to 15th century, an industry that demanded tremendous technology and tools. This gave rise to the ancient Tawahin as-Sukkar or Sugar Mill, which lies at the heart of USAID SCHEP's work in the area. The historic stone mill gives great insight into the technology of the time- revealing an elaborate system of extracting, purifying, and storing sugar from sugar canes. The site shows that Ghawr as-Safi was the center of the sugar industry, and that sugar was then sold across the entire Mediterranean region. As part of a long-term initiative to create a tourism cluster at Ghawr as-Safi, USAID SCHEP's goal is to bring the Islamic sugar factory of Zughar to a level of preservation and interpretation such that it can be presented comprehensibly to the public, and conserved and protected by skilled local teams. With USAID SCHEP funding, the project seeks to formalize their skill-sets into three teams of 4 to 5 skilled workers from the local community (Fig 6).

⁴The Hellenic Society for Near Eastern Studies



Fig.6– Illustration of sugar industry technology, ©Ghawr as-Safi Project.

Conservation of wall paintings

Recent discovery appeared at Bayt Ras north of Jordan through sewage activities, the initial results showed a painted tomb related to the Roman era, the tomb considered rare discovery according to scientific opinions (Fig 7). Responding to this important discovery an international consortium formed from Istituto Superiore per la Protezione e la Ricerca Ambientale/ Italy, French National Center for Scientific Research, Istituto Superiore per la Conservazione ed il Restauro/ Italy, the Department of Antiquities of Jordan, French Institute for the Near East and SCHEP. The project aims to preserve this discovery through transfer of knowledge and technical skills, in this regard two training seminars were held for the local community, governmental entities and graduate students, this type of specialized training will have a positive impact in enabling local sources to conserve heritage resources and sustain its existence.



Fig. 7– Mural painting inside the tomb, © SCHEP 2017.

Surveying of underwater archaeology and marine heritage

This project aims to create a new tourism niche market, through the survey of the Islamic city of Ayla, and to raise knowledge and awareness of Aqaba's heritage exclusivity. This project is considered important since it is the first attempt to initiate the underwater archeology in Jordan, and this will help in exploring the very limited knowledge on Aqaba's heritage. In addition, it will enhance tourism experience and shed light on Aqaba's heritage. The project implemented by JREDS⁵. The project aims to preserve underwater heritage through the participation of the local community, especially fishermen and divers, in addition to spreading archaeological awareness in all the Aqaba society and establish a heritage unit and initiate underwater marine heritage rangers program which will target all the local communities.

Developing new heritage trails

Explore new paths that can link different communities and share common values, as well as an opportunity to share different experiences. This could be a new source of income for communities with financial problems. SCHEP developed new trail called the ancient Incense Route incorporated a network of major ancient land and sea trading routes that linked eastern and southern sources of incense, spices, and other luxury goods with the Mediterranean world. The Incense Route flourished from the 1st century BC to the 2nd century AD. It stretched from India through eastern Africa and Arabia across the Levant and Egypt to Mediterranean ports.

The route connect a remote site called Bir Madhkour, Dr. Andrew Smith from George Washington University carried out excavations, the results revealed a roman fort was used as caravan station on the way to Petra, roughly 12 km northwest of Petra. SCHEP supported the project to mark the authentic trail through train 15 local people, interpretation center and open window for new cooperation between two different communities in Petra and Bir Madhkour, both communities will benefit from tourism returns and create more jobs in both communities and to ensure official acknowledgment SCHEP succeeded in signing MOU (Memorandum of Understanding) with Petra Development and Tourism Authority, the MOU aims to engage local NGOs representing both communities who will lead the future operations of the trail.

Enhancing interpretation and crating site stories

To facilitate visitation for archaeological sites requires creation of trails and interpretation panels, SCHEP believes in heritage accessibility and open widely for all, in this regard many SCHEP CHR's sites trails were created with interpretation panels to tell the real site story. One of our best examples is the city of Umm el Jimal in the north eastern desert of Jordan, more than 40 years of excavations and documentation by Prof. Bert Devries⁶. Through SCHEP support trail were physically created and 32 bilingual signs installed along the trail (Fig8), for the first time the visitor can walk without any obstacles and easily can have the needed information to enhance their better understanding of the site history.

⁵Royal Marine Conservation Society of Jordan (JREDS)

⁶Prof. Bert Devries from Calvin University, USA.

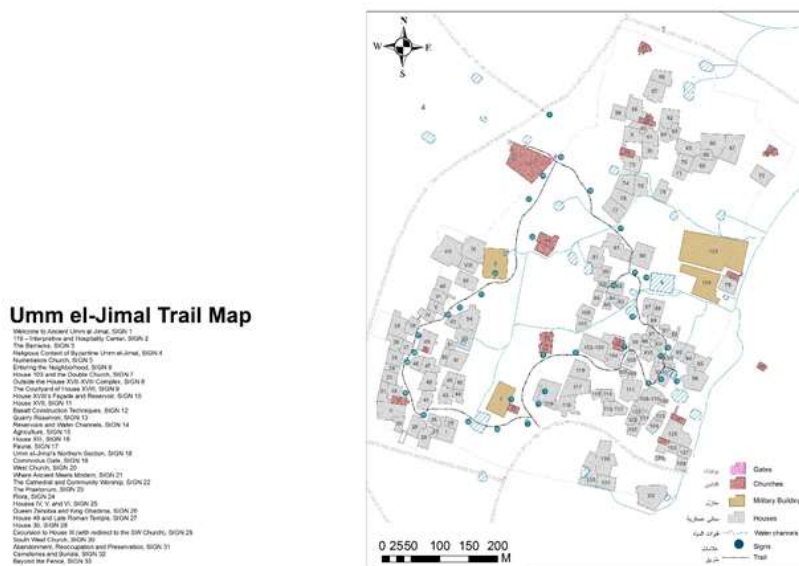


Fig. 8– Plan of Umm el Jimal city with the new trail



Fig.9– The western trail before and after

Sites stewardship

Site Stewards play a critical role in SCHEP because of their continuous presence and engagement at the local community level. Site Stewards fulfill roles and duties that are specific to their respective sites, all work towards the overall goal of protecting and preserving SCHEP sites in their communities. Under the employ of SCHEP sub-grantee project directors and in coordination with the SCHEP team, Site Stewards further the aims of both local sub-grantee projects and broader SCHEP objectives. With support from their project directors and the SCHEP team, Site Stewards are entrusted with protecting cultural heritage resources for future generations. So far SCHEP was successful in recruiting 11 site stewards at all project sites.

Heritage education and awareness

SCHEP is focusing on raising awareness of youth and students near SCHEP sites and expanding its reach to local community by conducting workshops, site visit and lecture, engage the local community with heritage and antiquities also to promote cultural heritage as a value to appreciate the value the rich cultural heritage of these sites. SCHEP was successful during 2017 to engage more than 2000 students in its different activities including series of interactive awareness workshops for schools using different hands-on learning activities, including field visits to SCHEP archaeological sites, visiting museums, mending broken pottery, making mosaics, and identifying and reading ancient inscriptions (Figs 10 and 11).



Fig. 10– Students learning how to conduct pottery restoration



Fig.11– Students from Ghawr as-Safi school visiting the site of Tawaheen as Sukkar

Enabling environment through institutional development

SCHEP works on developing the enabling environment through Community of Practice (CoP) that supports effective and sustainable cultural heritage resources preservation and management”, aims at creating a strong Jordanian heritage CoP by building skills for best practices in site preservation, conservation, and tourism promotion through workshops, course work and practicums with hands-on experience in CHR development. This result will be achieved through one sub-results that will focus on training individuals on related courses from CHR mandated entities which in turn will prepare individuals to take up internships and thus enhance the capacity of the CoP. SCHEP is working on this through solid partnerships with the Department of Antiquities (DOA), Petra Archaeological Park (PAP), Wadi Rum Protected Area/ Aqaba Special Economic Zone Authority (ASEZA), Ministry of Tourism and Antiquities (MoTA), Jordan Tourism Board (JTB), and other key organizations, municipalities, and non-governmental organizations (NGOs).

Creating micro enterprises owned by the communities

Micro enterprise is defined as a small business with fewer than ten employees and a small capital. The establishment of microenterprises in CHR sites is seen as an indication that job creation, cultural heritage preservation best practices, and awareness, are sustained. SCHEP aims to work on CHR development by engaging local communities to create microenterprises that are drivers of economic development in the community. A critical factor for insuring the sustainability of SCHEP efforts is by capitalizing the results generated in specific sites. Capitalization is represented by establishing microenterprises that will help certain communities move on even without future funding from the

same donor. SCHEP, through sub-grantees, established 3 microenterprises / SMES. The first one is Sela for Training and Protection of Heritage, the second is South Valley Company for Sustainable Cultural Heritage and Tourism Promotion in Ghawr as-Safi, last but not least is Hand by Hand which is located in Umm el Jimal as explained in the previous indicator.

As a highlight on one of these companies, Ghawr as Safi, the concept was to create a local company under the leadership of SCHEP Site Stewards in Ghawr as Safi. The community-based company will focus on developing Ghawr as-Safi as a tourism destination and to develop the tourism experience through establishing local trails to cluster all major attractions in the area and to focus their efforts in mobilizing all possible local resources to enhance the tourism product of Ghawr as Safi. The company will focus on the significant cultural heritage assets such as Lot's Cave, the Museum at the Lowest Point on Earth, Tawaheen as Sukkar, and other sites, as well as natural heritage attractions such as the Dead Sea and Wadi Al Hasa.

Conclusion

This paper highlighted the importance of empowering and engaging local communities to foster sustainability of the cultural heritage resources in Jordan. It proved that the establishment of community engagement models for heritage management, preservation and development is key for the sustainability of our past. Today it is obvious that mainstreaming community engagement within cultural heritage projects. It is believed that by the end of SCHEP in 2018 the project will be successful to present a community engagement model based on a synthesis from all project sites and will highlight key aspects and needs of the enabling environment needed to be enhanced for more development and model replication at a national level.

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ICOA1671: PATRIMOINE CULTUREL DURABLE A TRAVERS L'ENGAGEMENT DES COMMUNAUTÉS LOCALES

Sous-thème 01: Intégrer le patrimoine et le développement urbain durable en engageant Diverses communautés pour la gestion du patrimoine

Session 1: Développement durable et engagement communautaire

Lieu: Hall Gulmohur, India Habitat Centre

Date et heure: 13 Décembre, 2017, 09:40 –9:55

Auteurs: Nizar Al Adarbeh, Jehad Haron

Nizar Al Adarbeh a plus de 10 ans d'expérience dans la gestion durable des ressources culturelles et naturelles, dans des projets de développement touristique, des projets et des initiatives au niveau local, national et régional. Il est actuellement responsable pour le projet de développement du patrimoine culturel durable de l'USAID à travers l'engagement des communautés locales (SCHEP) au Centre américain de recherche sur le Proche-Orient (ACOR). Al Adarbeh est titulaire d'une licence en tourisme durable et d'un master en gestion des ressources culturelles.

Résumé: La Jordanie abrite un grand nombre de sites archéologiques qui sont d'importantes ressources de patrimoine culturel pour le pays. Outre les sites touristiques et ceux du Patrimoine mondial bien connus, il y a de nombreux autres sites qui pourraient avoir un attrait touristique important s'ils étaient correctement développés en utilisant un modèle de préservation durable garantissant leur viabilité en tant que ressources à long terme pour la Jordanie. La Jordanie regorge également de traditions qui forment un patrimoine culturel vivant à travers sa variété de communautés. Le projet de l'USAID « *Patrimoine culturel durable par l'engagement des communautés locales (SCHEP)* » vise à permettre aux communautés locales de préserver et promouvoir les ressources du patrimoine culturel à travers des projets de développement qui impliquent et emploient ces communautés dans la préservation, la gestion et la promotion durables des sites, tout en développant un environnement porteur par la construction et le renforcement d'une communauté de pratique collaborative avec une approche multipartite des professionnels du patrimoine, de l'université, des administrations, du tourisme et autres, pour soutenir la préservation et la gestion efficaces et durables des ressources du patrimoine culturel.

De nombreuses ressources du patrimoine culturel jordanien sont situées dans des zones mal desservies et des poches de pauvreté, où les communautés locales sont incapables de tirer parti du potentiel touristique de ces sites. Le programme SCHEP met l'accent sur le renforcement des capacités locales pour créer les équipes qualifiées capables de construire des capacités durables pour la préservation, la gestion et le développement efficaces des ressources de patrimoine culturel de Jordanie au niveau local, avec l'objectif final d'augmenter le tourisme sur ces sites culturels, de créer de nouveaux emplois et de meilleures opportunités d'emploi.

Cette communication présente plusieurs projets réalisés avec les communautés locales dans neuf sites de projets où le programme SCHEP est actuellement actif, avec différentes activités telles que l'établissement d'un nouveau musée archéologique, la préservation de l'art rupestre, la préservation du patrimoine industriel, la conservation des peintures murales, l'archéologie subaquatique et le patrimoine

marin, en développant de nouvelles pistes patrimoniales, en améliorant l'interprétation et l'enregistrement de l'histoire des sites, la bonne gestion des sites et de nombreuses autres communautaires.

Mots-clés: *communautés, participation, développement durable*