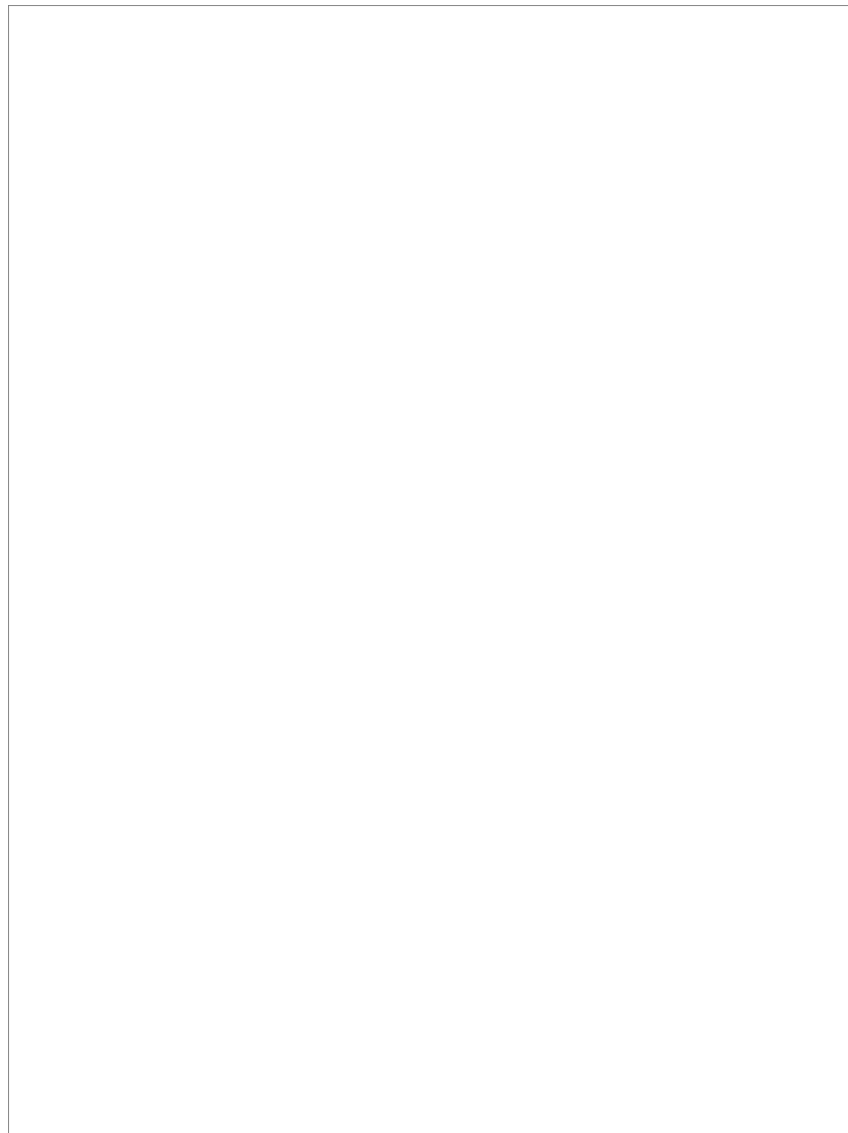




Twinning JO/12/ENP/OT/20

“Strengthen the institutional tourism system in Jordan by enhancing the capacities of the Ministry of Tourism and Antiquities in Jordan”

Umm ar-Rasas (Kastron Mefa’a). A Basis Towards the Public Use Plan Annexes



Ministero
dei beni e delle
attività culturali
e del turismo

Formez PA



The present document has been released on January 2015 within the EC-funded assignment "Strengthen the institutional tourism system in Jordan by enhancing the capacities of the Ministry of Tourism and Antiquities in Jordan" (ref. no. JO/12/ENO/OT/20). More precisely, it was produced within the activity #2.2, devoted to "Designing a pilot project led by MoTA, DoA and UNESCO focused on a joint and coordinated site management of the cultural heritage of the site Umm ar-Rasas".

Project Leader:

Rosanna Binacchi, Italian Ministry for Cultural Heritage and Activities and Tourism (MiBACT), Head of Unit for the Coordination of International Relations

Component Coordinator:

Gianni Bonazzi, Italian Ministry for Cultural Heritage and Activities and Tourism (MiBACT), Head of the Research and Analysis Department

Resident Twinning Advisor:

Lara Fantoni, County Government of Florence, Italy, responsible of the Tourist Management Unit

Resident Counterpart:

Hussein Khirfan, Ministry of Tourism and Antiquities, Head of Site Management Directorate

Short Term Experts appointed for the present document:

Carlo Francini, Municipality of Florence, Italy, Site Manager of the "Historic Centre of Florence" World Heritage UNESCO site

Antonella Bonini, Italian Ministry for Cultural Heritage and Activities and Tourism (MiBACT), member of the UNESCO office of the Special Superintendence of Pompei, Ercolano, and Stabia

Chiara Bocchio, Municipality of Florence, Italy, UNESCO Office

Michelangelo Fabbrini, Confservizi CISPEL Toscana, Italy

DoA Staff:

Monther Jamhawi, Director General

Bassem Mahameid, Head of Madaba Directorate

Hanadi Taher, Head of Site Management Directorate

Hamada Al-Noor, Site Manager for Umm ar-Rasas

Hossam Hjazeen, National Focal Point for World Heritage UNESCO Convention

Jehad Haron. Head of Studies and Publications Directorate

Zain Hajahjah, Assistant to Director General

Index

Annex A – Suggestions for the Design of Informative Materials	6
Annex B – Photos of the site.....	16

Annex A – Suggestions for the Design of Informative Materials

As previously mentioned in the Action Plan, a particular emphasis should be given also to the design of the informative materials, the elements of the communication and signage system with the aim to establish a cosy and easily accessible environment able to attract and adequately welcome visitors, meeting their needs and interests. In the following pages some design examples are provided.

Examples of panels design



Image: (Color Set website, 2011)



Image: (Rajeevlalith blog, 2013)



Image: (Durham World Heritage Site, n.d.)

Examples of maps design



Image: (UNESCO Office of Florence, n.d.)



Image: (Penang Private Tour Guide, 2012)

Examples of brochure design

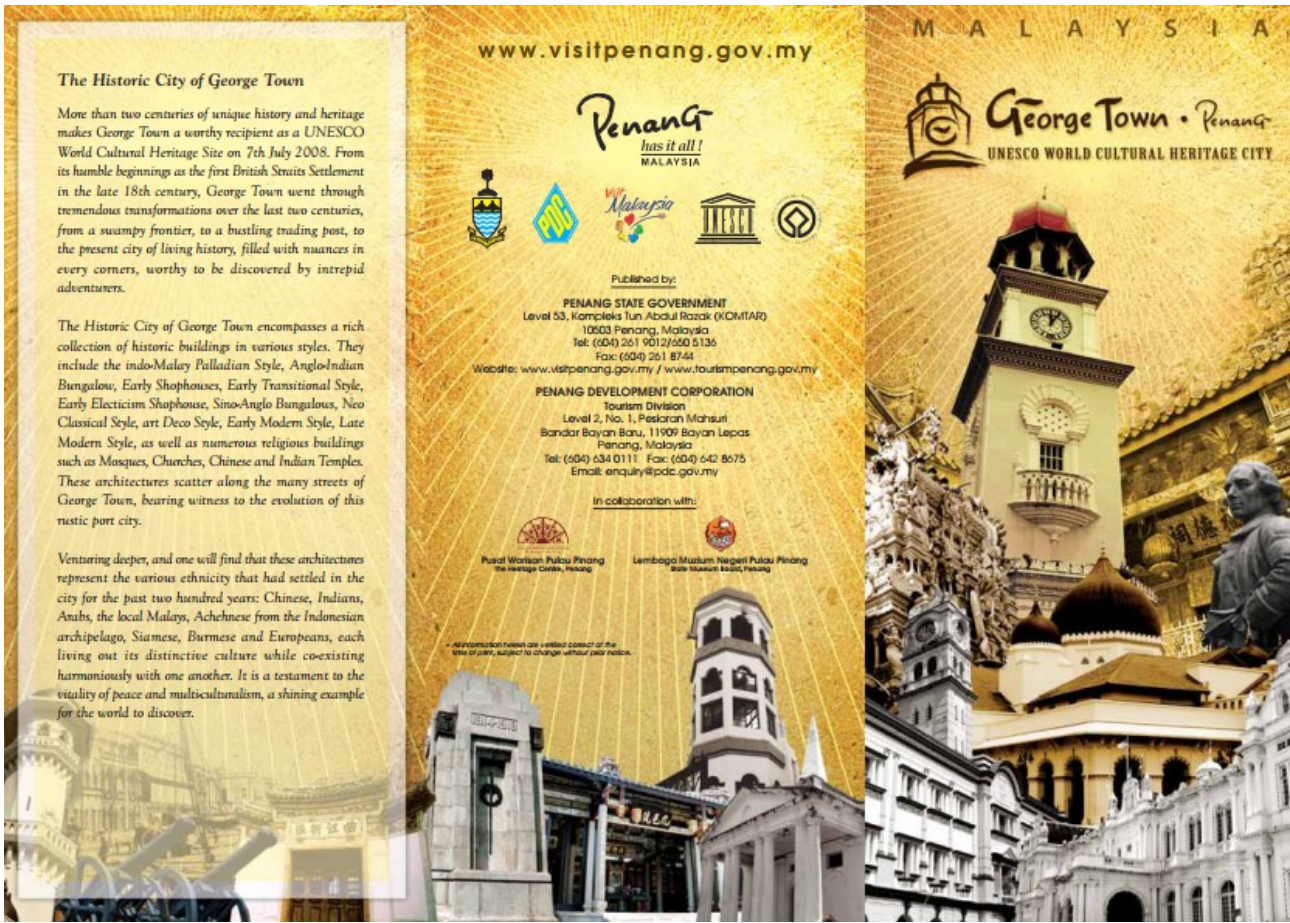


Image: (Penang Private Tour Guide, 2012)



Image: (Rajeevlalith blog, 2013)



Image: (Rajeevlalith blog, 2013)



Image: (Rajeevlalith blog, 2013)



Image: (More than a page website, 2014)

Image: (More than a page website, 2014)



Examples of signage design

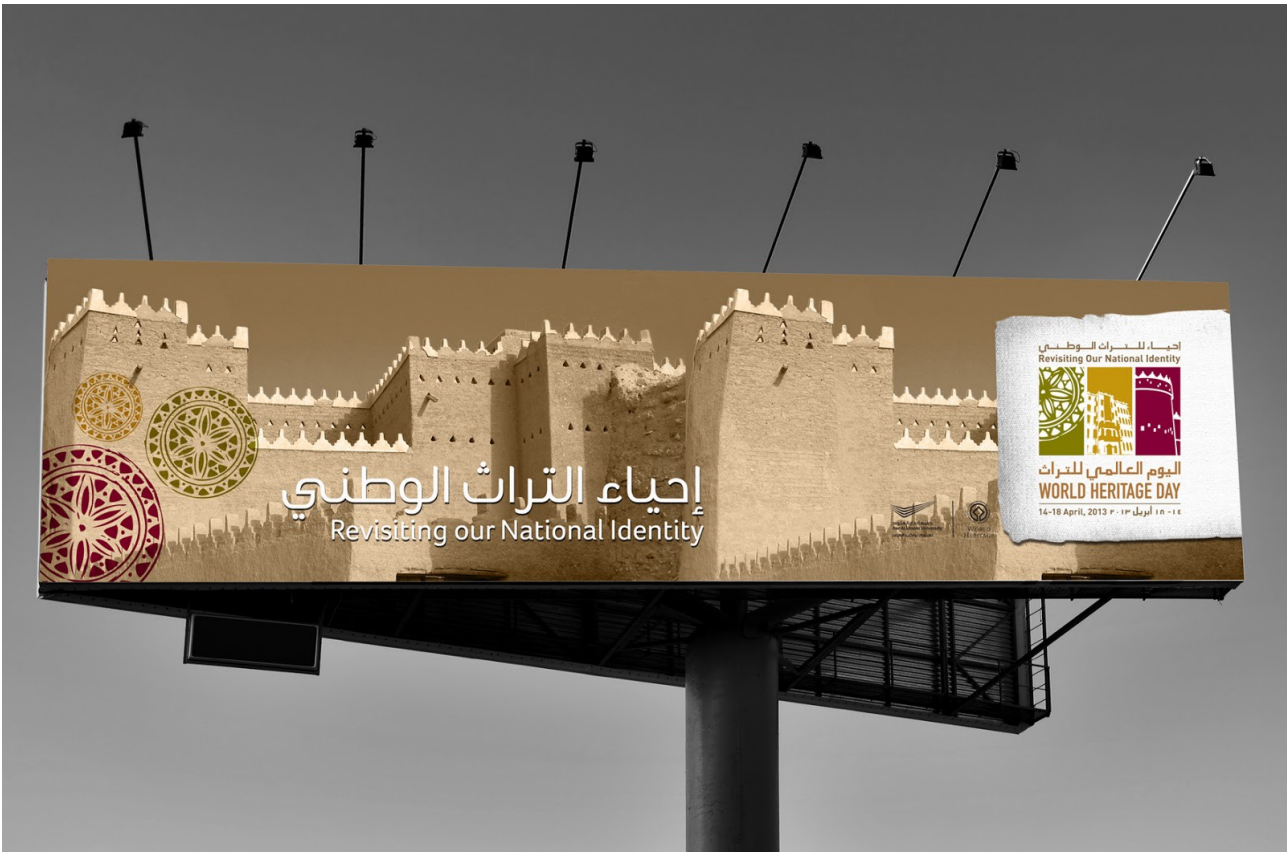


Image: (Rajeevlalith blog, 2013)



Image: (Rajeevlalith blog, 2013)



Image: (Rajeevlalith blog, 2013)

Examples of digital devices design



Image: (Ripp, M., 2014)



Image: (Centrica, n.d.)



Image: (School of Creative Media , 2012)



Image: (School of Creative Media , 2012)

Annex B – Photos of the site



Image 1: Parking Place (Antonella Bonini, 2014)

Image 2: Entrance to the Visitor Centre (Michelangelo Fabbrini, 2014)



Image 3: Courtyard (Antonella Bonini, 2014)



Image 4: Souvenir shop (Carlo Francini, 2014)

Image 5: World Heritage inscription panel (Carlo Francini, 2014)





Image 6: Signage (Carlo Francini, 2014)



Image 7: Signage (Carlo Francini, 2014)



Image 8: Signage (Carlo Francini, 2014)

Image 9: Signage (Carlo Francini, 2014)



Image 10: Entrance to St Stephen complex (Carlo Francini, 2014)

Image 11: Resting area outside St Stephen complex (Carlo Francini, 2014)



Image 12: Footpath to the Stylite Tower (Carlo Francini, 2014)

