

Exploring The Role of Urban Design Development in Enhancing and Promoting Tourism of Historical Sites. The Case Study of Amman Citadel

Urban design development can play a vital role in enchaining and promoting tourism, by improving the physical infrastructure of the area, enhancing the cultural significance of the site, and creating a more pleasant and attractive environment for visitors. In this context, this paper discusses how urban design development can play a crucial role in increasing and promoting the tourism of historical sites. The paper focuses on the Amman Citadel site and analyses the challenges facing visitors and tourists. The study aims to highlight the possible strategies to develop the surrounding areas to increase site tourism. The study adopts an analytical case-study method; by conducting a comprehensive literature review to build a theoretical framework, followed by analysing the site through observation and urban analysis. The goal is to propose a strategic plan based on urban design criteria for developing the surrounding areas and enhancing the site's touristic value. The study pointed out the importance of urban design as a key to increasing and promoting tourism as a whole and to local tourism as a part and then set several recommendations to apply to the Amman Citadel area to enable its urban tourism development.

Keywords: Urban Design, Tourism, Urban Tourism, Amman Citadel.

Introduction

Tourism is a significant economic and cultural sector for its host country, which creates ways of effective interrelation among various cultures. The image of cities to visitors is demonstrated in their desire to explore and gain knowledge about the city's history, culture, and heritage. As such, the city embodies a tangible, social, and political outcome. Therefore, since the vitality of tourism adapts to the needs and preferences of tourists, cities serving tourists often require attention and internal planning which develop and enhance their image. These changes include the renovation of existing historical landmarks, the expansion of touristic accommodation capacity, the adjustment of touristic attractions to meet the tourists' demands and others (Blaževi & Krstini, 2015). Consequently, Urban tourism, or "City tourism", is an expanding trend; various cities are eager to create an appealing environment, by leveraging and developing available heritage, religious, cultural, and entertainment attractions.

Urban tourism through heritage conservation is an essential aspect of preserving the cultural and historical identity of a city. This can be achieved through the process of protecting and maintaining the built environment, including historical buildings, public spaces, and services (Zarlenga & Morató, 2019). This conservation process plays a critical role in promoting tourism in urban areas. It enables visitors to experience the unique character and charm of a city, which is often closely tied to its historical and cultural heritage.

Jordan with its rich history and culture is not an exception to this trend, as tourism is one of the most vital sectors of the country's economy. Heritage conservation and development is one approach to promoting the city's tourism. Amman is the capital and largest city of Jordan; the city has a rich and diverse history that dates back to ancient times. It was revitalized in the early 20th century under the rule of the Hashemite Kingdom of Jordan. Amman underwent a period of modernization and urban development, and today it is a vibrant and cosmopolitan city that serves as the cultural, political, and economic centre of Jordan. Amman citadel which is located in the heart of the capital is of great historical and cultural significance. However, it faces some challenges regarding tourism development, such as inadequate touristic facilities and services, a limited number of activities and attractions, poor connectivity to the surrounding historical sites, and a lack of planning for the surrounding areas.

There is great importance in developing the discourse of heritage conservation through urban strategies to promote and improve tourism. This paper will shed light on the implementation of such strategies in Amman, with a particular emphasis on the Amman Citadel. The study highlights proposed urban design strategies aimed at enhancing the urban context of the Citadel and promoting tourism in the area. It presents an analytical and descriptive study based on a theoretical framework and observational analysis, concluding a set of urban strategy solutions to improve city tourism through its greatest attraction.

Literature Review

The paper "Current Trends in Developing Urban Tourism" (Yıldız & Akbulut, 2013) provides a detailed and comprehensive analysis of urban design and architecture works that accompany tourism. It scrutinizes these studies from various perspectives, including urban, economic, cultural, and social movements. The paper aims to discuss ongoing projects in Istanbul and provide a wide range of recommendations for conducting collaborative, multidimensional perspective studies in the field of tourism.

The paper titled "Urban Design, Urban Space Morphology, Urban Tourism: An Emerging New Paradigm Concerning Their Relationship" by Gospodini (2001) explores the connections between the physical structure of urban environments and leisure activities. It investigates how urban space morphology can affect tourists' interests and preferences in the modern cultural context of urban tourism. The paper proposes an emerging new paradigm that considers the interrelation between urban design, urban space morphology, and urban tourism.

A chapter entitled "Heritage Tourism/Urban Conservation" (Zarlenga & Morató, 2019) defines the concepts of urban conservation, heritage tourism, and architectural conservation. The chapter discusses the difference between the various concepts and defines their implications on social context. In addition, it highlights the heritage tourism dimension and theory, history, and future trends. In general, this review explores urban morphology as another dimension that has characterized studies in conservation and urban heritage.

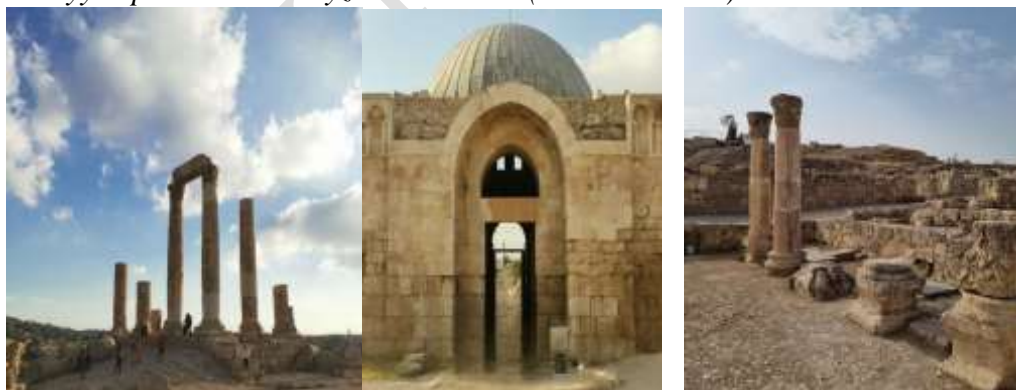
Historical Review

Amman Citadel History

Amman Citadel, also known as Jabal al-Qala'a, is a historic site in the centre of Amman, Jordan. It has been inhabited for thousands of years, with evidence of human occupation dating back to the Neolithic period. Throughout its history, it has been inhabited by many different civilizations, including the Assyrians, Babylonians, Persians, Greeks, Romans, and Islamic dynasties. The site has served as a religious centre, a military fortress, a palace, and a public space.

Archaeological excavations have revealed evidence of human occupation at the Amman Citadel dating back to the Middle Bronze Age (1650-1550 BC) (Najjar, 1993). During the Iron Age, the Citadel was known as Rabbath-Ammon, and an early Phoenician writing example called the Amman Citadel Inscription was found from this period (Horn, 1969). The Citadel was occupied by the Assyrians, Babylonians, and Persians before being conquered by the Greeks in 331 BC and renamed Philadelphia. Not many architectural changes were made during the Hellenistic period, but evidence from pottery suggests occupation (Najjar, 1993). The site became Roman around 30 BC and later came under Muslim rule. In the 7th century CE, the Islamic Umayyad Caliphate conquered the region and made Amman the capital of their province. They built the Umayyad Palace on the Citadel, which is now a museum (Kadhim & Rajjal, 1988). During the modern era, the site has been excavated and restored, and open to the public as an important tourist destination that represents the rich history of Jordan. Tourists can explore the ruins and artifacts, and the museum as well.

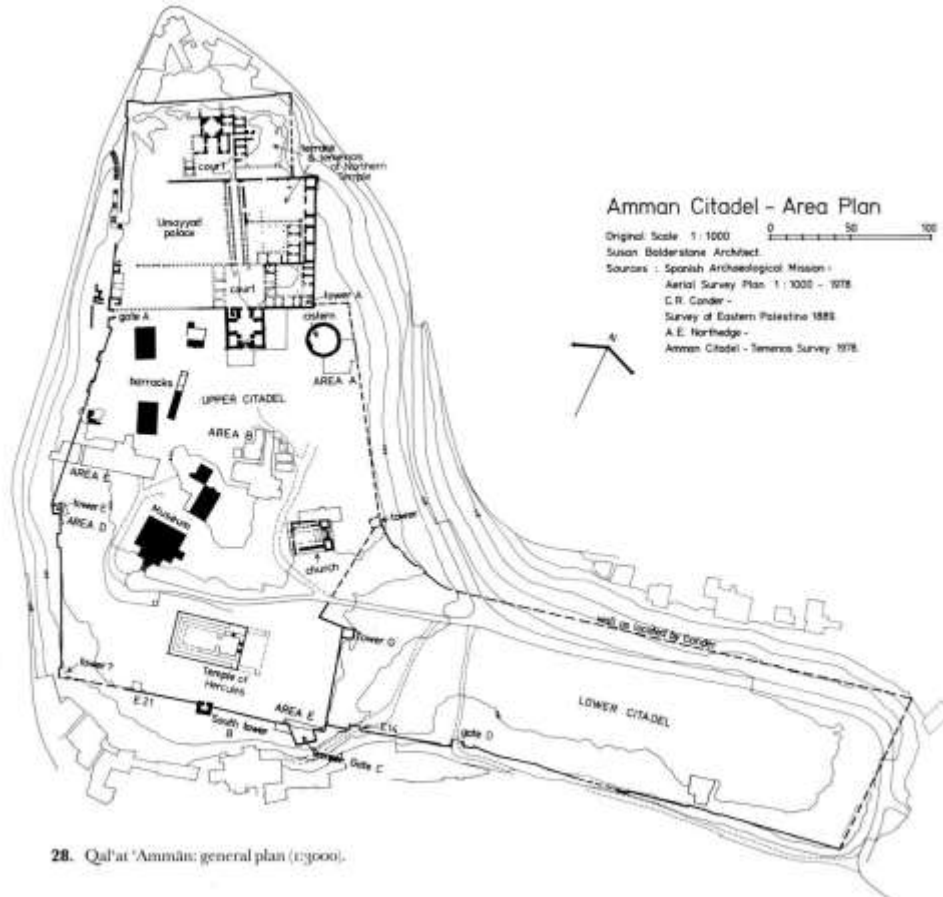
Figure 1,2,3. *Amman Citadel Historical structures Temple of Hercules 2. Umayyad palace 3. The Byzantine church (The researcher)*



Some of the most significant structures at the Amman Citadel include the Temple of Hercules figure (1), the Umayyad Palace figure (2), and the Byzantine Church figure (3). The Temple of Hercules is an enormous structure that dates back to the 2nd century CE and is notable for its massive columns and intricate carvings. The Umayyad Palace was built in the 8th century CE and features beautiful mosaics and frescoes. The Byzantine Church is a well-preserved Christian church that dates back to the 6th century CE. Additionally, the site

contains a variety of historic structures, tombs, arches, walls, and stairs that have not been limited by modern borders, indicating that there is considerable potential for archaeological discoveries in the Citadel and its surrounding areas. However, building restrictions have been imposed on the site since the 1930s for preservation purposes (Bennett, 1978).

Figure 4. Amman Citadel Plan (Spanish archaeological mission 1978)



28. Qal'at 'Ammân: general plan (1:1000).

The site of the citadel is divided into three parts in Figure (4):

1. The Northern Part “The palace”: This part is where the Umayyad palace and the Islamic remains are located. It is believed that this area was used as either an administrative building or the residence of an Umayyad official. It is a large palatial complex that was built on a pre-existing Roman structure. The structure was still in use during the Islamic Abbasid (750–969) and Fatimid (969–1179) periods. Now it is largely ruined, but the domed entrance chamber has been restored.
2. The Middle part “The Roman ruins”: This part can be considered the richest part of the site, it contains the Jordan Archaeological Museum, the Temple of Hercules, and the Byzantine church. The Temple of Hercules is the most significant building on the site, it belongs to the Roman period.

The Byzantine church is another important building as it is one of the oldest churches in Jordan, the church is known for its unique hexagonal shape. In addition to these buildings, the site also contains a hand-carved stone structure known as the Hand of Hercules. This structure is believed to date back to the 2nd century AD and may have been part of a larger statue of Hercules. The Hand of Hercules is a popular attraction for tourists visiting the site.

3. The southern part “The Lower Citadel”: what distinguished this site is the discovery of the southern gate in 2002 by the National Archaeological Department, this gate is considered the only connection between Amman Citadel with the Roman Theatre, and in 2004 the western part of this area stairs was discovered, this stair has been used by people coming from the downtown. The fortress walls are clear in this part.

Amman citadel and its connection to Amman historic urban planning

Due to its central location, the Amman Citadel has played a crucial role in the urban development of the city of Amman. During the Ammonites period, the Citadel was considered a walled city that consists of a palace and the administrative headquarter of the city, which was called “Rabwet Ammon”. The city itself was located on the northwest of the citadel mainly consisting of residential areas. Archaeological excavations have revealed the existence of additional residential structures, statues, and rainwater harvesting ponds within the Citadel site (Kadhim & Rajjal, 1988).

In the period of the Roman Empire, the most important structure in the Citadel site was the Temple of Hercules. The temple is situated at the southern end of the Citadel, near the intersection of the Cardo Maximus and the Decumanus Maximus, the two main roads in the Roman city planning, which connects the north and south parts of the ancient city, and it ended at a monumental gate located in the vicinity of the Amman stream (Najjar, 1993).

The planning of the Citadel was altered during the Umayyad occupation to conform to Islamic planning principles. The Umayyad Palace was built as a government building and residence for Umayyad officials. The citadel site included a mosque which represented the religious and justice authority, a market, a hospitality centre, and a public bath representing the social connection. All of these structures were interconnected by a network of streets and were protected by surrounding walls and towers (Almagro & Olavarri, 1982).

Renovation project

USAID 2008 Development plans of Amman Citadel

The development of the Amman Citadel Project of 2008 was a cooperation agreement between the Ministry of Tourism and Antiquities (MoTA), Greater Amman Municipality (GAM), the Department of Antiquities of Jordan (DoA), and USAID's Jordan Tourism Development Project. The project aimed to plan and promote short- and long-term activities. As a part of the project, a site management

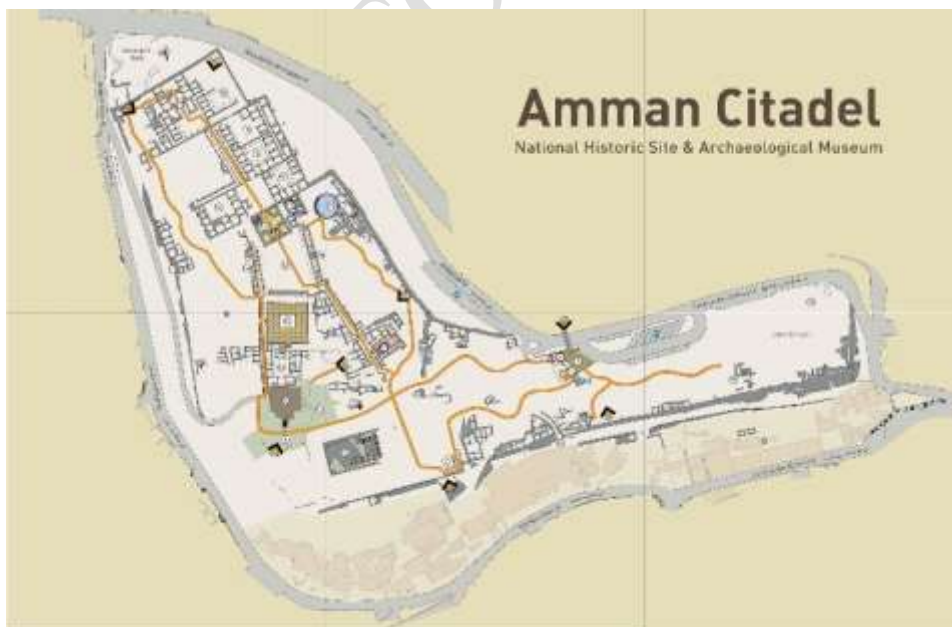
plan was developed by USAID to promote and protect the Citadel as a culturally significant site, and to enhance its status as a tourism attraction. The plan entails the protection of the site and provides for effective long-term management (USAID, 2013).

Between 2008 and 2010, work was undertaken to transform the site and create a leading destination, presenting and interpreting its importance and remarkable history pre-5500 BC. In addition, the project aimed to connect the Citadel with the surrounding historical sites, the most important one being the Roman theatre. The objectives of the project included preserving the heritage of the site, promoting economic and social development, protecting the environment, and achieving educational and cultural goals. The project focused on improving the site's accessibility from different areas, creating parking spaces, defining entrances to the site, and managing the movement of visitors within the site.

The physical site improvements included the introduction of figure (5):

- Pathways
- Signage
- Sculpture gardens
- A visitor gateways
- Visitor amenities
- Lighting
- Parking
- Event staging areas

Figure 5. *Amman Citadel Development Plan* (<http://lorianglin.com>)



Urban Tourism

Urban Design Role in Tourism

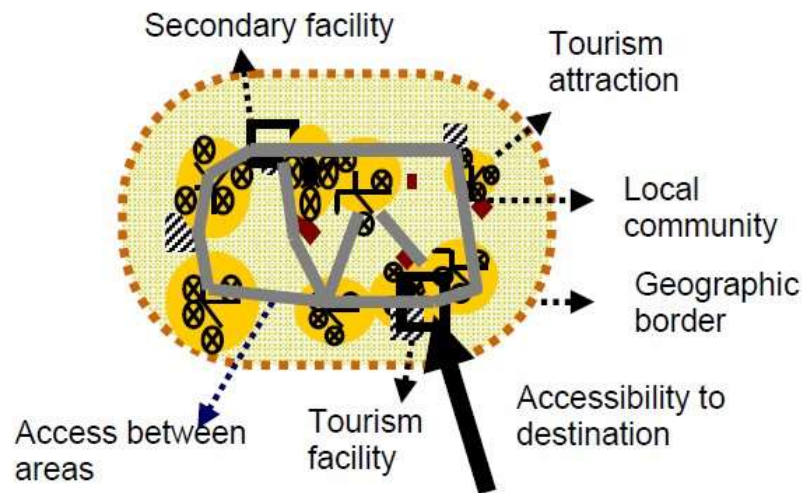
Urban design plays a defining role in designing the city as a tourist destination, one of the strategies of tourism marketing is to incorporate unique features that can serve as a branding strategy for the city. Urban design refers to the process of designing and shaping the physical environment of a city, including its buildings, streets, public spaces, and infrastructure. By designing urban spaces that highlight and complement historical sites, cities can create a more engaging and memorable tourism experience for visitors. Such distinctive elements can encourage potential tourists thus increasing touristic rates of the place. Therefore, it is important to present the uniqueness of the city by creating a distinctive setting (Giriwati & Homma, 2013). To achieve this, architects and urban designers play a significant role in collaborating with various governmental and private sectors to promote and develop tourism.

One approach of urban design to enhance tourism of historical sites is the creation of attractive and accessible public spaces such as parks, pedestrian walkways, plazas, and gathering points for visitors. A well-designed public space that serves the needs of the visitors is vital to maintaining the functionality of the space, providing convenient amenities encouraging tourists to spend more time at the site, fostering engagement with the local community, and promoting the site as a welcoming and attractive destination for tourism. Another way that urban design development can enhance and promote tourism of historical sites is through the preservation and adaptation of historic buildings and landmarks, cities can create a tangible connection between the past and present, allowing visitors to experience the historical significance of a site first-hand. Adaptation of historic buildings and landmarks can also create new opportunities for tourism, such as museums, galleries, and cultural centres, which can generate economic and social benefits for local communities.

Tourists consider the urban area as a destination which can be defined as the components that attract tourists. It is a comprehensive tourism product that consists of two main pillars: resources, and services. Resources are the initial attraction that the place has to offer to visitors, while the services whether it is general once or solely touristic services, are provided to facilitate and enhance the visitors' experience.

Through understanding the urban design components and touristic demands, these components can be classified into three categories: Primary, Secondary, and Transportation components, these components represent the supply for the touristic demands. In order to promote tourism, cities need a unique identity that distinguishes them thus, the urban designer has a definite role in creating the city's uniqueness which impacts the perception of the visitors. It is essential to design a setting that highlights the city attractions and serves the tourists' demands, the synergy of architecture and other disciplines in the development of urban tourism is essential for creating a unique and sustainable visitor experience (Giriwati & Homma, 2013). Figure (6).

Figure 6. *Tourist Destination Zone Planning Concept.* (Giriwati & Homma, 2013)



Urban Tourism as Tool to Promote Heritage

Adding the term “urban” to “tourism”, indicates placing the activity within a specific spatial context, to comprehend urban tourism it is necessary to first understand the urban context in which it occurs (Ashworth & Page, 2011). Tourism is one of the economic and social forces that operate within an urban environment, it can be defined as the industry that manages and promotes a range of places and experiences to attract tourists. The engagement between tourists and the host community results in various beneficial outcomes for both parties. According to Blažević and Nižić (2015), cities must balance the demands of tourists and residents in their spatial organization as a tourism destination.

The city environment displays various elements to the visitors such as cultural, social, physical, and aesthetic where tourism can take place. Therefore, the urban layout influences the tourists’ experience as they interact with the attractions. Each urban area inherent its potential from its natural characteristics, sense of place and history, and cultural heritage. On the other hand, every individual has their perception of the city’s image, and a public image of the city is an overlap of the individual images. The concept of imageability in a city is more related to perception rather than physical or visual characteristics (Giriwati & Homma, 2013).

Urban tourism is vital to the development of the city as it has various benefits, in addition to its economic benefits as a sustainable source of revenue urban tourism can advocate social and cultural exchange, by allowing visitors to learn about the history and culture. One of the city’s unique assets is its historical and cultural heritage which can be leveraged to attract tourists and create a city brand (Gospodini, 2001). Sustainable revenue from tourism can be used to invest in efforts to conserve and protect these valuable assets, such as restoring and

maintaining historic buildings, preserving archaeological sites, and protecting natural and cultural landscapes. Furthermore, urban tourism can raise awareness among locals and tourists about the importance of historical sites and cultural heritage, encouraging communities to take an active role in conservation efforts.

On the other hand, urban tourism faces some challenges, which should be taken into consideration, such as funding for development and collaboration with the designated authorities in order to implement development plans. Development projects can sometimes lead to the displacement of local communities and loss of cultural identity. Additionally, cities must ensure that development projects are compatible with the historical and cultural significance of the site, preserving its unique character and charm. A sustainable tourism practice that prioritizes conservation and preservation must be developed.

Achieving sustainable urban tourism requires considering market demands, political challenges, and demographic changes (Giriwati & Homma, 2013). By addressing these challenges urban tourism can advocate sustainable development. The key to a distinctive user experience is providing opportunities to tourists through urban design will enhance their experience and understanding of the city's culture, history, and identity. However, providing uniqueness is not enough for a comprehensive touristic experience, to ensure the success of the industry it is crucial to provide adequate urban components which serve the demands of the tourists, such as basic tourist facilities that range from accommodation, and food to mobility. In conclusion, affordable and well-designed urban planning is essential for creating unique tourism experiences that will attract visitors to a city.

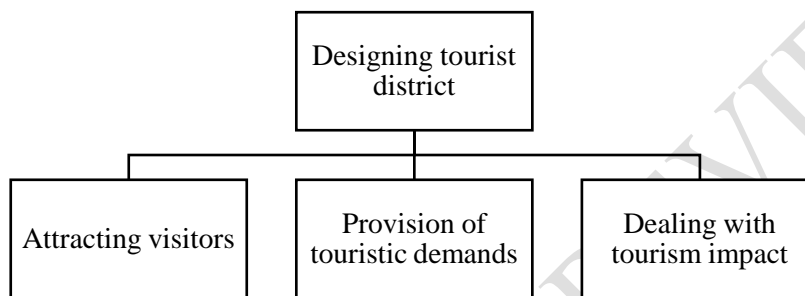
Methodology

The study adopts a case-study method, which is conducted through a combination of theoretical and analytical study. First phase is the theoretical study of related literature, which aims to establish the presets of urban design criteria concerning tourism and the role of urban design in promoting historical touristic attraction. The objective of the theoretical study is to build a framework of the city's touristic criteria as a destination, the goal is to define the elements in which urban design can improve to enhance tourism in a historical site. The Second phase is case study analysis, the study conducts an observational and urban analysis on the site of Amman Citadel. The observational study goal is to define tourist patterns from the visitor's point of view, the aim is to study the surrounding area of the site and its condition, the accessibility to the site, and the facilities provided in the site itself. The urban analysis focuses on the planning elements of the site, including analysing the land use, density, and accessibility. As a result, the paper presents a conclusion diagram that indicates the challenges of the site and the development opportunities. Furthermore, a strategy map is presented to highlight the potential urban strategies that can be implemented on the site to enhance and promote its touristic criteria as a historical destination.

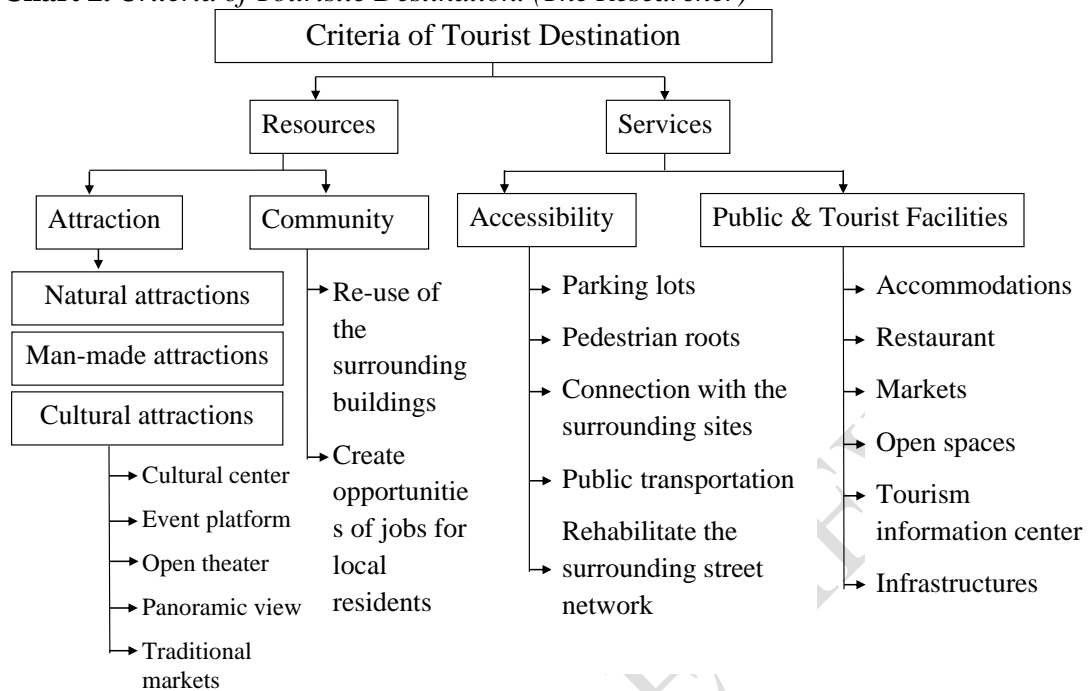
Theoretical Framework

Throughout the study of related literature, the main urban design components for promoting touristic historical sites can be defined. As the study presented, a well-planned destination has a crucial impact on the touristic experience of the place. What makes the place a tourist destination? A destination refers to areas that are designed to meet the requirements of the tourists, which includes functional and physical criteria. The design of a historical area is not limited to the development of new components, additionally, it encompasses rehabilitation, maintenance, and the provision of necessary services and infrastructure to ensure the functionality of the site.

Chart 1. *Designing Touristic District (The researcher)*



Tourist districts are areas that are specifically designed to cater to the needs and satisfaction of tourists. These areas include tourist attractions as well as infrastructure and services that are necessary to support tourism in addition to tourism impact, chart (1). In some cases, new areas may be developed specifically for tourism, while in other cases, existing areas may be rehabilitated and maintained in order to make them more attractive to visitors. The design of tourist districts typically includes the provision of services such as restaurants, accommodation, and transportation, as well as infrastructure such as roads, public spaces, and utilities. The goal of these efforts is to create an environment that is both enjoyable and convenient for tourists, and that encourages them to stay longer and spend more money while they are there.

1 **Chart 2. Criteria of Touristic Destination. (The Researcher)**

2
3 The chart (2) provided above illustrates the primary criteria that distinguish a
4 site as a tourist destination, with two primary categories: Resources and Services.
5 Resources include the attraction which consists of natural, man-made, and cultural
6 which can be further developed by incorporating cultural attractions that augment
7 the space's quality and enhance the sense of place. The other part is the
8 community, in which the surrounding area can be integrated into the development
9 scheme of the site. On the other hand, the services consist of accessibility and
10 touristic facilities, two important urban components that contribute to the success
11 of the site. Accessibility and easy mobility are important to the movement of the
12 visitors, clear and easy accessibility facilitates the arrival of visitors to the site.
13 Touristic facilities and services include all the essential amenities that serve the
14 basic needs of the visitors and add to the activities visitors can do.

15 *Observational Study*

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17
18 The observational study focused on the surrounding area of the historical site
19 of the Citadel. The goal of the study is to explore the urban context and
20 accessibility. The observational study was conducted to document the current
21 status of the built environment and street network surrounding the Citadel.
22

23 Urban Context

24 As presented in Figures (7-12), the condition of the surrounding built
25 environment, primarily consists of residential areas. Clearly, the built environment
26 is in state of disrepair and lacking maintenance, resulting in an unpleasant image
27 for the visitors. The existing structure represents an opportunity for adaptive re-

use and rehabilitated, transforming them into more functional spaces that serve the needs of the tourist, such as restaurants, traditional markets, and cultural centres.

Figure 7,8,9. The Surrounding Built Environment. (The Researcher)



Figure 10,11,12. The Surrounding Built Environment. (The Researcher)



Accessibility

Figures (13-18) show some of the streets leading to the Citadel. The majority of these streets are narrow and in bad conditions. Moreover, the street network leading to the historical site is also confusing for visitors, lacking proper signage, public transportation, clear pedestrian routes, or sufficient parking spaces. All these elements are crucial in improving mobility and enhancing the tourist experience of visitors.

Figure 13,14,15. The Surrounding Street Network. (The Researcher)



1 **Figure 16,17,18. The Surrounding Street Network and Parking. (The Researcher)**



2 3 4 Surrounding Views

5 Amman citadel is encompassed by significant sites, including the Roman
6 Theatre demonstrated in Figures (19-21). And due to its location on top of the hill,
7 the Citadel offers panoramic vistas of the city of Amman from different angles, the
8 unique points present opportunities to design panoramic viewpoints for the
9 visitors. Establishing a visual connection from the site to the city not only
10 enhances the visitor experience but also provides insights into how they perceive
11 and preserve the city's image.

12
13 **Figure 19,20,21. The surrounding Street Network and parking. (The researcher)**



14 15 16 Urban Analysis

17 18 Functional Analysis

19 Amman Citadel is located in the Jabal al-Qala'a neighbourhood in the city
20 centre of Amman. The neighbourhood area is approximately 461,238.7 m², and
21 the historical and touristic sites of the citadel occupy around one-third of the total
22 area. According to the Department of Statistics, 44.3% of the buildings are
23 residential (CSBE, 2006). Many of these structures are in disrepair and old
24 condition, with some abandoned and destroyed buildings lacking any
25 infrastructure. The majority of residents in the area belong to the low-income
26 range of the population. As Figure (22) shows, commercial buildings are mostly
27 located on the southwest side of the site, which is not easily accessible. The
28 northern and eastern parts of the site consist mostly of regulated (D-C) residential

plots, and some areas are occupied by informal settlements. The area lacks adequate public parks or functional open spaces to serve the tourists.

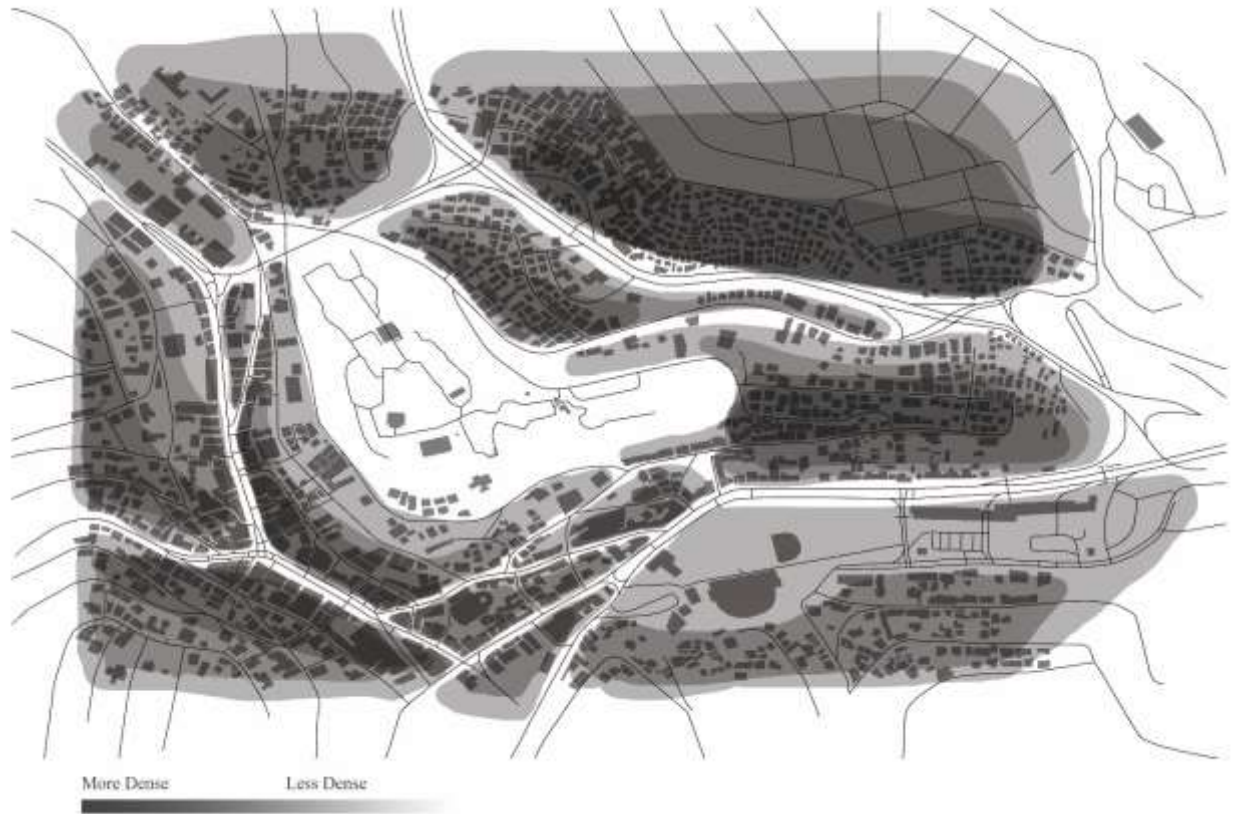
Figure 22. Functional Analysis. (The Researcher)



Density Analysis

The diagram in Figure (23) illustrates the building densities surrounding the Amman Citadel archaeological site. As previously mentioned, residential buildings occupy the majority of the area. The diagram shows that the most densely populated area is the informal settlements, which pose an urban hazard to the surrounding area. The commercial area also appears to be dense, located to the south-west of the citadel. The high-density areas in close proximity to the archaeological site present limited opportunities for development and improvement of the surrounding area. Additionally, the inadequate condition of these buildings poses a challenge to the touristic image of the city.

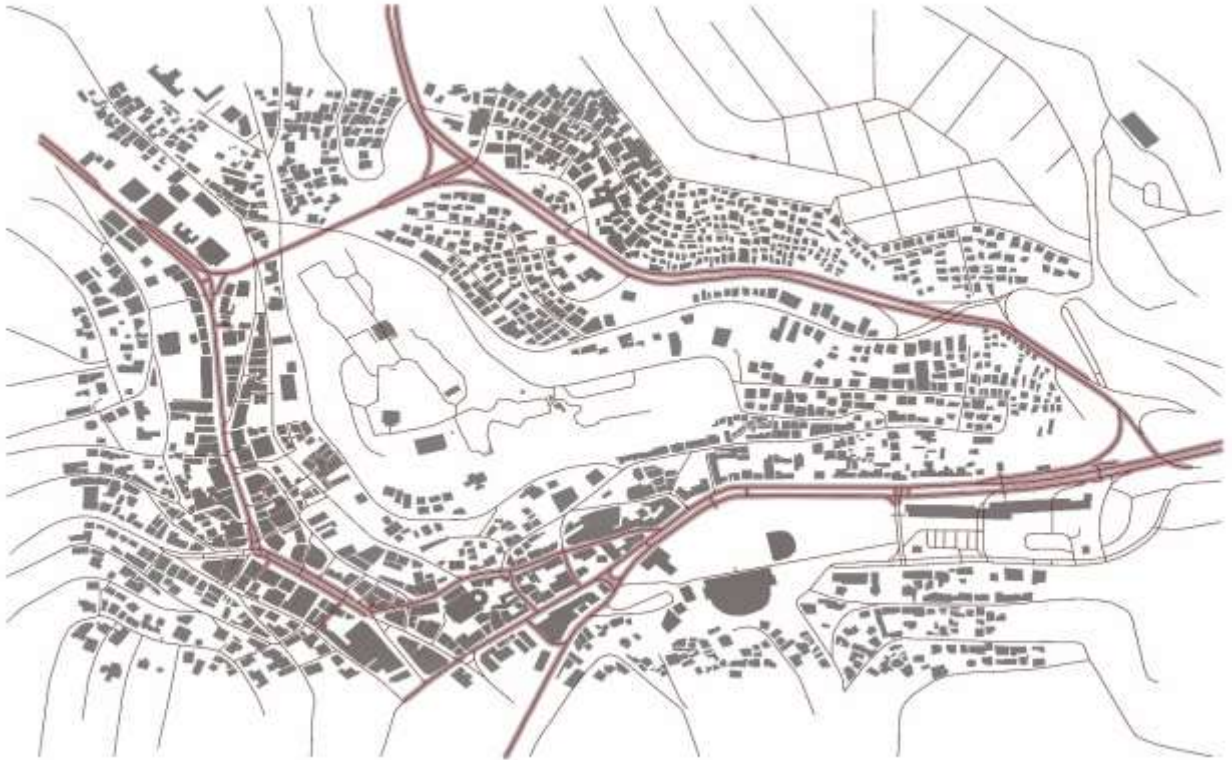
1 **Figure 23.** *Building Density. (The researcher)*



4 Accessibility Analysis

5 The diagram shown in Figure (24) clarifies the accessibility of Amman
 6 Citadel from different parts of the city. The site can be accessed from Jabal Al-
 7 Hussein via Khaled bin Al-Waleed Street, from North Amman through Al-Urdon
 8 Street, and from East Amman through Army Street. However, the map reveals a
 9 challenge in reaching the site from downtown and the Roman Theatre, which is
 10 the closest touristic attraction to the citadel, as there is no clear and direct route,
 11 and the minor street network can be confusing for visitors. The lack of available
 12 public transportation creates a challenging experience for tourists, who currently
 13 rely mostly on organized trips and touristic buses, which is not sufficient. In order
 14 to increase accessibility to the site, public transportation should be made available
 15 to all users.

1 **Figure 24.** Accessibility Diagram. (The Researcher)

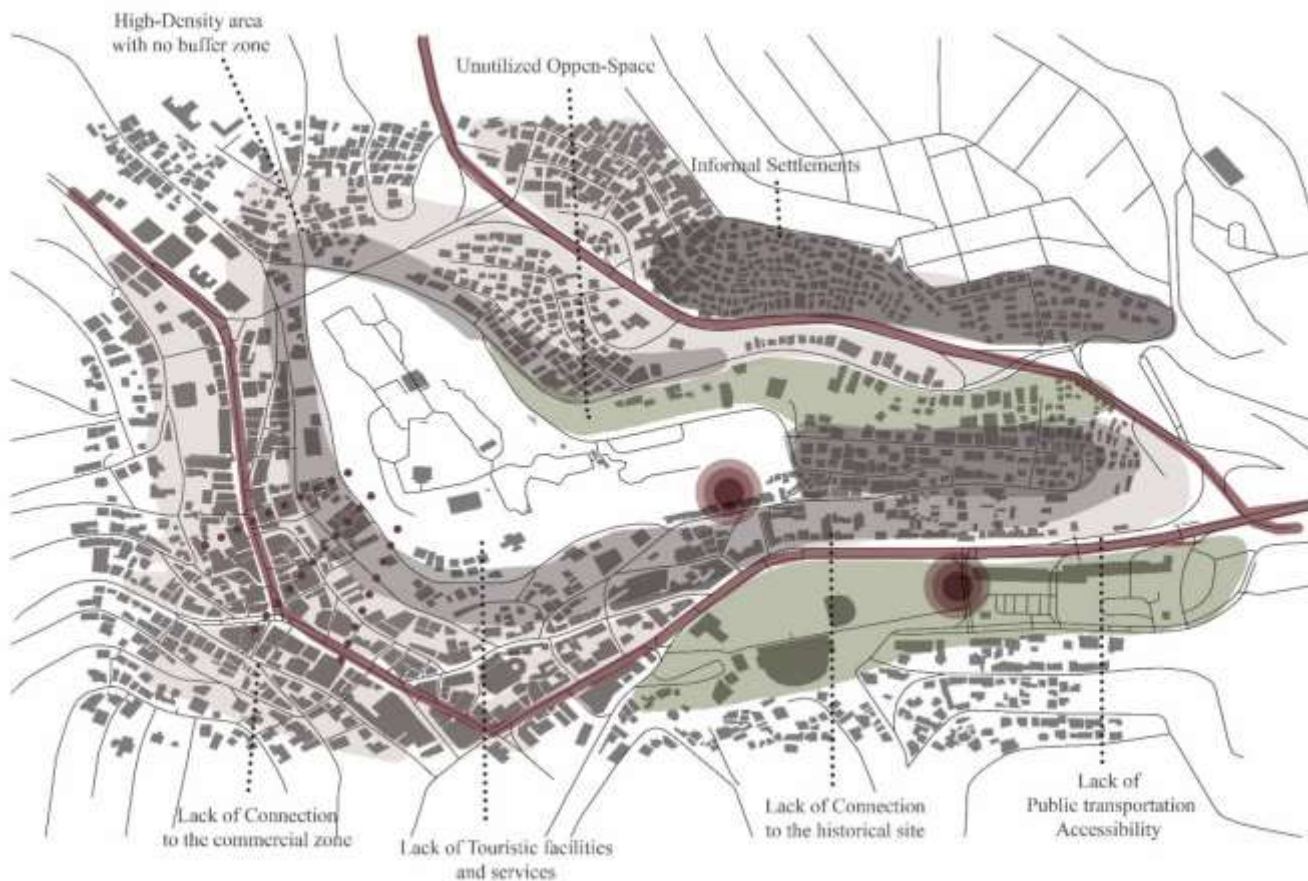


2 **Conclusion and Discussion**

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7 According to the observational and urban analysis, several challenges and
8 limitations have been identified at the Amman Citadel site. These challenges
9 highlight focus areas that require attention and present a development opportunity.
10 Figure (25) demonstrates these areas and the challenges that face the current state
11 of the citadel. In terms of the urban context, the surrounding area of the
12 archaeological site is mainly residential and lacks any touristic facilities. The dense
13 residential area is near the site with no or minimum buffer zone which creates
14 overcrowding on the site parameters. Furthermore, the physical condition of the
15 surrounding building is deteriorating, and maintenance is lacking. The existing
16 open space adjacent to the site is not utilized to the benefit of the site's tourism.
17 Regarding mobility and accessibility, the site lacks public transportation access,
18 tourists rely on organized tourist busses, moreover, the site lacks pedestrian
19 accessibility, in addition there is no direct access between the citadel and the
20 nearest attraction, the Roman Theatre. Moreover, the site is not connected to the
21 nearest commercial area functionally, as this area can benefit from tourist
22 activities. In conclusion, the challenges facing touristic activities at the citadel can
23 be grouped into three main categories:

- 1 - The surrounding urban context
- 2 - Lack of proper accessibility and mobility
- 3 - Lack of diverse tourist facilities and services

5 **Figure 25. Conclusion Diagram. (The Researcher)**

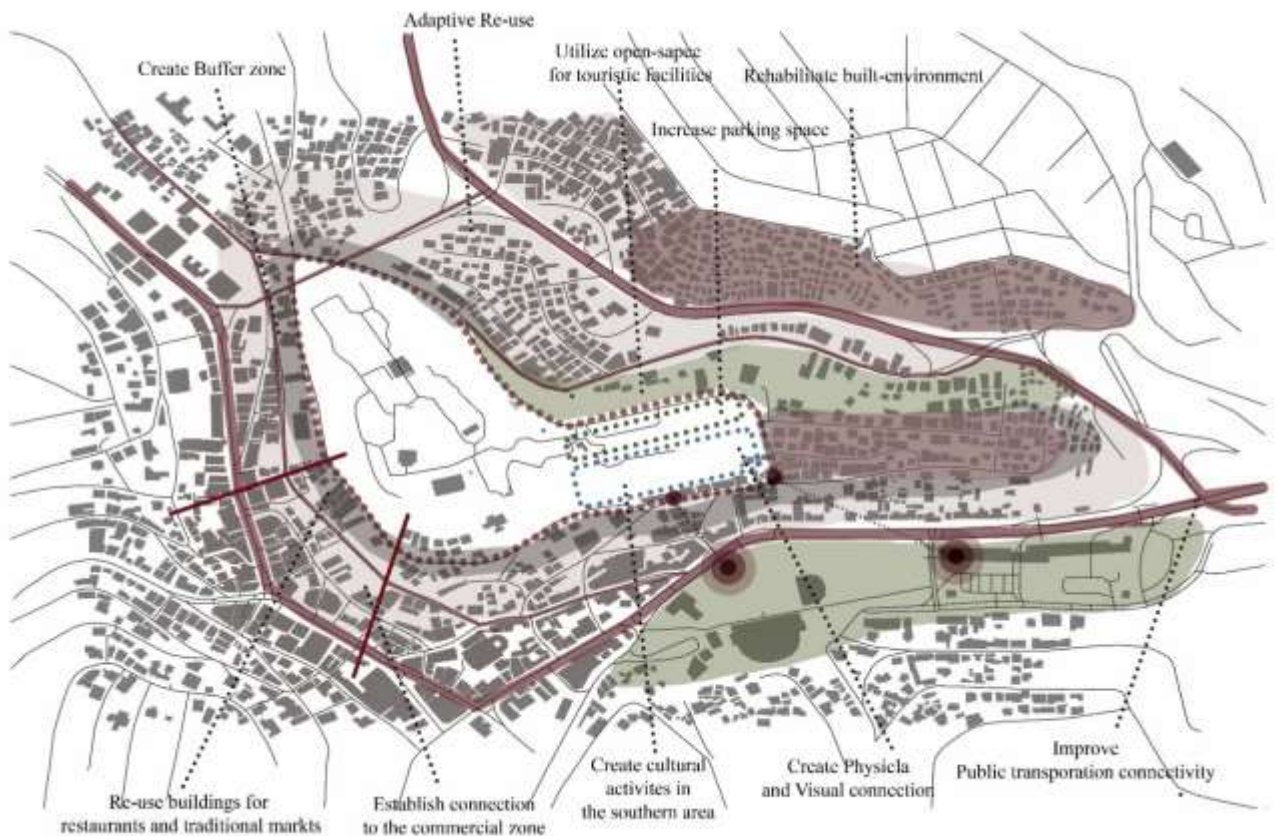


6
7 The theoretical framework highlights both functional and physical aspects
8 that should be taken into consideration in the development plan. By applying this
9 framework to the challenges facing the citadel, a set of strategies can be
10 formulated to establish a development plan that can be implemented to promote
11 and facilitate the touristic activities as Figure (26) shows. These strategies fall into
12 the urban design potential developments, which are:

- 14 - Adaptive re-use of the existing built environment, to serve the needs of
15 the visitors.
- 16 - Rehabilitate the physical conditions of the surrounding built environment,
17 to promote the area as a tourist attraction.
- 18 - Provision of sufficient touristic facilities including restaurants, traditional
19 markets, and accommodation.
- 20 - Increase the diversity of cultural activities by establishing a cultural centre
21 and platform for activities.

- Emphasis on the visual connection of the citadel to the Roman Theatre, by creating a panoramic viewpoint.
- Provide public transportation accessibility from the different parts of the city, such as the downtown and Raghadan Square.
- Provide sufficient parking lots for both cars and touristic buses.
- Provide pedestrian roots in the site that lead from the surrounding areas to the site and connect the Roman Theatre with the site through stairs.
- Rehabilitate the open spaces into public parks and landscapes to serve the historical site.
- Improve the infrastructure of the area.

Figure 25. Conclusion Diagram. (The Researcher)



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