

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

By Rania Matrouk*

Urban design development can play a vital role in enchainning and promoting tourism, by improving the physical infrastructure 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 urban 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 local tourism as a part. Furthermore, it 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 and 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

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historical buildings, public spaces, and services (Zarlenga and 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 and 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 and 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.

A study entitled “Shapes and Tourism Development Strategies of Urban Area” by Iordache, examines existing research, which seeks to elucidate various aspects of urban tourism development and propose strategies for effectively managing and enhancing tourist experiences within urban environments. As urban areas have evolved and modernized, they have become focal points for a distinct form of tourism known as urban tourism. This form of tourism has gained prominence due to the increasing number of travellers seeking diverse experiences and attractions within cities. This literature review aims to explore the content, specificity, and implementation methods of urban tourism, which contribute to the advancement of urban tourism planning and development practices, ensuring that cities can capitalize on their unique assets while meeting the needs of visitors.

A book chapter entitled “Urban Tourism” by Bouchon (2022) highlights the importance of understanding the complex interactions between tourism and urban spaces, considering factors such as cultural, architectural, and social attractions. Despite its economic benefits, urban tourism presents challenges related to overcrowding, environmental degradation, and social inequalities. However, scholars highlight opportunities for sustainable tourism development through community engagement, cultural preservation, and responsible tourism practices. By addressing these challenges and leveraging the unique assets of urban environments, cities can harness the potential of tourism to foster sustainable growth and enhance the quality of life for both residents and visitors.

Harrill and Potts (2003) wrote the paper “Tourism Planning in Historic Districts Attitudes Toward Tourism Development in Charleston” which dives into the tourism industry and its growth over the past decades, becoming a significant driver of global economic activity. Despite its economic importance, tourism often remains marginalized in urban planning discussions, with development decisions typically left to private developers. However, scholars emphasize the necessity of integrating tourism considerations into planning strategies, given its profound social, economic, and environmental impacts. While tourism has the potential to revitalize communities, particularly those facing economic decline, it also presents challenges, especially in historic districts where residents contend with the daily disruptions of tourism. This literature review explores the relationship between community attachment and attitudes towards tourism development, focusing on Charleston, South Carolina, to provide insights for effective tourism planning in historic areas. The paper aims to shed light on the complexities of tourism planning and its implications for community well-being and heritage preservation in historic districts.

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.

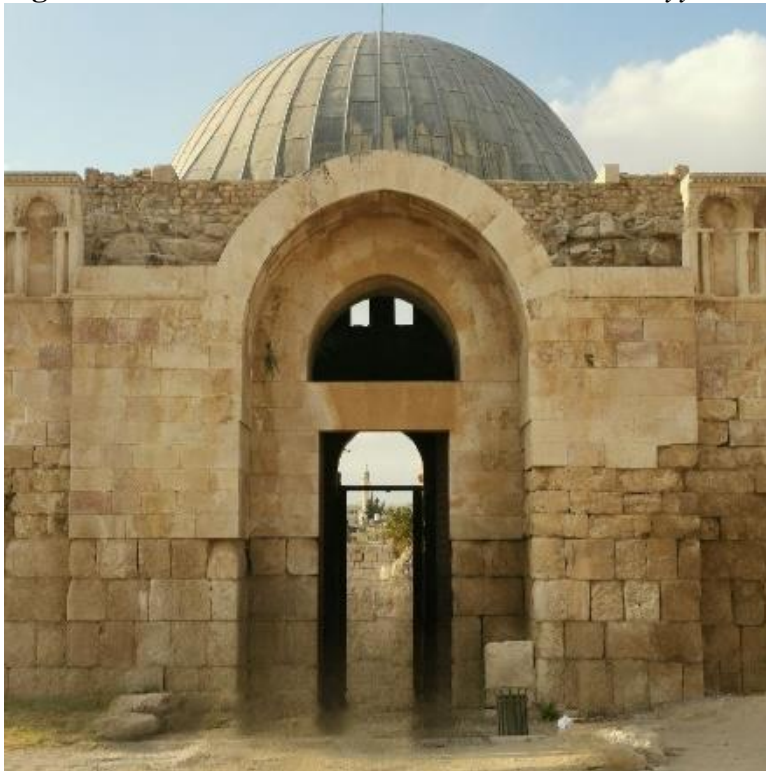
Archaeological excavations have revealed evidence of human occupation at the Amman Citadel dating back to the Middle Bronze Age (1650-1550 BC) (Najjar 1993). During the Iron Age, the Citadel was known as Rabbath-Ammon, and an early Phoenician writing example called the Amman Citadel Inscription was found 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 and 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. *Amman Citadel Historical Structures: Temple of Hercules*



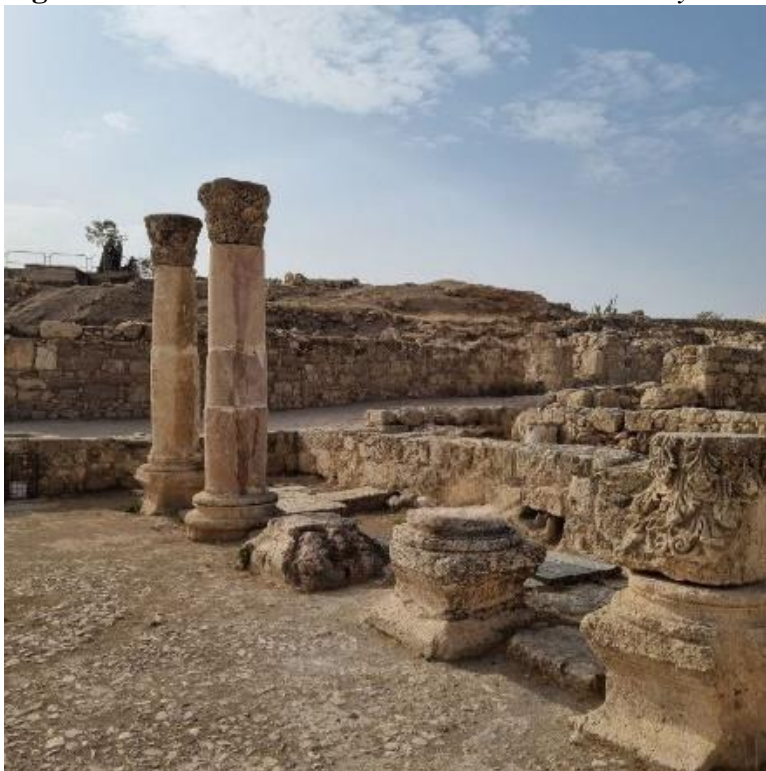
Source: Author.

Figure 2. *Amman Citadel Historical Structures: Umayyad Palace*



Source: Author.

Figure 3. *Amman Citadel Historical Structures: The Byzantine Church*

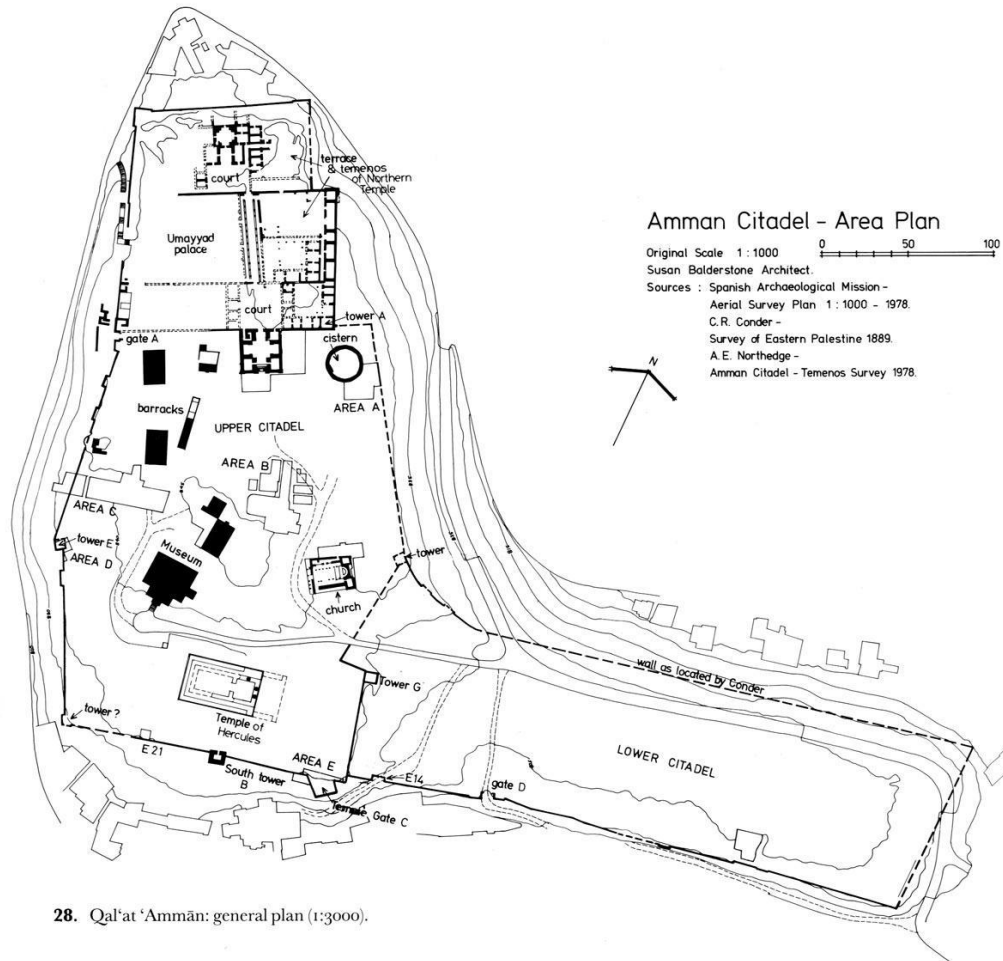


Source: Author.

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).

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.

Figure 4. Amman Citadel Plan

28. Qal'at 'Ammān: general plan (1:3000).

Source: Spanish archaeological mission 1978.

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 consisted of a palace and the administrative headquarters 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 and 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 and Olavarri 1982).

Renovation Project

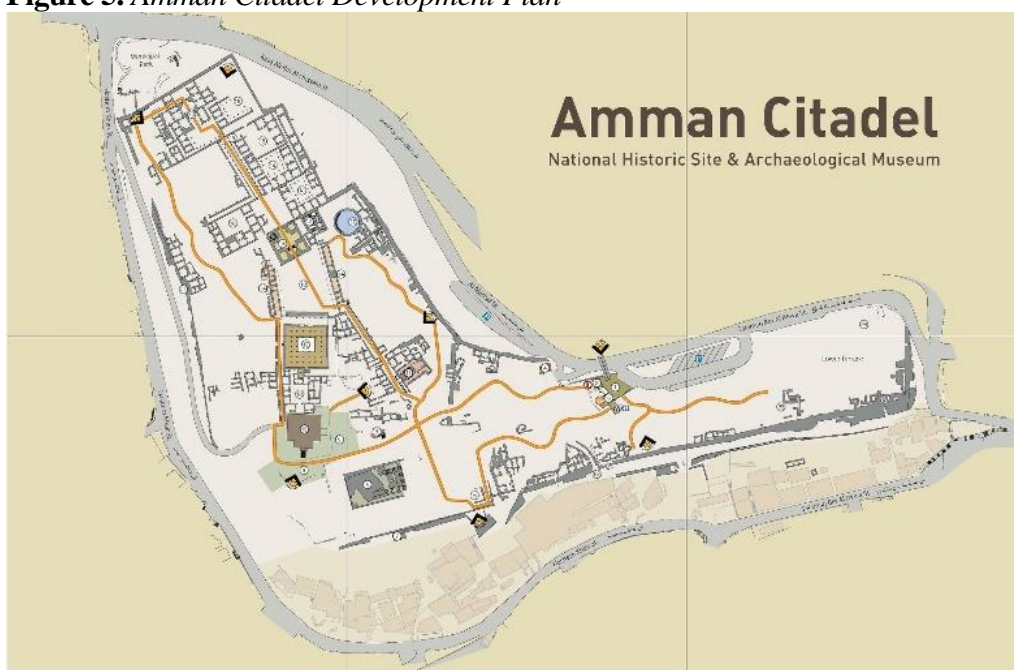
USAID 2008 Development Plans of Amman Citadel

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 2013, 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

Source: <http://lorianglin.com>.

The main improvements made at the Amman Citadel focused on the infrastructure and improvement on the overall site. Infrastructure and lighting were renewed to improve visibility and ambience. Safety barriers were installed, and designated parking areas were established away from the historic ruins. Regarding visitor circulation, to ensure orderly movement and enhance site aesthetics, visitor pathways were adorned with shrubs, guiding visitors along designated routes. Installation of new interpretive materials and informative signs, offering insights into the site's rich history spanning millennia up to the present day, enhancing visitors' understanding and appreciation of its significance.

In addition to enhancing the quality of the visitors' experience, additional buildings were renovated. First is the Monuments Garden, the museum garden underwent a complete renovation, transforming into a sculpture garden showcasing large artefacts. Shaded areas and resting spots were incorporated to provide comfort for tourists, strategically placed at the midpoint of the site tour. Second is the visitor gateway which was constructed to welcome and orient visitors upon arrival. It offers essential tourist services, and spaces were allocated for a gift shop and a refreshment area, enhancing the overall visitor experience.

Urban Tourism

Urban Design Role in Tourism

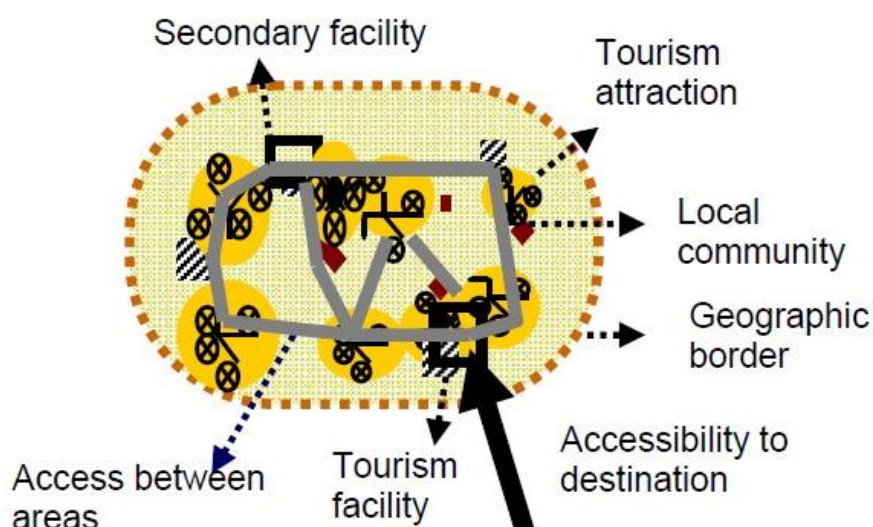
Urban design plays a defining role in designing the city as a tourist destination, one of the strategies of tourism marketing is to incorporate unique

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 (Bouchon 2022). 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 and 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 (Blaževi and Krstini 2015). 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 (Giriwati and Homma 2013). 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 and Homma 2013) (Figure 6).

Figure 6. *Tourist Destination Zone Planning Concept*

Source: Giritwari and 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 and 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 (Giritwari and 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 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.

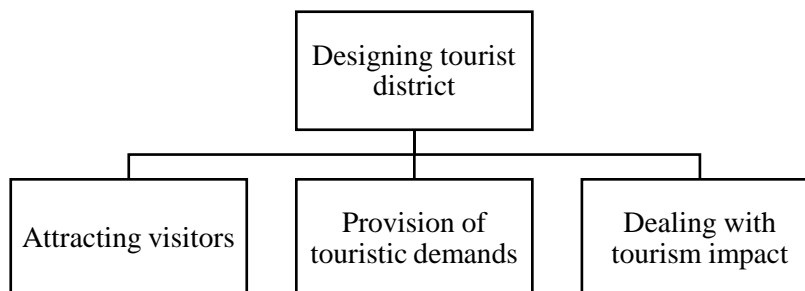
On the other hand, urban tourism faces some challenges, which should be taken into consideration, such as funding for development and collaboration with the designated authorities in order to implement development plans. Development projects can sometimes lead to the displacement of local communities 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 and 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.

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.

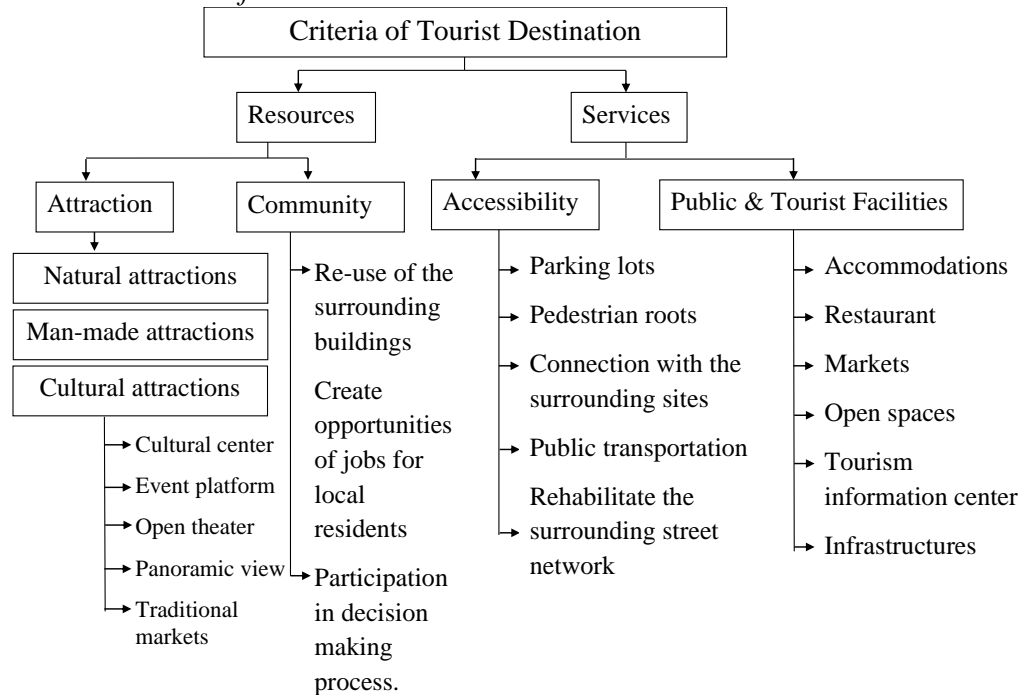
Chart 1. *Designing Touristic District*



Source: Author.

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.

Chart 2. Criteria of Touristic Destination



Source: Author.

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

Methodology

The study adopts a case-study method of qualitative approach, which is used to generate an in-depth analysis of certain cases to gain insight into the complexity of the issue and shed light on potential solutions. The methodology is conducted through a combination of theoretical and analytical study. The 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 tourist 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.

Observational Study

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

Urban Context

Assessment of the built environment can play a crucial role in enhancing the general aesthetic and reflecting the identity of the site. As presented in Figures 7-12, the condition of the surrounding built environment primarily consists of residential areas. The housing units vary from small to medium-size units, mainly hosting an average to larger size families, based on the social structure of the area. Most units consist of two to three stories and use concrete and stone cladding as their primary building material. The initial image of the urban context reflects the identity of Amman with its cluster of stone cubes.

From the observational study of the conditions of the built environment, it can be concluded that the buildings suffer from material deterioration, lack of maintenance and inadequate infrastructure resulting in an unpleasant image. In addition, the surrounding context can be characterized as a dense urban area, which can lead to multiple obstacles both physical and visual for the visitors.

On the other hand, the current structures present an opportunity for adaptive reuse and rehabilitation, enabling their transformation into more functional spaces tailored to meet the demands of tourists. These repurposed spaces could

encompass a variety of amenities, including restaurants, traditional markets, and cultural centres, thereby enriching the visitor experience while simultaneously revitalizing the built environment and preserving its historical significance.

Figures 7-9. *The Surrounding Built Environment*



Source: Author.

Figures 10-12. *The Surrounding Built Environment*

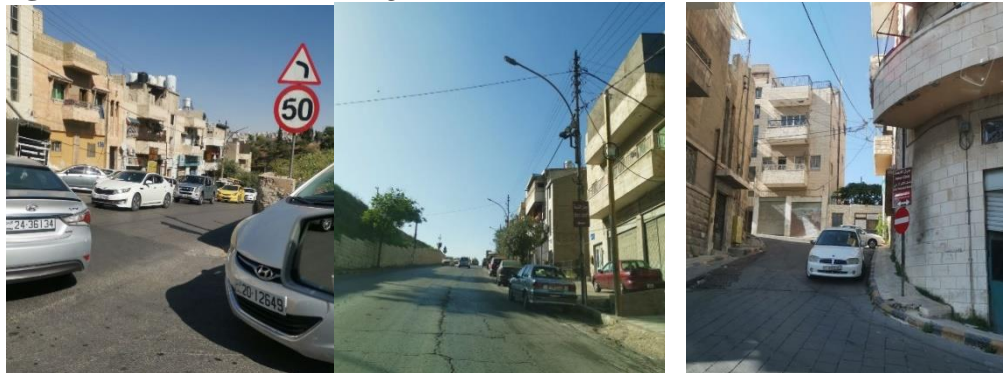


Source: Author.

Surrounding Streets

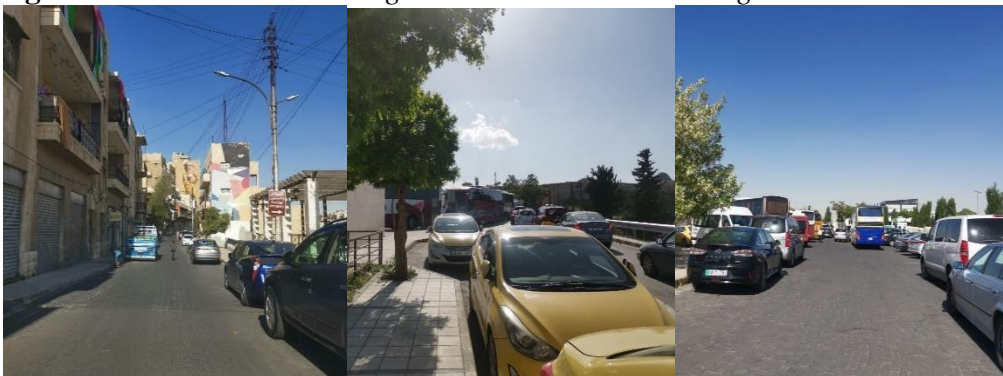
Figures 13-18 illustrate various streets leading to the Citadel, highlighting their narrow and deteriorated conditions. Additionally, the layout and orientation of these streets significantly impact visitors' wayfinding. The lack of clear signage, public transportation options, pedestrian pathways, and adequate parking exacerbates the challenges of navigating the historical site. These factors not only affect mobility but also diminish the overall tourist experience. Thus, addressing the condition and orientation of these streets is paramount for improving wayfinding and enhancing the accessibility and appeal of the destination.

Figures 13-15. The Surrounding Street Network



Source: Author.

Figures 16-18. The Surrounding Street Network and Parking



Source: Author.

Surrounding Views

Amman citadel is encompassed by significant sites, including the Roman Theatre demonstrated in Figures 19-21. Due to its location on top of the hill, the Citadel offers panoramic vistas of the city of Amman from different angles, the unique points present opportunities to design panoramic viewpoints for the visitors. Establishing a visual connection from the site to the city not only enhances the visitor experience but also provides insights into how they perceive and preserve the city's image. A strong attraction point that can be taken into account in developing the site to attract more visitors.

Figures 19-21. The Surrounding Street Network and Parking



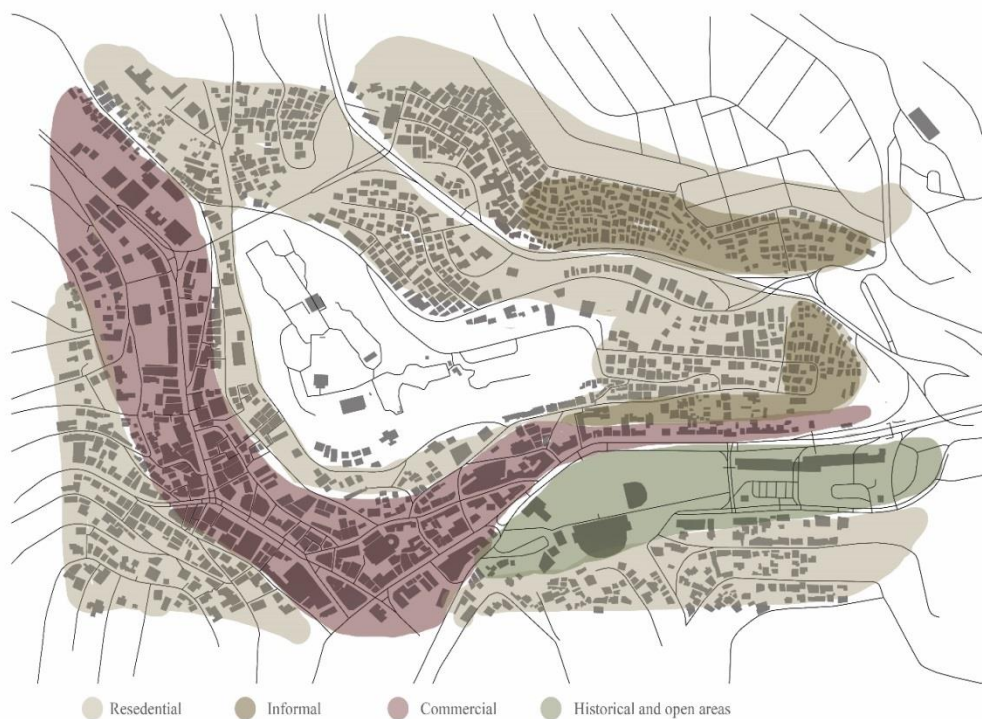
Urban Analysis

Functional Analysis

Figure 22 displays the functional zoning in the area, highlighting the use of buildings for commercial, residential, and historical purposes. The neighbourhood spans an area of approximately 461,238.7 m², with historical and touristic sites occupying around one-third of the total area. The Department of Statistics reveals that about 44.3% of the buildings in the area are residential, and most residents belong to the low-income population range. The northern and eastern parts of the site generally consist of regulated residential plots, on the other hand, some of which evolved into unorganised informal settlements. Unfortunately, many of these buildings are old and in disrepair, with some abandoned or destroyed due to the lack of proper infrastructure.

The commercial sector is primarily located on the southwest side of the site, which can be considered in proximity to the historical site, nevertheless, the area lacks proper connectivity and adequate tourist services. Furthermore, as the diagram shows the absence of public parks or functional open spaces can have a significantly negative impact on the tourists' experience.

Figure 22. *Functional Analysis*



Source: Author.

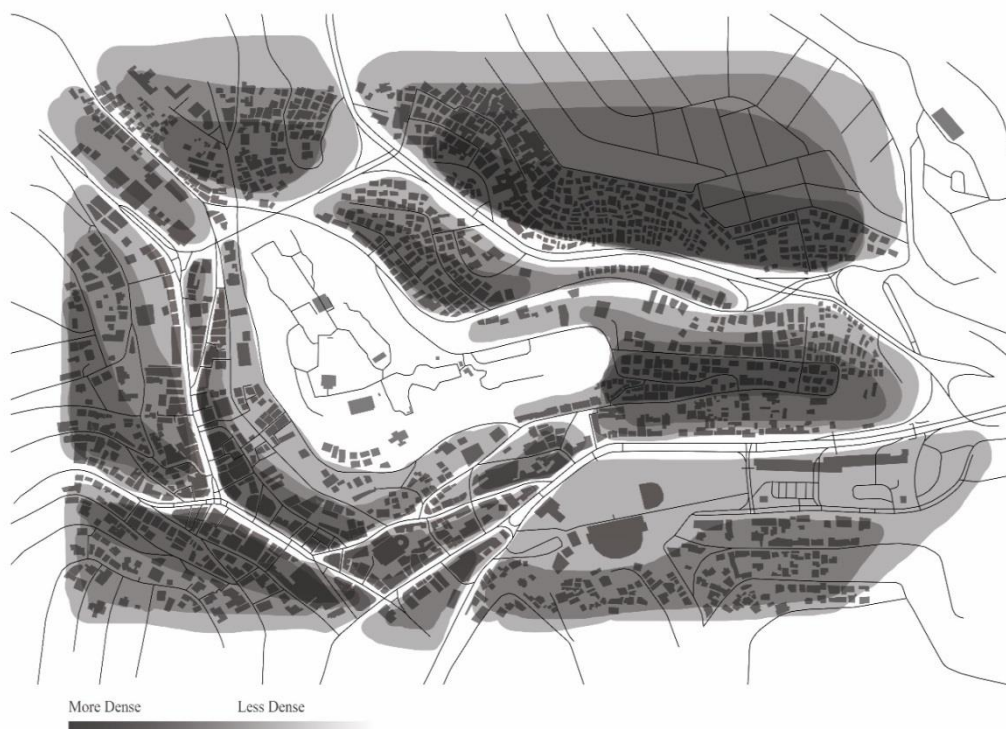
Density Analysis

The diagram presented in Figure 23 provides an overview of the building densities surrounding the archaeological site. As mentioned earlier, residential

buildings cover most of the area, with the highest population density observed in informal settlements, which can pose an urban hazard to the archaeological site. The densely populated areas adjacent to the touristic site limit its opportunity for development and expansion. Building density in the surrounding area typically ranges from 60% to 90%, and the poor condition of these structures presents a challenge to the city's tourist image.

One possible approach to tackle the issue of informal settlements and their dense presence is to consider the community participation urban approach in revitalizing the district and exploring ways to rehabilitate these settlements as integral parts of the city.

Figure 23. *Building Density*



Source: Author.

Accessibility Analysis

The diagram in Figure 24 presents the accessibility to Amman Citadel from various parts of the city. Visitors can readily reach the site from Jabal Al-Hussein south of the site by travelling along Khaled bin Al-Waleed Street, from the north via Al-Urdon Street, and from the east through Army Street East. However, the map highlights a challenge in reaching the Citadel from downtown and the Roman Theatre, an important historical site adjacent to it.

Visitors can face issues navigating the chaotic street network and lack of direct routes. Additionally, the lack of available public transportation adds to the challenge of clear wayfinding to the site.

Furthermore, the Citadel is in the old downtown area, featuring a street layout aligned with ancient mobility networks, resulting in a network of narrow and somewhat confusing streets leading to the city. The disorganized street network may pose a challenge for visitors regarding wayfinding and can lead to confusion while trying to reach the Citadel's entrance. Thus, addressing these issues becomes crucial to improve the overall accessibility and enhance the visitor experience at the historic site.

Figure 24. *Accessibility Diagram*



Source: Author.

Findings

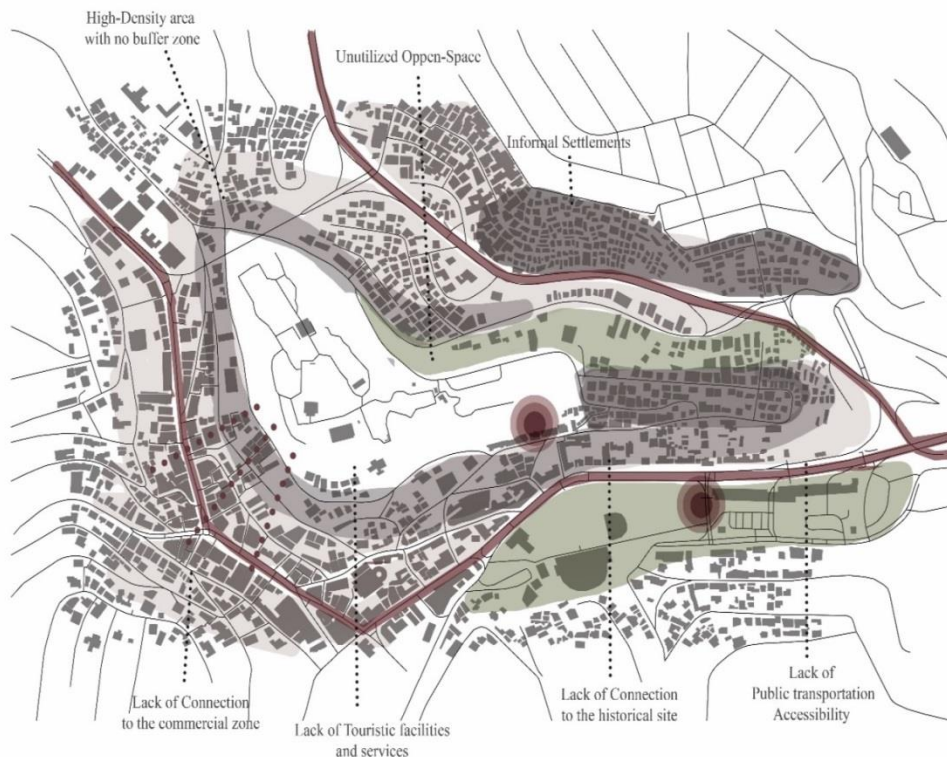
After conducting observational and urban analysis, the study identified the challenges and limitations at the Amman Citadel site. These challenges focus on the urban issues that face the historical citadel, as Figure 25 illustrates. The identified challenges are Urban context, mobility and accessibility and functional connectivity.

Regarding the urban context, the surrounding buildings consist mainly of the residential sector, which lacks tourist facilities. The high population density in the residential zone can result in areas with minimal or no buffer zones. This situation often leads to overcrowding along the site's boundaries. Further, the physical condition of the surrounding buildings is deteriorating, and it lacks proper maintenance for the built environment.

Moreover, the existing open urban spaces are without designing or planning to accommodate or support the needs of the tourism industry.

Concerning mobility and accessibility, the site lacks public transportation accessibility, and tourists rely on touristic buses. Additionally, the site lacks pedestrian routes. As for the site connections, the nearest attraction to the site is the Roman Theatre, and there is no direct access to connect the two historical and touristic sites. Moreover, the lack of functional connectivity between the site and the nearest commercial sector affects the quality of tourism services, which could otherwise enhance tourist activities.

Figure 25. Challenges Diagram



Source: Author.

Results and Discussion

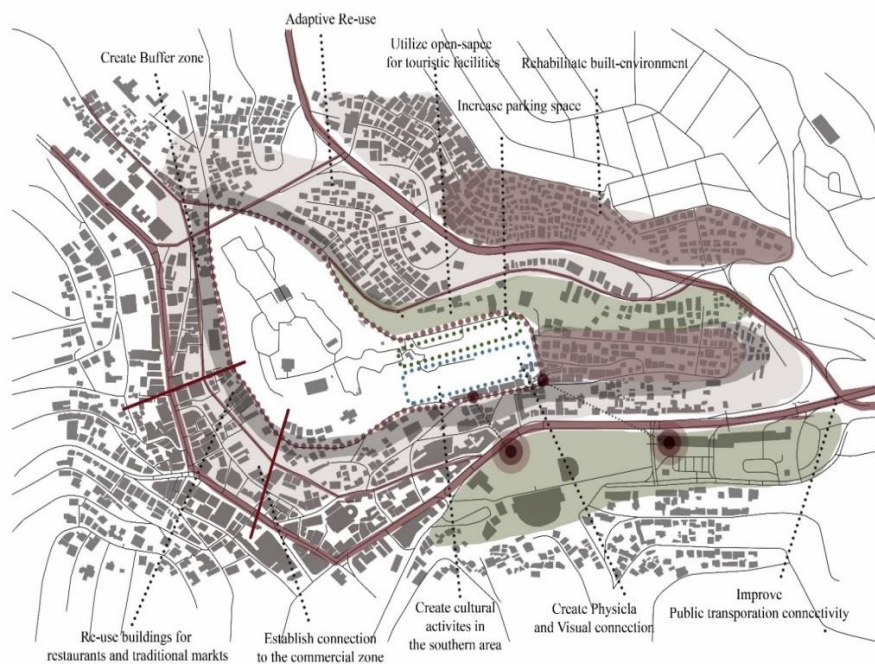
The development plan for the citadel should implement both the functional and physical aspects highlighted by the theoretical framework. A set of urban strategies presented aims to promote and facilitate tourist activities, as shown in Figure 26. These strategies include:

- Adaptive reuse of the existing built environment to cater to visitors' needs.
- Rehabilitating the surrounding built environment to promote the area as a tourist attraction.

- Providing sufficient tourist facilities such as restaurants, traditional markets, and accommodation.
- Increasing the diversity of cultural activities by establishing a cultural centre and platform for activities.
- Emphasizing the visual connection of the citadel to the Roman Theatre by creating a panoramic viewpoint.
- Providing public transportation accessibility from different parts of the city, such as the downtown and Raghadan Square.
- Offering sufficient parking lots for both cars and touristic buses.
- Providing pedestrian routes in the site that lead from the surrounding areas to the site and connect the Roman Theatre with the site through stairs.
- Rehabilitating open spaces into public parks and landscapes to serve the historical site.
- Improving the infrastructure of the area.
- Ensuring the participation of the local community in decision-making through workshops, consultations, and design surveys.

The study emphasizes the importance of urban design in enhancing tourism in historical locations. By providing a set of strategies based on a qualitative method of the site, the paper sheds light on how the citadel can be upgraded to a higher standard, making it one of the most attractive historical sites in Jordan. The urban interventions presented in the study aim to develop the urban context of the site based on different aspects, which contributes to enhancing the overall quality of the area.

Figure 26. *Strategies Diagram*



Source: Author.

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