Protecting and Presenting Petra to the World

Petra Development and Tourism Region Authority
PDTRA
"Through tourism, we're able to open people's eyes to what a magnificent land and nation we have here, and the tremendous surprises and treasures that Jordan holds”

His Majesty King Abdullah II
National Tourism Strategy

Enhance Jordan's business, operational, regulatory, environmental and institutional settings to underpin the drive for improved competitiveness.

Increase arrivals of high-yielding tourists from key current and emerging markets and grow the domestic tourism market.

Provide authentic visitor experiences through rich and engaging products and services.

Develop a well educated, highly skilled and internationally competitive service-oriented labor force.

Pillar 1 Marketing & Promotion

Pillar 2 Product Development

Pillar 3 Labor Market Development

Pillar 4 Enabling Environment

NTS Jordan 2011-2015

Petra Development & Tourism Region Authority
### Table I - Number of Arrivals and Tourism Receipts 2004-2010

<table>
<thead>
<tr>
<th>Year</th>
<th>Arrivals (Thousands)</th>
<th>Receipts (Millions)</th>
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<tbody>
<tr>
<td>2010</td>
<td>8,247,135</td>
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<td>2009</td>
<td>7,084,552</td>
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<td>2008</td>
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<td>2007</td>
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<td>2006</td>
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<td>2005</td>
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<td>2004</td>
<td>5,586,659</td>
<td>943</td>
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Petra Development & Tourism Region Authority
National Tourism Strategy

- Focus on reducing impact of seasonality
- Introduction of Domestic Tourism Marketing Campaigns
- Expansion of International Marketing Efforts
- Timely and appropriate budget available for JTB
- Better research available to support decisions

Pillar 1: Marketing & Promotion

- Secure investment to provide new and enhanced tourism products
- Improve management of cultural resources key heritage sites
- Enhancing the visitor experience through innovation and variety in products and services
- Improving internal transport facilities and tourism signage
- Improving access capacity and airport quality

Pillar 2: Product Development

- Improve training and accreditation processes
- Disseminate HRM best practice principles
- Deliver world-class tourism education services
- Position the industry as an attractive career choice
- Update National Tourism Manpower Strategy

Pillar 3: Labor Market Development

- Increase awareness of socio-economic benefits of tourism
- Ensure safety and security practices in tourism enterprises
- Develop business support and benchmarks
- Enhance legal and regulatory environment
- Develop new tourism policies
A 264 Km$^2$ protected area containing archaeological and natural assets
World Heritage Site since 1985
Jordan’s most visited site
Declared a New Seven Wonder in 2007
PDTRA was established in September 2009

Comprehensive, Sustainable, Socioeconomic and Cultural Development
Conserving Petra’s Cultural Heritage &
Expanding Economic Benefit for the Local Communities
Serve as a Focal Point (Board of Commissioners)

Develop Petra Region New Master Plan

Provide Favorable Investment Climate (One-Stop-Shop)

Develop Required Infrastructure to Boost Investments/World Class Investment Destination

Regulate Development Activities in the Region

Implement International Best Practices to Manage and Regulate the Park
Expanding Economic Benefit for the Local Communities
Downtown Development Project

Petra Development and Tourism Regional Authority
Develop Elgee as a themed attraction

- Engaging cultural performances
- Presentation of the history of successive civilizations
- Handicrafts demonstration and retailing area
- Food experiences

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- Promote Public -Private - Partnership
- Enhance Local Community Development
- Build Labor Force Capacity from Local Community
- Enhance the Competitiveness of Petra as a World-Class Tourism Destination
- Improve Services/ Diversify Tourism Products
Visitor Center

- More insight and information on Petra Archaeological Park
- Free brochures and maps
- Several points-of-sale for Petra tickets
- E-ticketing system
The adventure begins with a walk through the Siq
Or a horse-drawn carriage ride
Almost half of the visitors to Petra do not make it past this point!
The Royal Tombs
Qasr Al-Bint is a Roman building

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Diversifying the Experience: **New trails!**

Petra Archaeological Park Experience

**Petra Development & Tourism Region Authority**
Developed 4 new tourism trails in 2011
Providing services along the new trails 2012-2014
Improved services in the PAP
Improved services in the PAP

- New rangers/ New uniforms
- Video surveillance
- New Security equipment

Horses and donkeys
- New regulations
- New horse and donkey carts/ carriages
- Improved saddles for animal
- New uniforms for horse and donkey guides
- Supervision of all animal guides by authority
Exiting the park

- Back-exit through Turkmaniyyah
- Alternative emergency exit point
- Service office and rest house
- Parking for back exit/echo-friendly transportation
City Information

Petra Development & Tourism Region Authority

City Information

General Information

Things to do

Where to go in Petra

Petra By Night

Petra Development and Tourism Region Authority

سلطة الاقليم البتراء التنموي السياحي
Four primary groups in immediate park vicinity:

- **Wadi Mousa** (Petra gate – fourteen clans)
- **Baidah** (Back of site - Amarin tribe)
- **Taybeh** (Entrance to Wadi Mousa - Four tribes)
- **Um Saihoun** (Adjacent to Petra – Bdoul, inhabited site till 1985)

70% of gateway communities rely on tourism for livelihoods
Support Community-based Projects

Handicraft Development

- **Taybeh Ladies Cooperative:** Nabatean-style pottery
- **Nabatean Ladies Cooperative:** Silver workshop
- **Ammarin Cooperative:** Weaving/Cycling, guiding and handicrafts
- **Bait Al-Anbat Society:** Apparel design & production, and public awareness projects

Petra Development & Tourism Region Authority
Upgrade hospitality enterprises

Upgrade 1-3 star hotels and restaurants

Focused on health and hygiene to improve visitor safety

- Renovating facilities
- Procurement of new equipment
- Training on safe food handling, hygiene, menu design and customer service
- New Classification System for hotels and restaurants
Workforce Development & Guides

Develop VTC Training Center in Wadi Musa
- Add housekeeping unit
- Support recruitment, especially women
- Deploy quality systems and standards
- Up-skill managers and trainers

Industry-based courses
- Hospitality Skills, First Aid, Tourism English’ Safe Food Handling & HACCP, Concierge Services & Marketing
- Customer Service and Handling Complains & Communication Skills

Up-skill and increase tour guides with Al-Hussein University
- Reform tour guide program
- Develop PAP guiding manual to Petra
Revolutionize Petra By Night

Other themed experiences

- Beidha
- Sad Al-Nimer
- Sad Al-Nage’

Petra by night program includes a candlelit visit to the rose-red city of Petra.
Other Attractions Outside PAP
Base for visiting Aqaba, Wadi Rum and the Dead Sea
Conclusion

Professionalism ... means profitable business for all

- **Sustainable Economic Development** (DMO, Local communities & Investors)
- **Innovative Investments** (by DMO & Investors)
- **Responsible Tourism** (by DMO & Tourists)
- **Workforce Development** (DMO, Local communities & Investors)
- **Develop new & diversify Tourism products** (by DMO & Investors)
- **Preservation & Protection of PAP** (ALL STAKEHOLDERS)
Jordan Celebrates the 200th Anniversary of the Re-Discovery of Petra by Swiss explorer Johann Ludwig Burckhardt, as well as the 50th anniversary of the filming of Lawrence of Arabia.
THANK YOU