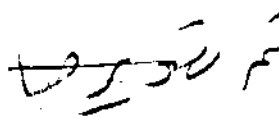




An -Najah National University
Faculty of Graduate Studies
Department of Urban and Regional Planning

Management Of The Cultural Heritage Resources of Sabastia




Super advisors:

Dr. Ziad Senan
Dr. Ali A. Hameed

Done by:

Zahra' Ali Zawawi

2000

Management Of The Cultural Heritage Resources of Sabastia

By:
Arch. Zahra' Ali Zawawi

Submitted in partial fulfillment of the requirements for master degree in Urban And Regional Planning, Faculty of Graduate Studies, at An-Najah National University, Nablus, Palestine, June 2000.

Jourior	Signature
Dr. Ziad Senan	
Dr. Ali Abed El-Hameed	
Dr. Sameeh El-Abed	
Dr. Moh'd Atta	

CONTENTS

ABSTRACT	
ACKNOWLEDGMENTS	
LIST OF FIGURES	
LIST OF TABLES	
LIST OF MAPS	

Chapter One: Introduction

1.1 Prologue	1
1.2 Defining the Problem	2
1.2 Notes on the Methodology	
1.3 Outline of the Study	

Chapter two: A Planning Model For The Management Of The Cultural Heritage

2.1 Management Plan	8
2.1.1 Cultural Heritage	10
2.1.2 Cultural Heritage Management	10
2.1.3 Cultural Policies	11
2.2 Planning Process for Conservation of the Cultural Heritage	12
2.2.1 Identifying Key Groups (our partner)	12
2.2.2 Documenting the History of the Site	17
2.3 Significance Assessment	17
2.3.1 Scientific Values	19
2.3.2 Educational Values	19
2.3.3 Cultural Values	22
2.4 Management Assessment	23
2.4.1 Strength Points	23
2.4.1.1 Sustainable Development Approach	28
2.4.1.2 Safeguard and enhance the Cultural	30
Heritage	
2.4.2 Opportunities	31
2.4.2.1 Economic Opportunities	31
2.4.2.2 Cultural Opportunities	34
2.4.2.3 Social Opportunities	37
2.4.2.4 Community Development	39
2.4.2.5 Build Architectural Bride in	39
Community	
2.4.2.6 Tourism Opportunities	40

2.4.3 Weakness	43
2.4.3.1 Services and Facilities	45
2.4.3.2 Infrastructure	45
2.4.3.3 Political Aspects	47
2.4.4 Threats	47
2.4.4.1 Threats to the Archaeological sites	50
2.4.4.2 Threats to the Historical Areas	56
2.4.4.3 Tourism	58
2.4.4.4 Social threats	61
2.4.4.5 Physical Threats	64
2.5 Defining Management Policy	65
2.6 Choosing Management Strategies	68

Chapter Three: Research Method

3.1 Introuduction	72
3.2 Strategies of the Research	73
3.2.1 Exploration	73
3.2.2 Description	74
3.2.3 Explanation	74
3.3 The Investigation Techniques	74
3.4 Goals ans Objectives of Investigation	76
3.5 Methods of Investigation	79
3.5.1 Interviews	80
3.5.1.1 Interviews with Tourists	80
3.5.1.2 Interviews with the Residents	81
3.5.1.3 Interviews with the Guides	82
3.5.1.4 Interviews with the Key Figures	83
3.5.2 Observations	84
3.5.3 Secondary Resources	86
3.6 Obstacles Facing the Researcher in the Fieldwork	87
3.7 Summary	87

Chapter Four: Historical Background

4.1 Location of Sabastia	89
4.2 Historical Background of Samaria	90
4.3 Historical Development of the Town	91
4.3.1 Pre-Hellenistic Period	91
4.3.2 Hellenistic Period	92
4.3.3 Greek Period	95
4.3.4 Roman Period	95

4.3.4.1 the Roman Period 1	97
4.3.4.2 the Roman Period 2	97
4.3.4.3 the Roman Period 3	98
4.3.4.4 the Roman Period 4	98
4.3.5 Byzantine Period	99
4.3.6 Ottoman Period	100
4.3.7 Modern Period	100
4.4 The Ruins of Sabastia	103
4.4.1 the Cathedral of St. John the Baptist	107
4.4.2 Forum	109
4.4.3 Basilica	110
4.4.4 Stadium	111
4.4.5 Hellenistic Tower	112
4.4.6 Theater	112
4.4.7 Temple of Augustus	114
4.4.8 City Gate	115
4.4.9 Colonnade Street	117
4.4.10 Church of Invention	118
4.4.11 Roman Tomb	119
4.4.12 Kayed Palace	120
4.4.13 Roman Wall	121
4.5 Investigation of the Site	121
4.6 Restoration Works in the Site	123
4.7 Researches were done on the Site	123
4.8 Summary	125

Chapter Five: Analysis and Evolution of the Characteristics and Potentials of Sabastia

5.1 Importance of the Site	127
5.2 Aspects of the Physical Characteristics of Sabastia	128
5.2.1 Sabastia in the International Context	128
5.2.2 Sabastia in the Regional Context	131
5.2.2.1 Dual Tourism Agreements with Israel	132
5.2.2.2 Inter Arab	133
5.2.3 Sabastia in the Local Context	135
5.2.3.1 Local Visitors	139
5.2.3.2 Students	140
5.3 Tourism Problem in Sabastia	141
5.3.1 Political Problems	141
5.3.2 Services and Facilities Problems	144
5.3.2.1 in the Archaeological Site	144

5.3.2.2 in the Historical Site	148
5.3.3 Cultural Heritage Problems	152
5.3.3.1 In the Archaeological Site	153
5.3.3.2 In the Historical Site	154
5.3.4 Administrative Problems	155
5.3.4.1 Visitor's fees admission	158
5.4 Effect of Tourism on the Town	160
5.5 Enhancement/Development of Tourism on the Town	161
5.6 Summary	163

Chapter Six: Strategies and Recommendations for Developing Sabastia as a Cultural Heritage Site

6.1 Conservation of the Cultural Heritage of Sabastia	166
6.1.1 Conservation of the Historical Area and building	169
Buildings	
6.1.1.3 Legislation of buildings	170
6.1.1.4 Financial and other Incentives	172
6.1.1 Conserving the Archaeological Site in Sabastia	180
6.2 Using the Comprehensive Concept of Up-grading in Sabastia	184
6.2.1 Up-grading the Infrastructure	185
6.2.2 Community Participation and Involvement	194
6.3 Sustainable Development	196
Conclusions and Recommendations	199
BIBLIOGRAPHY	201
APPENDICES	208

MANAGEMENT OF THE CULTURAL HERITAGE RESOURCES CASE STUDY OF SABASTIA

ABSTRACT

The cultural heritage resources should be a source of pride for the living generation as it was for their ancestors and it will be for the coming generations. It reflects the identity of a nation and make it special among other nations. Taking care of this legacy must be the responsibility of each member of the nation.

Sabastia has been taken as a case study for the management of the cultural heritage resources well, because of the special cultural heritage resources and history the town has. The study explains how the planning model for managing the cultural heritage resources can be implemented, and how from this can we know the threats on the cultural heritage. Moreover the opportunities of the site/resource, the strength and weakness points of the site. From this we can get the reasons for the degradation of the cultural heritage resources and how this affected the town badly through ages.

The three strategies were chosen to develop the town depending on the previous analysis. It can be seen that all these cannot be done at the same time, but they will be implemented up to money, time, and technical priorities. So there will be a short term plan, action, emergency plan, and long term plan.

ACKNOWLEDGMENTS

My thanks are due to:

The super adviser Dr. Zaid Senan for advising and helping me in my research all the time.

Dr. Ali Abdalhameed for his help.

My family, specially my father and mother for their supporting and help all the time.

My friends for their support and help which can't be forgettable specially Riwa', and Oqba.

The Municipality of Sabastia for their help and my special thanks is to the secretor Mr. Qadri Ghazal. My thanks to the staff in the National Park administration office for their cooperation and providing me with the information I asked for.

I also cannot forget the Ministry of Culture for all the resources they provided me with specially Mr. Ahmad Rjoub.

Dr. Hussain Ahmad for helping me in the computer analysis for the questionnaires.

Dr. Ibrahim El-Fani for the references he provided me.

At the end I can't forget those who supported and helped me ideally or emotionally.

LIST OF FIGURES

CHAPTER TWO

Fig 2.1: Planning process for management	9
Fig 2.2: Planning process for management Sabastia	13
Fig 2.3: Identifying key figures	14
Fig 2.4: Significance assessment	20
Fig 2.5: Management assessment	24
Fig 2.6: Strength points	27
Fig 2.7: Economic opportunities	32
Fig 2.8: Cultural opportunities	35
Fig 2.9: Social opportunities	38
Fig 2.10: tourism opportunities	41
Fig 2.11: Weakness	44
Fig 2.12: Services and facilities weakness	46
Fig 2.13: Political weakness	48
Fig 2.14: Threats	49
Fig 2.15: Threats to the archeological and historical sites	51
Fig 2.16: Defining policies	64
Fig 2.17: Choosing strategies	69

CHAPTER THREE

Fig 3.1: Research methodology	77
-------------------------------	----

CHAPTER FOUR

Fig. 4.1: Location of Sabastia	90
Fig. 4.2: The Hellenistic City	94
Fig. 4.3: Sabastia in the days of the Christ	98
Fig. 4.4: Sabastia in the Roman Period 3	99
Fig. 4.5: The ruins in the town	106
Fig. 4.6: The ruins in the archaeological site	107
Fig. 4.7: The Cathedral of St. John the Baptist in the Old Town	108
Fig. 4.8: The Mosque in the Cathedral of St. John the Baptist	108
Fig. 4.9: The Forum	109
Fig. 4.10: the Basilica and the Forum	111
Fig. 4.11: The Stadium	112
Fig. 4.12: The Theater and the Tower	114
Fig. 4.13: The Temple of Augustus	115
Fig. 4.14: Plan of the City Gate	116
Fig. 4.15: The City Gate	116
Fig. 4.16: Plan of the Colonnade Street	17
Fig. 4.17: The Colonnade Street	118
Fig. 4.18: The Church of Invention of the Head of St. John	119
Fig. 4.19: The Roman Tomb	120
Fig. 4.20: Kayed Palace-Main Gate-	120
Fig. 4.21: The City Wall	121

529534

CHAPTER FIVE

Fig. 5.1: Sabastia in the regional context	135
Fig. 5.2: Sabastia in the Local context	138
Fig. 5.3: Services and facilities in the archaeological site	
Fig. 5.4: The names of the sites on the signs are written only in English and Hebrew	145
Fig. 5.5: The Restoration work in the archaeological site done by the Israelis	146
Fig. 5.6: The Start connection path from the archaeological site	150
Fig. 5.7: Services and facilities in the historical site	151
Fig. 5.8: The shops in the connection path	152
Fig. 5.9: The Beginning of the connection path from the historical site	152
Fig. 5.10: The Roth of the animals on one of the columns in the colonnade st.	153
Fig. 5.11: cultural; heritage problems in the historical site	155
Fig. 5.12: The administration office of Israelis in the archacological site	156
Fig. 5.13: The Restaurant was been used before the 1967 in the old town	158
Fig. 3.14: the board of the admission fee in the administrative office	160

CHAPTER SIX

Fig. 6.1: Choosing management strategies	171
Fig. 6.2: Conservation	171
Fig. 6.3: El-Kayed Palace	175
Fig. 6.4: Hiwari Building	177
Fig. 6.5: Quasquas House	179
Fig. 6.6: Hosh Dar Ghazal	179
Fig. 6.7: The Mosque and the Surrounding	179
Fig. 6.8: Using the concept of up-grading in Sabastia	186
Fig. 6.9: Up-grading the infrastructure	187
Fig. 6.10: Street in the Old Town	188
Fig. 6.11: Parts of the Connection Path	191
Fig. 6.12: City Center Court	193
Fig. 6.13: Sustainable development approach	197
Fig. 6.14: Landscape within the Archaeological site	199

LIST OF TABLES

CHAPTER FIVE

Fig. 5.1: the foreign tourists nationalities and number (1999)	131
Fig. 5.2: the foreigner visitors number in comparison	140
Fig. 5.3: The students number visited the town through 90's	141
Fig. 5.4: The number of the tourists visited the town through 1969-1999	143

LIST OF MAPS

CHAPTER FOUR

Map. 4.1: Master Plan during the Israelis Period	
Map. 4.2: Comprehensive Plan the Municipality is preparing	102
Map. 4.3: The Cultural Heritage Resources in the Archaeological site	105
Map. 4.4: The Cultural Heritage Resources in the Old Town	104

CHAPTER FIVE

Map. 5.1: Services and Facilities in the Archaeological Site	147
Map. 5.2: Services and Facilities in the Historical Site	149
Map. 5.3: The Existing Tourists Line Trip	159

CHAPTER SIX

Map. 6.1: The Historical Buildings in the Old Town	167
Map. 6.2: The Remains in the Archaeological site	181
Map. 6.3: Connection Path	189
Map. 6.4 : The Proposed Tourists Line Trip	190

LIST OF PLANS

Plan 6.1: Plan of El-Kayed Palace and Quasquas House	174
Plan 6.2: Plan of Hiwari Building and Hosh Dar Ghazal	176
Plan 6.3: Plan of the City Center Court	192

Chapter One: Introduction

- 1.1 Prologue
- 1.2 Defining the Problem
- 1.3 Notes on Methodology
- 1.4 Outline of the Study

1.1 Prologue

The world's cultural legacy consists of rich archaeological and historical sites. Unique historical structures tell us the way our ancestors lived and worked. Much of our responsibility to preserve cultural property stems from the fact that the present generation likes, no past generation, is uniquely able to destroy much of that legacy within the time of our children. Exponential population growth, coupled with powerful technologies and industrialization, is causing serious cultural crises akin to the crisis of decreasing biological diversity. The loss of cultural property is particularly a cute in areas rich in preserved cultural artifacts, irreplaceable cultural sites are damaged daily.

Economic development should preserve and encourage the study of cultural property for many reasons:

- 1-The knowledge and understanding of the people's past can help the inhabitants to develop and sustain national identity and to appreciate the value of their own culture and heritage.
- 2-Development of cultural properties can have significance benefits for a nation's industry. Tourism represents a considerable percentage of income and foreigner exchange earnings in many countries.
- 3-The preservation and study of cultural property can be very useful in the successful design of present and future economic development projects.
- 4-The destruction of a site is irreversible. The stock of sites is unique and nonrenewable, once destroyed or otherwise destructed the site cannot be replaced.

1.2 Defining the Problem

The problems of the cultural heritage sites and properties in Palestine -in general- and Sabastia in particular are the same, as the whole territory is living under the same conditions whatever they are positive or negative.

Sabastia has many problems that affect the cultural heritage resources dramatically and as a result affect the tourism industry. One problem is the political situation that influenced and affected the whole territory, and it is one of the main obstacles for degradation of the cultural heritage resources and tourism. The town suffers from the political situation before and after coming of the Palestinian National Authority (PNA). That before the PNA, the whole area had many political problems as the Intifada and other wars which influenced tourism not only in Sabastia but also all round the territory as the tourists were afraid of this. After the establishment of the PNA, the West Bank was divided into administrative and security zones A, B and C. Sabastia archaeological site is under the zone C. This means that the administration and management of the site and development of it is under the control of the Israelis.

Also the archaeological site suffers from neglecting, misusing and damaging by misadministration of the site in the town that through years there were different administrations, and each one had its own way of administrating the site. The residents are another factor, as they see that the cultural heritage resources are obstacles to their extension, development and erecting new buildings because under the existing town there is another one, benefit that some of them found a lot of remains and they sold them to tourists. Lack of finance is one of the main and important factors, to damage the heritage resources. Sometimes there are proposals for developing cultural and rescuing these resources but because of the lack of funding and supporting it is all cancelled. These

problems can be summarized in one sentence 'the lack of management and planning of the cultural heritage resources'.

Other problems are the quality and quantity of the services and facilities both in the archaeological and historical sites. They are not good enough to serve the visitors who come to the town. Other problems are the attitudes of the residents towards tourism.

The effect of these problems in the case of Sabastia -the cultural heritage site is the historical old city and the archeological site- that it was not a tourists attraction through the last ten years. There was a decreasing in the number of the tourists visited the site in comparison with two years before, and even this little number was not visiting the historical old town, many important and strong civilization had passed through it, in addition, that the remains of these civilization are unique and special, it is expected that from the huge number visiting the town are not only visitors but also researchers and students. The changing number of the tourists' through specific year raised many questions about the reason behind this?.

The site is not well preserved or protected, nothing was done to the site since 1967 which affect the site badly and consequently affect the number of tourists visiting the site. In November 1999 there was a small maintenance program done by the Israelis National Park Authority and the Department of Antiquity for the pathway from the theater up to the summit, and some safety devices fences were added for dangerous areas. Many scenarios and expectations were put by the responsible parties to explain this decreasing number of visitors, but of course without any proposals to solve the problem.

The reason for the study

To conserve the historical, and archaeological sites (cultural heritage resources) in Palestine for their economical and political values.

Working in Sabastia as an architect gives me the opportunity to know the town well, and to understand the cultural heritage and the physical development of the town, this helped me to watch the tourism situation in the town and to collect the data needed for the research. Although the site is very impressive with a very high potential to be a tourist attraction in the whole area encouraged me to investigate the problems. In addition working with the Ministry of Culture on P.I.S.A. Project for management the cultural heritage sites, my colleges in this project encouraged me to take Sabastia as a management-planning model of cultural resources because it is a very important archaeological site and it suffers from many problems that affect it dramatically.

All these, encourage me to study the and to investigate the existing situation in order to clear the problems it suffers and to find some solutions.

Objectives

The objectives are expected to be gained from this study are various, among some of them are:

- To understand the philosophy of managing the cultural heritage and the planning model for that.
- To examine the effects on the cultural heritage in general, and in the town of Sabastia in particular.
- To apply a Sustainable Tourism approach in Sabastia. This will indicate the increasing number of the visitors.

-To know the residents attitudes towards tourism and tourist in the town.

-To develop and up-grade the cultural heritage sites and buildings in the town.

1.3 Notes on Methodology

The methods of this research include small, loosely designed, exploratory investigations, highly structured national surveys, observations of “natural” events, and the analysis of contrived experimental settings. (46) Usually, the best study design is one that uses more than one research method, taking advantage of their different strengths. That is what was done in this research.

In collecting the data for the research many techniques were used as the information were collected by observations in the site, interviews with key figures, residents, guides and tourists, and from the secondary resources as literature, T.V programs.

1.5 Out line Of The Research

The main subject is management the cultural heritage of Sabastia, which discussed in this thesis in different levels. This research is divided into six chapters.

Chapter one is an introductory chapter giving a preview about the thesis and some remarks.

Chapter two is the theoretical concepts of the management of the cultural heritage its planning model which explains the steps it comes through to investigate the management of the case study by discussing the key interest groups. The historical background, significance assessment,

management assessment through the SWOT analysis in this case study are discussed. Then defining the management policy and finally choosing the strategies that will be used to develop the site after this step.

Chapter three explains the historical background of Sabastia; its location, naming, investigation and restoration works had been done in the site. The site importance, history, and the physical development of the town through ages are clarified. The ruins are described. This all to understand the town well so as to know the way it had development.

Chapter four discusses the research methods, which were used in this research to answer the questions raised. First the purpose of the research is clarified. The methods of investigation, which were used in this research, were described, and how these methods were used. Finally the obstacles faced the researcher during the fieldwork are listed.

Chapter five discuss the analysis and evaluation of the characteristics and potentials of the town, which will be used in choosing the strategies for development. These analyses depend mostly on the tools of investigations to explain the characteristics of the town in the international, regional, and local, in addition; the weak and strong points of the potentials of the town and the problems face their enhancement visitors. The effect of tourism on the town is highlighted and development of the site from the point of view of the key figures, residents, guides and tourist. The data used in this chapter is an updated data, which were needed to explain some matters.

Chapter six chooses the strategies to enhance and develop the archaeological and historical sites that depend on all previous chapters.

includes conservation, up-grading and sustainable development. e was discussed in details and how it used and implemented in . finally recommendations and scenarios for proposals to develop are put down.

Chapter Two: Theoretical and Conceptual Bases for the Management of Cultural Heritage

A planning Model for the Management of the Cultural Heritage

- 2.1 Management Plan
 - 2.1.1 Cultural Heritage
 - 2.1.2 Cultural Heritage Management
 - 2.1.3 Cultural Policies
- 2.2 Planning Process for Conservation of the Cultural Heritage:
 - 2.2.1 Identifying Key Groups (our partner)
 - 2.2.2 Documenting the History of the Site
- 2.3 Significance Assessment
 - 2.3.1 Scientific Values
 - 2.3.2 Educational Values
 - 2.3.3 Cultural Values
- 2.4 Management Assessment
 - 2.4.1 Strength points
 - 2.4.1.1 Sustainable Development Approach
 - 2.4.1.2 Safeguard and Enhance the Cultural Heritage
 - 2.4.2 Opportunities
 - 2.4.2.1 Economic Opportunities
 - 2.4.2.2 Cultural Heritage Opportunities
 - 2.4.2.3 Social Opportunities
 - 2.4.2.4 Community Development
 - 2.4.2.5 Build Architectural Bride in the Community
 - 2.4.2.6 Tourism Opportunities
 - 2.4.3 Weakness
 - 2.4.3.1 Services and Facilities
 - 2.4.3.2 Infrastructure
 - 2.4.3.3 Political Aspects
 - 2.4.4 Threats
 - 2.4.4.1 threats to Archaeological Sites
 - 2.4.4.2 Threats to the Historical Areas
 - 2.4.4.3 Tourism
 - 2.4.4.4 Social Threats
 - 2.4.4.5 Physical Threats
- 2.5 Defining Management Policy
- 2.6 Choosing Management Strategies

Chapter Two: Theoretical and Conceptual Bases of the Management of Cultural Heritage

The conservation of a cultural site can be achieved only through a comprehensive approach to management that takes into consideration all values of the site. Conservation decisions are most effective when they are based on the information gathered during a formal planning process designed to identify appropriate management practices and actions (Sullivan, 1998).

The planning method consists of a series of interrelated steps, undertaken in a logical order and resulting in a management plan for the site (Fig 2.1). It provides a structure for approaching a complex situation and for designing appropriate solutions intended to conserve the site's cultural significance. Planning requires an investment of both time and resources, and it is important to complete the process in its logical order to lay the foundation for success in the management of the site.

The real value of the planning process is that it can be used to pull together and strengthen local planning principles and practices.

2.1 Management plan

The goal of such plan is always to protect and conserve the cultural significance of the sites through appropriate management decisions, and also to protect actions that prevent or slow the deterioration of the site, whether that deterioration is physical or, rather, relates to the loss of other cultural values.

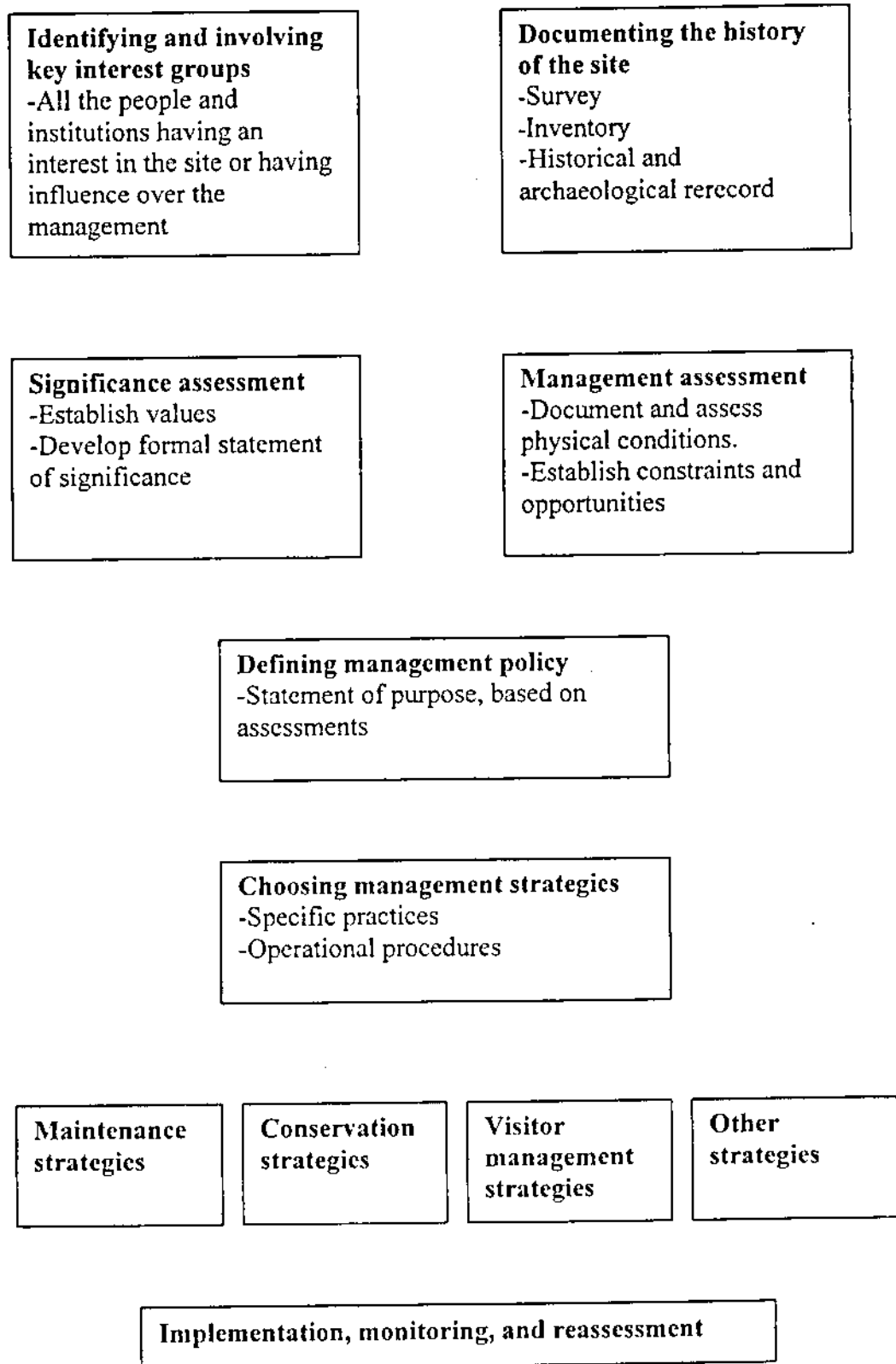


Fig (2.1): Planning Process for Management

2.1.1 Cultural Heritage

Cultural heritage consists of those aspects of the past that people preserve, cultivate, study, and pass on to the next generation. Those achievements are embodied in material or “built” forms-sites, buildings, land-use, monuments, art, and objects; or non material forms like social practices and languages (Torre, 1998).

Cultural heritage valued in the past and is expected to be valued in the future.

Cultural heritage conservation tends towards the spectacular what monuments: architectural monuments and sites, artifacts of ancient civilizations acquired both legitimately and illicitly, and fragments of distant and disparate cultures displayed out of context in the showcases of national and regional museums and private collections (UNESCO, 1995).

2.1.2 Cultural Heritage management

Has provided an umbrella under which many disciplines can be regrouped. The necessity of considering the monuments as part of a landscape requires a number of disciplines to be involved alongside the contribution made by archaeologists, architects, surveyors, technical officers and masons. It also requires the skills brought by each practitioner to be fully recognized. It may be that the site team of the future should comprise a smaller number of people with a broader range of skills (Emirick, 1997).

The man's cultural heritage should be conserved is not a thought shared by all. There is a need for motivation and raising the general awareness

towards conserving old buildings, monuments and historical districts, but the philosophy of conservation has to be politically and socially acceptable. In this understanding conservation is a process of development rather than a step backward (Enam and Rashid, 1990).

Orderly planning and conservation of building and areas are difficult where the directions of development depend on decisions taken by numerous individual separately, on the bases of immediate needs, without reference to a plan, policy or what others are doing. The urban form that evolves in the absence of regulations or controls does not respect culture, environment, public health or safety. Without adequate legislation, the deterioration of historic areas will continue unabated and it will be difficult to stem the tide of what is conceived of as 'progress and internationalism'.

Experiences in heritage conservation and management reside in a wide variety of organizations and individuals worldwide. In convencing a network-planning group, the World Bank recognizes the combined potential strength of these organizations and individuals and seeks opportunities for joint efforts. Collaboration is being sought through the network as well as by agreements between institutions. The first of these, an operational Partnership to Sustain Cultural Heritage, with the J. Paul Getty Trust, was signed in November 1997. Other organizations, as well as national government, are working on similar accords (World Bank, 1998).

2.1.3 Cultural polices

Defining and applying an effective cultural policy implies finding new ways of holding together multi-ethnic societies by exploiting pluralism in

new and different ways. It implies new ways of stimulating creativity in politics and policy-making, in technology, in industry and commerce, in education, in the media to reduce the information gap between the “haves” and “have-nots”. It implies a better and fuller primary objectives that must be taken to extend the focus of “culture” beyond the arts and given culture towards as acceptance of dynamic diversity of individual and collective attitudes (UNESCO, 1995).

2.2 The Planning process for conservation of the cultural heritage:

In Sabastia, the case study was chosen, the planning process, which is adapted to conserve the cultural heritage resources is the same mentioned previously, but taking into consideration the steps that work with the special situation of the town (Fig 2.2).

2.2.1 Identifying and involving key interest groups

Any plans for the future of a cultural site will not work unless all the key players are in the conceptualization of the plan and feel that they participate in the ownership of the proposed outcomes. In this understanding, we can identify that Key players are those for whom the site has value, those who have important information about it, and those who can influence its management, e.g. archaeologists, architects and identify people from city governments, tourists authorities, local communities and tour organizations as well as foreign and local scholar and other experts such as conservators (Fig 2.3).

The next step of planning process is to identify representatives of all the key interest groups, bring them together and hear their concerns, as this

A planning Model for the Management the Cultural Heritage of Sabastia

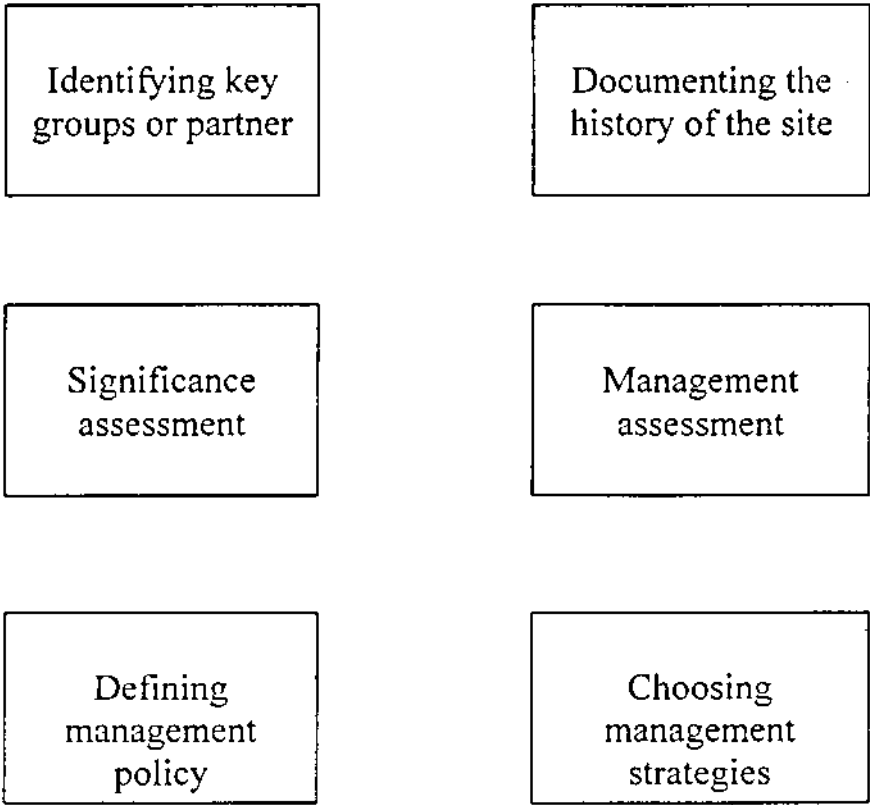


Fig (2.2): Planning Process for Management

Identifying key
groups or partner

-Any plans for the future of a cultural site will not work unless all the key players are in the conceptualization of the plan and feel that they participate in the ownership of the proposed outcomes.

-Key players are those:

- Whom the site had value**
- Who have important information about the site**
- Who can influence its management**

-In Sabastia

-Sabastia upgrading committee

The Governorate of Nablus was responsible about his committee and invited all the parties that should be involved to share in this committee, and all of them are expected to have the ability to help the upgrading.

Fig (2.3): Identifying key figures

step will broaden understanding of the value of the place, as well as of opportunities and constraints. This step can also win new friends and supporters for the conservation of the site.

In the United States and Europe, volunteers and non- – professionals have historically played an important role in the instituting and supporting historic preservations. Another important step in the creation of such movement is the training of young professionals. The University of Jordan has established a Master's Program at the Department of Architecture in a participation of the growing awareness concerning historic preservation. This program encourages research and the dissemination of information, this provide a future generation of trained professionals who will become the backbone for preservation practice in Jordan (Mahadin, 1993).

In Jordan, also international agencies continue to support the growth of historic preservation (e.g. UNESCO, ACOR, USAID) and other numerous French, German, British and Italian organizations.

Archaeologists with official permission to investigate a site as their primary interest the building of intellectual theories to explain the physical features that are revealed. Traditionally, while these experts are the most knowledgeable about a site's scientific significance, they might not know much about how to protect the site from visitors, or from simple exposure- or how to tell the story of the site in terms accessible to the general public. Interestingly, archaeologists have also traditionally been impenitent with the idea of welcoming the public into "their" site, since they can often see the visitor as a distraction and a liability. It seems

reasonable; therefore, to consider the site archaeologists as an important member of the group involved in creating a plan, but not as the only person. Another point is to ensure the full involvement of creators and their professional organizations in the realization of this new vision. Moreover, there should be ways to promote exchange and dialogue between individuals, the community and countries on the basis of shared values. One of the good steps is to give recognition to women's achievement in culture and development and ensure their participation in the formulation and implementation of cultural policies at all levels. The strategy is to directly involve citizens and local communities in heritage programs and establish a list of best practices for heritage policies (Torre, 1998).

Also to intensify co-operation between government, the business sector and other civil society organizations in the field of culture by providing the latter with appropriate regulatory frameworks.

Finally, invite local authorities to commit more funds to cultural activities and encourage them to strengthen their role in the field of cultural development (Torre, 1998).

The Nablus Governorate took the responsibility to establish a committee called "Sabastia Upgrading Committee", that will take the responsibility to develop Sabastia to be a tourist attraction town, and to enhance the social and economical situation of the residents, the Governorate invited all parties that should be involved to share in this committee, and all of them are expected to have the ability to help the upgrading.

The board had met many times in the Meeting Room of the Governorate to study the existing situation of the town and to decide the needs, and each

member took a responsibility to prepare the projects and papers for upgrading the town, that will be ready to the workshop that will be held in November in Sabastia.

2.2.2 documenting the history of the site:

The goal is to identify, locate and document all the background information about the site, such as history, research and documentation.

This task can include research into the site's history, and the commissioning of an overview of the site's archaeological history. The regional and cultural context should also be defined.

This information must be summarized, refined, highlighted and put in context the developments of the site. Where there is information about the research and conservation work on the site, it can be used to reconstruct the intervention history and to explain the site's current condition and configuration.

This will be explained in details for the case of Sabastia in Chapter Three.

2.3 Significance assessment:

The significance of a site is usually multifaceted, and any management plan must consider all values and resolve potential conflicts between them.

Some of the categories used to describe the significance of a site are aesthetic, social, scientific, historic, or other special values. A significance assessment should involve a careful analysis of all of these values.

The values of a site may sometimes be seen to conflict with one another, but wise management can achieve a balanced protection of the values. Social value as a source of pride to the peoples of the region, and its values as an educational tool for them and for other visitors.

Conversely, archaeological investigation for “scientific” reasons can expose fragile, beautiful, and historically important remains that are then subject to rapid deterioration.

Local attitudes toward the site must be well understood, since they are crucial to significance assessment and to management. Moreover, articulation and recognition of a particular set of values for a site is only the first step necessary to ensure their protection. Any threats to these values must be understood, and a plan must be devised to anticipate and mitigate them.

Often the main value of cultural property lies in the scientific information that can be gleaned from its study (Goodland, Webb, 1997). A useful cultural property component is the scientific study of the area, because the procedures of archaeological and palenotological study normally are precise and demanding, development projects are best located away from an important study the site adequately. When it is not possible, despite best efforts, to locate the project away from the site, a second-best alternative is to phase the project so as to allow time for a telescoped scientific investigation, termed salvage or rescue.

Values are best expressed by someone who believes in them. Value can be understood more clearly if some of the possible meanings of the word in this context are enumerated. Value can be equated with usefulness if

the place can be used for productive purposes (Torre and Lean, 1998) (Fig 2.4).

2.3.1 Scientific value

Scientific value it might be useful or significant now or in the future for the archaeological community. This judgment might be made because the site holds important evidence for some newly understood feature of ancient culture and has not yet been excavated and thus not yet damaged. Certain threats can ultimately destroy these values. One way in which scientific value could be compromised, for example, would be if a new visitors center were built on top of a site before archaeologists were able to understand the place through excavation and protection of its unique evidence.

2.3.2 Educational value

Many groups appreciate the educational value of sites; thus, educational value is the common ground among most of the constituencies. A site can provide lessons on history, cultural expression, art, architecture, social development, and conflict, and such lessons can benefit the specialist archaeologists, the tourism officials, the general public, and even the developers (Torre and Lean, 1998).

529534

The educational value of a site would be compromised if archaeologists were allowed to excavate so much of the site that nothing would remain of its features for interpretation to the public.

If aesthetic value could be endangered if, for example, new constructions were to obstruct the ancient view of a mountain in the distance-part of the meaning and beauty of the site.

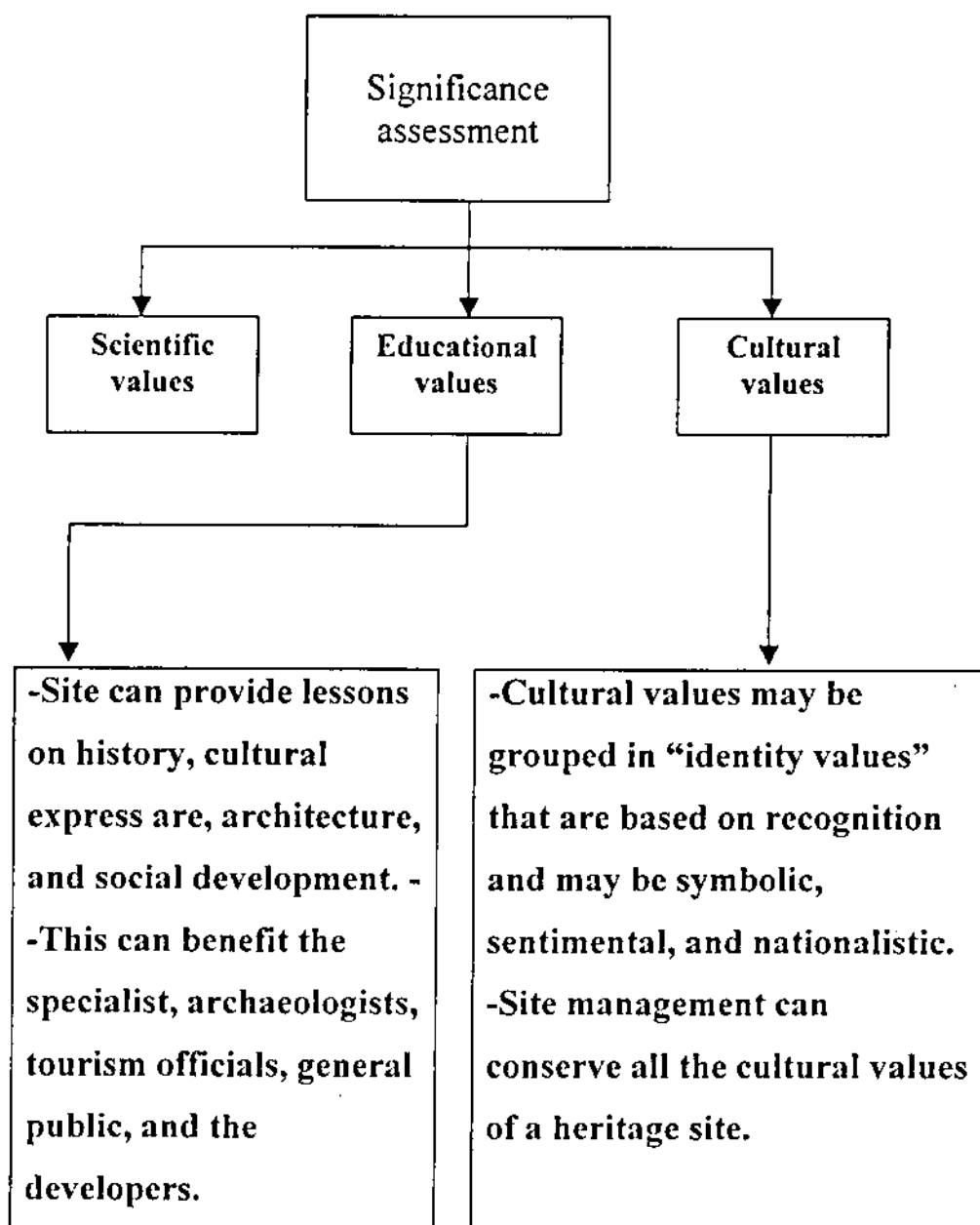


Fig (2.4): Significance values of the site

In some instance, the difference in reasons that a site is valued by certain groups generates conflict, and a complete destruction of the site and its significance can take place if any changes to the site are made without an understanding of their impact on the site, and in the absence of sufficient resources for site management and protection. In situation that embodies such conflicts, a process that can guide management decisions is potentially highly useful.

The interpretation and presentation of archaeological sites to the public are woefully underdeveloped both in theory and in practice. Site without information for visitors are not easily understood by no specialists.

Guidebooks available in the site are useful. Well-informed guides are often excellent diplomats who represent the site, the importance of protecting it. Good interpretation not only enhances the educational value of the site but also has many other salutary effects on visitor. Informed visitors are far more likely to avoid damaging a site, for they can quickly develop a protective attitude about a place that means something to them.

Archaeological sites draw scholar who hope to decipher the history of ancient cultures from evidence they excavate. Such sites are places of beauty and mystery that draw fascinated visitors from all over the world. They are the property and economic resources of particular nations, and yet subject to interest and involvement of citizens from around the world (Lean, 1995).

The value of archaeological sites from the perspective of a conservator of sites the interest of tourism is clear; they have a client, the tourist. They have to bring more visitors, for long time, and make them spend more money. Archaeology in this case is a tool and is used by developing the

sites, making them more attractive, and presenting them. For tourism, archaeology is an economic resource (Torre and Lean, 1998).

For the conservator, archaeological objects and sites are not tools or means by which other purpose is achieved. It is the purpose itself. That is why we can say that the conservator does not have a client, he has a patient. The conservator responsibility is to conserve the archaeological site in the best way he knows (Solar, 1995)

The conservator's responsibility is to conserve the archaeological site in the best way he knows-for the cultural value of the site, for the conservator the site is a non-renewable cultural resource, and his responsibility is to preserve that resource and its cultural value.

2.3.3 Cultural values

The values that are associated with cultural heritage resources are generally extrinsic to the resource itself. Such values range from cultural and historical, to contemporary socio-economic and use values, and may even change over time. Monuments, ensembles or sites may also be considered to have outstanding universal value either due to their specific intrinsic qualities or as representatives of a significant class of heritage (WHO).

Cultural values may be grouped in 'identity values' that are based on recognition and may be symbolic, sentimental, nationalistic, etc.

Management of cultural heritage needs to be seen in the more general context of economic and development planning. It should be based on the clear definition of resources, their qualities and values, on continuous monitoring of the state of conservation, and on regular maintenance and upkeep strategies. The management process is a multidisciplinary

activity; qualified professionals should undertake it. The assessment of available resources and needs should form the basis for defining the requirement for training and technical cooperation at national, regional and international level.

Site management can conserve all the cultural values of a heritage site. One recommended management process consists of: documentation of the place or site; identification of all its values, assessment of the management context, and the design management objectives and strategies which provide realistic solutions to the long term conservation of cultural significance (Sullivan, 1995).

2.4 Management assessment

A useful way of understanding the management environment at the site – away that is often advocated by management specialist is to undertake a quick analysis of the strength and weakness and consequently of the opportunities and threats of the management environment – (SWOT analysis). By looking in some detail at budgets and staffing, visitor numbers and physical problems, local political and government policy, we can identify them.

The SWOT analysis was chosen, because it is the most used method in Palestine by the national and NGO's institutions (Fig 2.5).

2.4.1 Strength points/ attractions points

Architectural heritage is a matter of great pride, honor and sound of inspiration for any nation. Hundreds and thousands of years ago, our forefathers lived on this earth and expressed the best of their ability and achievement in architecture with meager resources and experiences. In

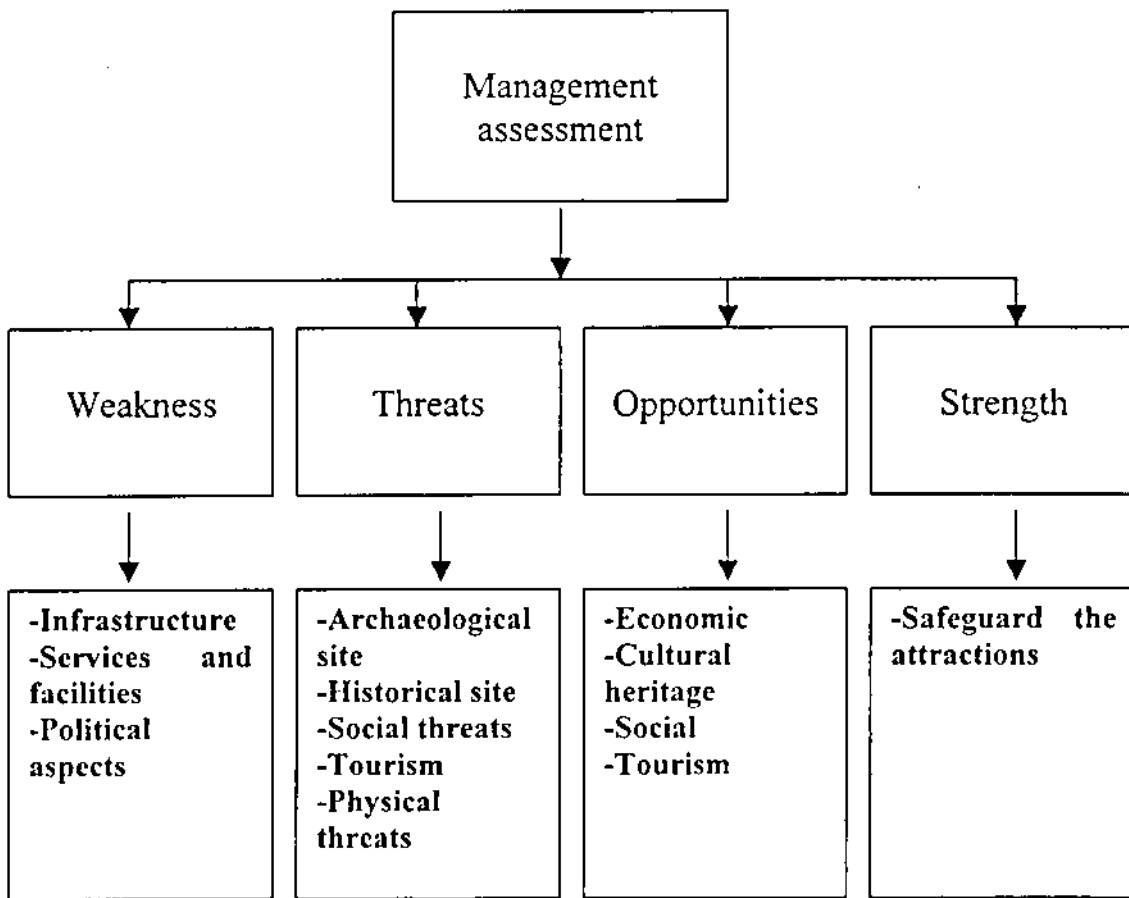


Fig (2.5): Management process (SWOT)

this architecture they have preserved their message, message of life and aspiration, thought and belief, emotion and feeling for us, the people of today's world. It is our sacred duty to read out this message, to understand and feel in heart and then to convey those to the future generations. It becomes a matter of great appreciation to know how intelligently our forefathers did solve most of their problems of habitation in those old days. Their age-old achievement adds to our knowledge, one may really feel proud to inherit a golden heritage, which no money of this age can create or buy.

Imbued with a message from the past, the historic monuments of generations and people remain to the present day as living witnesses of their age-old traditions. People are becoming more and more conscious of the unity of human values and regard ancient monuments as a common heritage. The common responsibility to safeguard them for the future generations is recognised. It is our duty to hand them on in the full richness of their authenticity (Venice Charter 1964).

Such cultural heritage sites are places of beauty and mystery that draw fascinated visitors from all over the world. They are also property and economic resource of particular nations, and yet subject to interest and involvement of citizens from around the world. They are the source of the stories of the past for the inheritors of that history, and to the citizens of the future (Lean, 1995).

The protection of the archaeological sites and proper management is therefore essential to enable archaeologists and other scholars to study and interpret it on behalf of and for the benefit of present and future, and this protection can't be based upon the application of archaeologists

techniques alone. It requires a wider basis of professional and scientific knowledge and skills. Its protection also should be integrated into planning policies at international, national, regional and local level (Charter for the protection and management of the archaeological heritage, 1990).

In Sabastia the things that attracted the tourists (local or foreigner) are somehow the same; the cultural heritage of the town which consists of the archaeological site which is very special in its remains, and the historical area and its historical buildings and its special architectural Turkish style (Fig 2.6).

The town religious value is get from the two churches in the town one in the historical area of the town and the other is in the archaeological site and they both have the same name "Saint John the Baptist".

The purpose of most archaeological inquiry is to develop reasonable and well-supported answers to significant hypotheses. Archaeology as a discipline intends to read the full range of evidence from a site (object, context, architecture, and so on) and then to use the discoveries to further knowledge that can or must be used to interpret the site for the public.

Throughout most of the world, the interpretation and presentation of archaeological sites to the public are woefully undeveloped both in theory and in practice. Good interpretation enables visitors to understand archaeology and can convert them from puzzled tourists into advocates for archaeological research and conservation.

Interpretation and presentation must be viewed and accepted as obligations to the visitors –not only as means of attracting more tourists.

**Strength
points**

-Architecture heritage is a matter of great pride, honor and sound of inspiration for any nation

-In Sabastia the things that attracted the tourists:

- Cultural heritage resources (archaeological and historical site)**
- Religious value**
- Special landscape**

-Safeguard and enhance the cultural heritage attractions:

- Strengthen efficiency in the cultural sector through training schemes for national specialists and cultural administers and managers, and provide equal opportunities for women in these fields.**
- Acknowledge the emergence of new categories in the area of cultural heritage, such as the cultural landscape.**
- Include and ensure the protection of buildings, sites, ensembles and landscapes of cultural value.**
- Provide communication networks, including radio, television and information technologies, which serve the cultural and educational needs of the public.**

Fig (2.6): Planning Process for Management

Guidebooks available on site are useful. The importance of protecting it cause good interpretation not only enhances the educational value of the site but also has much other salutary effect on visitors.

In Pompeii archaeological area (38), the some of fund allocated by the (European Investment Bank) E.I.B for restoration work in the site and in order to build new facilities: a sprinkler system surrounding the city; lamps and cameras that are equipped with closed loop system for supervising the entire archaeological area; electrical wires for alarm and information systems that are placed in the archaeological city to visit.

With regard to tourism, in the latest years, around two million people visited each year such a unique archaeological area (Pompeii). Some improvements are thus urgently needed as to informative devices to visitors. For the moment, visitors are provided only with some Italian and English informative panels, displays, plans and maps.

Encourage the national authorities to adopt comprehensive approaches to site management to assure significant, long-term benefits for the conservation of the archaeological heritage in the Mediterranean region.

Awareness in conservation of cultural heritage and the “democratization” (=tourism) of archaeological sites has to lead to a reevaluation with the regard to presentation and interpretation of that heritage.

2.4.1.1 Sustainable development approach for the site attractions

When we talk about ‘sustainable development’, we have to recognize that it means considerably more than simply keeping intact the physical

capital – the cash and resources – that generates income or increases it in line with population growth and/or with technological development (Vaccaro, 1997).

A sustainable development approach in the field of cultural assets, of archaeological areas in particular, entails the endorsement of the following principal:

- Different values are attributed to archaeological area in different periods, depending upon the specific approach adopted by groups and communities; social and economic values coexist with elements of cultural, historical and archaeological identity;
- An appropriate management must ensure equilibrium among these values;
- The use of the archaeological site as a resource must not endanger the transmission of the historical and cultural values.

The transmission wealth of historical and material knowledge embodied in the archaeological site is a fundamental public task;

- The pursuit of profitability in the various activities carried out on the site follows market laws logic and is useful to enhance development both at the local and national levels; however, part of the proceeds must be reinvested in order to improve conservation and knowledge;
- The quality of any management project has to be evaluated depending upon the success met in respecting the special character and fragility of the archaeological area;
- The main challenge consists in coupling quality and profitability.

Promote activities designed to raise the awareness of the population and decision-making bodies to the importance of taking into account cultural factors in the process of sustainable development.

2.4.1.2 Safeguard and enhance cultural heritage attraction values

- Strengthen efficiency in the cultural sector through training schemes for national specialists and cultural administrators and managers, and provide equal opportunities for women in these fields (Torre, 1998).
- Acknowledge the emergence of new categories in the area of cultural heritage, such as the cultural landscape, the industrial heritage and cultural tourism.
- Include and ensure the protection of buildings, sites, ensembles and landscapes of cultural value in urban and regional development plans, programs and policies.
- Ensure that tourism is respectful of cultures and of the environment and that the income it generates is also used for equitably preserving heritage resources and for strengthening cultural development.
- Provide communication networks, including radio, television and information technologies which serve the cultural and educational needs of the public; encourage the commitment of radio, television, the press and the other media to cultural development issues, such as the promotion of local, regional and national cultures and languages, exploration and preservation of the national heritage and promotion of the diversity of cultural traditions and indigenous and national cultural identities, while guaranteeing the editorial independence of the public service media.

2.4.2 Opportunities:

Cultural heritage can provide people with opportunities to orient themselves in relation to the past and in relation to one another. It can be a source of great conflict and of powerful social cohesion. As such, it is potent force that should not be ignored in any attempt to promote sustainable development (Torre, 1998)

2.4.2.1 Economic opportunities

Cultural heritage, carefully preserved and protected, can contribute to economic growth in developing countries, meeting the needs and interests of poor communities and the broader society. Heritage can be a development “asset”-a form of cultural capital that can provide employment, generate income, and mobilize communities to alleviate poverty. Economic and social development can put cultural capital at risk, but it can also create opportunities for cultural heritage by means of local research, education, documentation, and conservation are key ingredients in increasing and maintaining cultural capital and supporting those local institutions that enhance the process of development (Torre, 1998).

Both natural and cultural sites have become economic resources in many parts of the world, and their economic potential is almost always realized through tourism (Fig 2.7).

The use of ancient monuments for entertainment and social events brings additional income to local population and authorities.

There is an increased awareness of the need to conserve the “goose that lays the golden egg”. Research and study must accompany this awareness

Opportunities

Economic Opportunities

- Employment for the residents generates income.
- Economic and social development creates opportunities for cultural heritage by means of local research, education, documentation and conservation.

Conserve “goose that lays the golden egg”

Fig (2.7): Economic opportunities

to further understanding of the dynamics of managing these irreplaceable resources. There is no doubt that it is in the national interest and a high priority to preserve them on both cultural and pragmatic economic grounds.(27)

As one moves down, the typology in importance, it becomes harder to justify the use of public funding sources. Public funds are fungible and that investment, which goes into renovation or restoration, cannot be used to grow food, educate children, or build essential roads.

Other sources of funding must be sought outside the public sector. Several possibilities can be explored. Major private sector enterprises might be approached to take on a specific place as an expression of their good will to the community and for the favorable publicity it can generate.

This type of public/private partnership is well within the spirit of accepting the limits of government. The community itself offers tremendous potential through private voluntary organizations.

One, now famous, example has been the conservation program in Mostar Old Town in Yugoslavia. This town wide effort is also a public/private partnership. A private voluntary organization was formed to undertake the work and, in turn, has developed some financial support from the assignment of certain local revenues. Here, the effort sought to bring back the entire fabric, both social and economic, of the old town, largely through the efforts of the inhabitants themselves. A critical lesson learned was that the people must participate in the decision process.

How often we have heard this in the context of settlement upgrading and planning programs. Yet, still professionals with the government organization often ignore the lesson.

The knowledge base is so important. We must maximize the opportunities created by other investments to stimulate community action and private enterprise investments in architectural conservation.

For Sabastia, this will be good opportunity, as the existing economical situation of the residents and the town is very bad.

2.4.2.2 Cultural heritage opportunities

- Re-development of historic urban or rural areas that takes heel of built and living cultural and natural legacies- and the employment, housing, infrastructure needs and cultural priorities of the communities that inhabit these areas; (Stern,1998). (Fig 2.8).
- Heritage and Eco-tourism management that provide serviced, informative access to sites and fully involves local communities in site management and the economic benefits of increased tourism;
- Indigenous people's development programs that work through cultural and economic empowerment of indigenous communities;
- Support to local and national cultural arts institutions as economic assets and community development engines;
- Protection of cultural and natural heritage in environmental investments;
- Analysis of economic rational, financing options and development impact of support for national and local cultural priorities;

Opportunities

Cultural heritage Opportunities

- Re-development of historic urban or rural areas that takes heel of built and living cultural and natural legacies- and the employment, housing, infrastructure needs and cultural priorities of the communities that inhabit these areas.
- Indigenous people's development programs that work through cultural and economic empowerment of indigenous communities;
- Support to local and national cultural arts institutions as economic assets and community development engines;
- Protection of cultural and natural heritage in environmental investments;
- Analysis of economic rational, financing options and development impact of support for national and local cultural priorities;
- Private enterprise development that includes cultural enterprises, in music, arts, and ethno-botanical; and
- Education investments that support museums, libraries, archives, and communications media in their role on transmitters and advocates of culture and heritage.

Fig (2.8): Economic opportunities

- Private enterprise development that includes cultural enterprises, in music, arts, and ethno-botanical; and
- Education investments that support museums, libraries, archives, and communications media in their role on transmitters and advocates of culture and heritage.

Planning for adaptation of historic structures to the demand of tourism:

An essential step is to plan modern services for tourism, such as: guest houses, restaurants, bars, information office, and there is a need to undertake additional activities resulting from local demand (Paszucha, 1995).:

1. Historic structures must be adapted for tourists' purpose; a new general concept of the town must be created considering its streets, green areas, and historic landscape. It is a basic condition to promote the town, according to the demand of modern tourism.
2. Make use of the profits generated by tourism to be transferred to the renovation of historic structures.
3. The necessity for creating a new image for promoting places of high historic value. New original plans for visitors should be prepared in order to help organize tourism in a functional way. This could add different and interesting values to the tourist objects.
4. Tourism need to be guided and controlled because of the variety of needs of visitors who differ in interests and demands, and will therefore need separate visitor's routes.

As provided by recent regulations as the "Sopintendenza Archaeologica di Pompeii" autonomy- which came into force from October 1998- the amount of money deriving from the on site sale of tickets and additional services is now due to the Soprintendenza itself.

Moreover, a new piece of legislation already in force, endows the Pompeii Soprintendenza, with special powers and more flexible intervention authority, as well as the possibility of re-investing the proceeds of ticket sales into the conservation and enhancement of the site. The resort to private sponsor can, moreover, result in the identification other financial resources.

In Cyprus, for example, the tourism revenues constitute an important source of funding for cultural conservation programs, the revenues from the site like revenues in 1992 for a three sites are of particular importance in the effort to maintain them and carry out further excavation.

Adapting the old buildings in Sabastia for the tourism demand, will be a good opportunity for these buildings in conserving their cultural and historical values, and of course, conserving the buildings themselves.

2.4.2.3 Social opportunities

Cultural polices should aim to improve social integration and the quality of life of all members of society without discrimination.

Pay greater attention to the role of culture in social transformation processes (Fig 2.9).

A special concern is the need to achieve a proper balance between cultural heritage and tourism. The tourist industry is important as arguably the fastest-growing industry in the world, but: care must be taken to ensure that cultural tourism does not aggravate major urban problems such as traffic congestion and air pollution in historic city

Opportunities

Social opportunities

- Improve social integration and the quality of life of all members of society without discrimination.**
- Built heritage and cultural traditions are great source of social cohesion and community prides.**
- Encourage existing residential communities to serve as the foundation of future community based on conservation bodies.**
- Building awareness.**

Fig (2.9): Social opportunities

centers. Finally, measures must be put in place to promote and sustain trade practices which protect craftsmen - the original procedures of cultural artifacts (Torre, 1995).

Built heritage and cultural traditions are great source of social cohesion and community pride (World Bank, 1998).

2.4.2.4 Community development

- Redesign local wards to conform to territorial space found in the traditional urban form.
 - Encourage existing residential communities to serve as the foundation of future community-based conservation bodies.
 - Conserve bazaars and urban spaces with the active cooperation as channels of addressing issues and problems and as a means of counter-acting unsympathetic forces.
 - Mobilize public opinion through information and education campaigns carried out with government as well as private resources.
 - Offer training programs aimed at improvement of skills and of general education, with particular emphasis on the needs of women, to improve the present low skill/marginal employment that exists in many areas.
- Coordinate future redevelopment in the city to guide employment trends in desired directions.

2.4.2.5 Build Architectural Pride in the Community

The most important trend in development planning today is the recognition that the government and public sector has real limits and constrains on what they can do for the economy and for the people.

2.4.2.6 Tourism opportunities

Both natural and cultural sites become important economic resources in many parts of the world, and their economic potential is almost always realized through tourism. The use of ancient monuments for entertainment and social events brings additional income to local populations and authorities (Fig 2.10).

Archaeology to tourism is a tool and is used by developing the site, making them more attractive, and presenting them. For tourism, archaeology is an economic resource. And its cultural value (solar, 1995). The development of tourism can be a great economic opportunity for the town. So a firm plan for the adaptation of historic places to tourists demand must be prepared, the result of such adaptation should bring great benefit. Then opportunities will present themselves for the care of historic buildings, and also the possibility of the revitalization of the whole historic complexes in the town. This, in turn, will lead to the improvement in the economic situation of the inhabitants of historic buildings and as a result, the general cultural level of the town.

Archaeological sites, whose protection is costly, can survive through income produced by tourists; therefore, protection of archaeological sites and development of tourism go hand in hand (Giusti, 1995).

WTO (world Tourism Organization) carries out its duties through the permanent advising and briefing of government agencies and of the private tourism sector to increase world travel under wise and culture friendly measures.

Opportunities

Tourism

- Development of tourism is a tool and is used by developing the site, making them more attraction and presenting them.**
- Archaeology and historic resources are economic resource.**
- Adaptation of historic places to tourism demand will be important in the economic situation of the inhabitants of historic buildings**



As a result the general cultural level of the town will be improved

Fig (2.10): Tourism opportunities

In particular, WTO follows closely the protection of archaeological sites from international traffic in stolen artifacts and damage by irresponsible tourists. WTO acts without discrimination in favor of archaeological sites, whose protection is costly, can survive through income produced by tourists; therefore, protection of archaeological sites and development of tourism go hand in hand (Giusti, 1995).

Is gradually becoming one most important market segments in tourism can be concluded from a simple shift motivation pattern of travelers.

Visiting cultural historical and archaeological treasures are becoming more key motives now; this explains the growing success and the potential of cultural tourism (Verbeke, 1995).

- Cultural Tourism has the image of adding value to the tourist experience as a rule is easily associated with “quality tourism”.

- C T fits into the contemporary patterns of consumption tourism ever in search of new products and experiences, which yield a high satisfaction.

- C T allows for a wide product differentiation, which is needed to met the growing market segmentation.

- C T opens perspectives for new destinations, which could not, can't benefit from the “Sun, Sand, and Sea” products.

Cultural motives are bringing large numbers of visitors to the city for a day trip, for short holiday and to a lesser extent for a holiday. The urban environment at least in some cities, seems to be highly appreciated as a recreational setting in condition that the right mix of facilities, an attractive range of tourist facilities is being offered. The synergetic relationship between culture and the urban environment with its range of facilities proves to be a valuable tourism.

Conservation of cultural heritage needs tourism revenues, this statement can be questioned. Tourism revenues are only indirectly and partially contributing to the financing of conservation actions (Verbeke, 1995).

The cultural heritage resources in Sabastia can be good tool for tourism for their importance and values. By this they will be a source for economical revenues.

2.4.3 weakness

If a neighborhood water supply and roads are being improved, the economic environment for architectural conservation is also being improved. Where the house market is strong, there is an opportunity at rehabilitating residential building within the area. Where economic growth is taking place, the economics created whereby architectural conservation can also contribute to and benefit by the economic activity.(27)

Ex-colonial powers often left their newly independent ex-colonies a legacy of excellent heritage management legislation. During the two centuries of rule the British endowed India with excellent protective legislation and a well-organized antiquities service, both of which continued after Independence in 1947.

The end of colonialism in the postwar period and the birth of new nations have seen the promotion of archaeological management in a more positive sense, however. Colonialism created a discontinuity in many of these strata a continuous cultural identity within which the colonial period was no more than an irrelevant episode. The supreme example of this

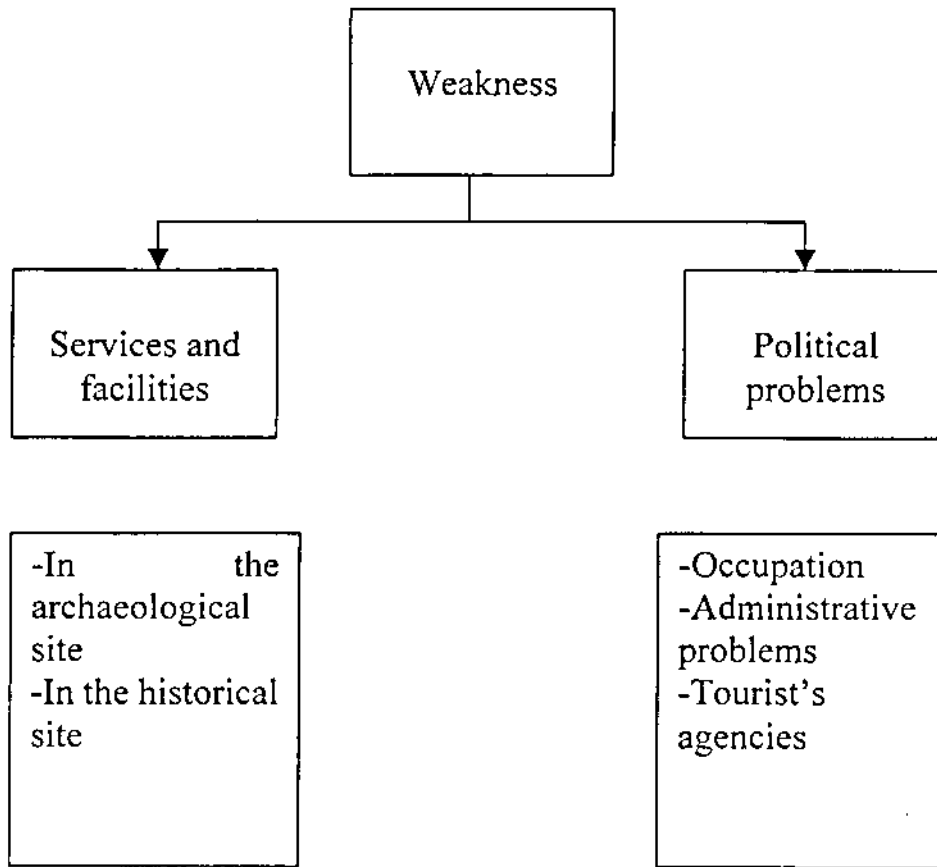


Fig (2.11): Weakness

phenomenon must surely be that of the former British colonial territory of Southern Rhodesia, which elected on achieving its (Fig 2.11).

2.4.3.1 Services and facilities

We can see that the loss of the quality and quantity in services and facilities influence the number of the tourists, Dr. Suhair Zaki Hawass said: "the problems that faces the conservation of the cultural heritage in the historical and highly density area in the heart center of Cairo: the using of the vehicle, buses as a mode of transportation in the historical site instead of using the simple transportation modes like the motorcycle and the bicycle, this cause the pollution of the environment from car emissions especially the CO₃ which became CSO₄ from humidity and this causes the corruption in addition to the noise, vibrations of the buildings (Hawass, 1993)

Sabastia suffers a lot from this problem as the existing services and facilities are not good in quality and quantity. And they are not compatible with the town's architectural style (Fig 2.12).

2.4.3.2 Infrastructure

The old network of the streets and transportation is one of the reasons that cause damage to the historical and archaeological areas. Dr. Nae'la Tolan mentioned that in her article "although the El-Moa'taz Street-locates in the old city of Cairo- is a very important link in the area on its both sides the residential buildings, commercial activities, and its significance architectural style, it is from its little width and the traffic congestion which causes the loss in accepting both the traffic and pedestrian flow.

Services and facilities

In the historical site

-The residents and the key figures see that 66.7% from the tourist who visited the archaeological site do not go to visit the historical site.

-The reasons:

Percentage	Reasons
50%	They do not know about it
38.6%	The guide did not tell them about it
3.8%	The connection bath is not suitable
3.8%	Problems in the guide books
3.8%	The site is not conserved

-Why the guides do not visit the historical site

Percentage	Reasons
50%	They do not have time
21.8%	They see that the historical site not a tourist attraction
18%	No good access to the historical site
9%	It is not mentioned in the guide books
2.2%	For political situation

Fig (2.12): Services and Facilities

This matter is one of the main reasons in regression of the area (Tolan,1993).

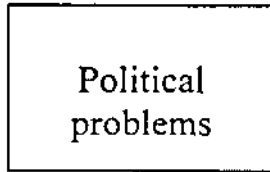
Most of the streets and paths in old town, and the archaeological site in Sabastia are asphalt. The motors cars and bikes enter these areas, and cause pollution and damage to them, also there is no sewage system in the town. The water network is very old, as it was done in 1964, so it needs rehabilitation.

2.4.3.3 Political aspects

Occupation as in Sabastia, that is most of the town still under the Israeli occupation knows as part C, and all what were found in Sabastia from excavations or else were taken by them to the Israelis' museums, or to other sites belonging to them, and that is against the Recommendation on the International Principles, Applicable to Archaeological Excavations was held in New Delhi 1956, in its item 32 about excavations in the occupied territory: "In the event of armed conflict, any Member State occupying the territory of another State should refrain from carrying out archaeological excavations in the occupied territory. In the event of chance finds being made, particularly during military works, the occupying Power should take all possible measures to protect these finds, which should be handed over, on the termination of hostilities, to the competent authorities of the territory previously occupied, together with all documentation relating thereto (Fig 2.13).

2.4.4 Threats

As countries around the Mediterranean come to depend on income from tourism; archaeological and cultural authorities are encouraged to make



Occupation

- **Decreasing the number of the tourists**
- **Stop the development**
- **Putting obstacles for the residents in their developments**

Administrative problems

- **Existing administration and the staff**
- **During the Jordanian role**
- **During the British role**
- **Visitors fee to the site**

Fig (2.13): Political problems

Threats

- Archaeological site
- Historical site
- Social threats
- Tourism
- Physical threats

The Mediterranean countries depend on the income of tourism

↓ So

Archaeological and cultural authorities are encouraged to make their sites more attraction for visitors

↓ This indicates

Reconstruction of architectural elements

Using of the ancient structures for cultural events

↓ But

These activities can also destroy the values if they are implemented without planners and coordination

Fig (2.14): Threats

Threats to the archaeological sites:

- Increased land use and development**
- Vandalism**
- Public attitudes and lack of awareness**
- Difficulties in legal enforcement**
- Climate effects**

In the historical site

- Modern development**
- Improper modification**
- Pollution**
- Misusing the old houses**

Social threats

Tourism

Fig (2.15): Threats to the archaeological and historical site

for local inhabitants to use heavy machinery to access the site, there by destroying ruins and destroying their archaeological context with which to reference the artifacts.

This is the most threat for Sabastia, as most of the archaeological remains, had been stolen by the residents and the Israelis, and moved to the Israeli museums

3- Public attitudes and lack of Awareness:

Many people who disturb sites are completely unaware of the law, or do not understand the nature or value of an archaeological site. Others are opportunists who mistakenly believe they will find marketable antiquities.

In Sabastia the one can see the kids, and children playing on these remains writing their names on these remains.

Only a public education program can prevent the consequences of misinformation. This program must be multifaceted in order to reach a large section of population. However, programs aimed at school children are particularly important in order to produce future generation of informed adults.

4-Difficulties in legal enforcement: the remote location of the sites adds to the difficulties of policing illegal activities. Enforcement of the current Jordanian antiquity laws would be inadequate since the penalties are not severe enough to act as a deterrent. The maximum fine for disturbing an archaeological site is 200 Jordanian diners. The maximum sentence is one year, although imprisonment is a rare occurrence. The Palestinian National Authority applies the same as the Jordanian's regulations and laws.

In Bangladesh responsibilities for the protection and preservation of listed monuments, for excavation, survey, control of traffic in movable

antiquities, regulating foreign excavation missions and establishing site museums, are entrusted by law to the Department of Archaeology and Museums. It has to protect and conserve 229 protected monuments and old sites for which about one million taka is annually allocated. This imbalance between resources and the number of monuments and sites. There are number of legal provisions to guide the Department's activities, such as the Antiquities Act 1968, the Archaeological Works code of 1922. The pattern is more or less the same in India, Pakistan and Sir Lanka, all introduced in British India about a hundred years ago.

5- Deficiency in professional training: The lack of properly informed professionals.

6- Lack of Documentation

7- Absence of an Adequate National Museums

8- Lack of planned conservation policy

9- tourism has had a major impact both on the. Archaeological resource base and on the conduct of archaeology (Kirich, 1997), in Hawaii an assessment of the extent of damage and destruction resulting from tourism-related land development over the past two decades has yet to be undertaken. The Kirch's in this article conclude a brief note with two suggestions for further research on the relationships between tourism and archaeology in Hawaii: first, on the use of the archaeological sites by the tourism industry, and second, on the emerging political relationships between archaeologists, native Hawaiian activists, and land developers. Although developers currently expend sustainable sum hiring archaeologists to survey and salvage archaeological sites on land parcels slated for development. Lip service is frequently given to the fact that archaeological sites are also potentially valuable tourist attractions and educational resources,

their sites more attractive to visitors. This can lead to the reconstruction of architectural elements, the use of the ancient structures for cultural events, and the proliferation of services for visitors. Presentation and use of the site and development of tourism infrastructure can be legitimate endeavors that enhance the values of a site. Yet their activities can also destroy the values if they are implemented without planning and coordination (Fig 2.14).

2.4.4.1 Threats to the archaeological sites

Ancient population settled in locations that were and continue to be highly desirable and their high vantage points; there is often strong demand for land around heritage sites not yet protected by legislation (Fig 2.15).

There are many threats to the monuments, both above the ground and underneath, the most commonly cited reason for deterioration of any cultural heritage site is the lack of human and financial resources available for site conservation and maintenance. Unfortunately, there are few conservators, architects and archaeologists willing or able to count down the threats.

- 1- Increased land use and development: the most immediate threat to historic site is physical destruction. The pace of land development has accelerated at an alarming rate, both in Private and Public sectors. It will become difficult to monitor these sites and insure that there is no archaeological fabric present.
- 2- Vandalism: local inhabitants searching for artifacts often distribute archaeological sites. These artifacts inevitably end up on the illegal antiquities market, which continues to flourish despite laws prohibiting their sale. It is not uncommon in some rural areas

but only very rarely does the developers proceed to the implementation of a preservation and interpretation plan for archaeological sites on resort property. The reason for the neglect of such a valuable resource base is unclear and deserves further study.

Heritage is threatened by uncontrolled tourism, pollution, poverty, war, limited resources, lack of knowledge and the ironic twin perils of either over-development (careless and controlled by powerful outside economic forces or local elite) or total lack of development (which allows precious cultural resources to be lost, perhaps forever, through neglect).

An intensive, widespread and coordinated effort is required for publicizing these conditions, and for explaining the dimension and meaning of the loss. Advocates for protection of cultural heritage must present the case to a wide variety of audiences from governments, to developers, the military, lawmakers, finances, social and economic developments agencies, and to the general public, including the young. Appropriate messages through a variety of media are needed to reach the broadest possible audience (World Bank,1998).

The rich cultural heritage of Cyprus attracted who sold many national treasures abroad. As a result, much of the country's cultural legacy can be found in American and European museums or in private collections.

Statutory protection of cultural monuments and sites was adopted in 1933 with the enactment of the Antiquities law. The department of Antiquities became responsible for all excavation, restoration of monuments and sites, and the creation of museums, both from private and public sources, with the help of considerable international assistance.

Apart from the law on antiquities, the only other statutory provision for conservation was the Town and Country Planning law of 1972, which was not implemented until 1990. More incentives for conservation of cultural properties, which are under private ownership, were ratified into law as recently as 1992, through the "Law on Preserved Structures".

The Antiquities law governs cultural property prior to 1990.

"Schedule A" monuments are owned by the government and are directly managed by the Department of antiquities. A second tier of monuments, "Schedule B" is privately owned but any alteration, additions, or repairs, which affect their architectural character, are carefully controlled. Moreover, the law also empowers the Department of Antiquities to control the height and architectural style of building to be erected in the vicinity of listed monuments.

Protection of the archaeological heritage, (Recommendations on international principles, applicable to archaeological excavations, New Delhi 1956).:

Item 4-5 said that each Member State should ensure the protection of its archaeological heritage, taking into account problems arising in connexion with excavations, and in conformity with the provision of the present Recommendation,

At the Giza Plateau, we are fighting to gain control of the threats through systematic management strategies. The most effective approach to protecting the site includes these elements:

- 1- a director with a personality strong enough to formulate strategy and make decisions.
- 2- A well planned site management strategy that includes conservation and a safe zoning system.

The commitment of the Minister of Culture has made it possible for them to work with the tourism authorities to plan the conservation of the site and the monuments of the Giza Plateau.

2.4.4.2 Threats to historical areas

In many places, the only interest of the ruins held for local population was their use as source of building materials or as corrals for animals (Fig 2.15).

1. Threats from modern development: (Mahadin, 1993).

The pressure of modern development have also become a grave threat to historic architecture, this problem was officially identified in the city of Salt in Jordan, and preliminary steps have been taken to address the situation. However, some early Ottoman structures were irrevocably lost, and the current actions by the Salt Development Corporation will not be adequate to prevent destruction of the city's historic fabric without further assistance from the government. The S D C does not have legal leverage to effectively institute long-term change.

Although the historical areas are not old in comparison with the archaeological sites, they played an important role in the development of the town.

The modern development in Sabastia threatens the old, and historical buildings. The old buildings are irrevocably lost by these developments, as they are not taking into consideration the old buildings architectural type, or their building materials.

2- Improper Modifications:

For example, some of the early structures in the old part of the town have been sand blasted and covered with an emulsion paints. This is not acceptable treatment for stone.

New additions to the structure often give no consideration to the harmony of the original massing. It is surprising that there have been no collapse, which is a frequent occurrence in Cairo, where additions are added in the same haphazard manner. Future seismic activity would certainly be a danger to an already weakened structure, and thus also to the local population.

The new additions to the old building in Sabastia, by using the cement or the blocks give no consideration to the harmony of the original massing. Care should be taken in making additions to old buildings.

3-Pollution

The pollutants will also contribute to the deterioration of the city's many lime stone buildings as well as it is urban archaeological sites. The severity of such a condition could rival that of Athens, Greece within the next 15 years.

In Athens, most of the buildings and archaeological ruins are limestone. Sulfuric emissions will inevitably result in acidic precipitation, commonly referred to as "acid rain". When the acid rain hits a calcareous stone such as limestone or marble, a chemical reaction takes place, converting the stone in gypsum. The next rain subsequently washes the gypsum away.

There are no pollution controls on the cars, and no laws concerning exhaust emission controls, which might otherwise lessen the severity of

the emissions. Improvements in public transportation, lowering the speed limit and new traffic patterns may also ease this problem. Certain plants and trees absorb harmful carbon emissions. Careful landscaping in the town will aid in the control of urban pollution.

- 4- Older housing complexes are given over to animals, and not kept in good repair, the abandonment may occur due to the necessary resources, water, electricity, sewage system.

This like what had happened for El-Kayed Palace in Sabastia, as now it is used for animals, and it is totally left. No care is taken to clean it or to protect it.

2.4.4.3 Tourism

It is well known that tourism can benefit an area by producing job and needed local income. However, tourism can also be a destructive force since it tends to disrupt the life style of the local population. Tourism also tends to encourage incompatible real estate development and static recreations of a type of built environment which never originally, hence promoting false Historicism.

It seems that among the proposals for the conservation of Jordan's architectural heritage, tourism has been stressed on the main goal. Many preservationists in western countries once viewed tourism as the force behind historic conservation (preservation).

An extreme example of the concept of restoration solely for the purpose of tourism was created in the town of Williamsburg, Virginia in the United States. However, there is lack of adequate refuse in the streets to present a true picture of what the area looked like in the 16th century, may 16th century sights and odors would be offensive to 20th century visitors.

In order to maintain this perfect picture, almost all of the original residents have been displaced. When the tourists leave in the evening, the historic center of the city is abandoned. As a result, the visitor doesn't have a sense of the city as a living and evolving entity. The very heart of the town has been torn from it.

States and municipalities also implement laws to protect sites. The most powerful and well established of local American Systems in the New York City. Although there are often complaints about the bureaucracy of the N Y C land marks Commission, it has proved to be fairly effective, the N Y C L systems operates as follows: Any agency or individual that wishes to make alterations on a building in the N Y C, must first apply to the City Building Department. The Building Department has a file on every structure in the city, and those structures, which are designated landmarks or within historic districts are indicated. When a request is made for an alteration permit for a designated structure, the owner must also show a certificate of approval from the Landmarks Commission. The Landmark Commission has the power to levy fines and require the reversal of unacceptable alterations.

“Uncontrolled tourism will bring negative impacts in Indonesia, ranging from environment devastation, physical displacement, destruction of traditional lifestyles, and luring women and children into prostitution.

Unfortunately, the construction of tourism infrastructure has often sacrificed local farmers who have had to give up agriculture land without compensation, and the main hotels and business are not controlled by local people but large multinational corporations” (Stirling, 1995).

Sustainable tourism may will be a solution for the tourism threats, because the means of Sustainable tourism: “all form of tourism development, management and activity which maintain the environmental, social and economic integrity and well being of natural, built and cultural resources in perpetuity”.

Even principles to underpin such a concept:

- 1- Comprehensive tourist development plans are essential as the pre-condition for developing any tourist potential
- 2- It should be a fundamental principle of any tourist development plan that both conservation, in its widest sense, and tourism benefit from it. This principle should be part of the constitutional purpose of all national tourist agencies, and of local authority tourism and recreation department.
- 3- A significant proportion of revenue earned from tourism should be applied for the benefit of conservation, both nationally and regionally.
- 4- The best long -term interest of the people living and working in any host community should be the primary determining factor in selecting options for tourist development.
- 5- Educational programs should assist and invite tourists to respect and understand the local way of life, culture, history and religion. Tourism policy should take these factors into account.
- 6- The design of buildings, sites and transport systems should minimize the potentially harmful visual effects of tourism.

- 7- Good management should define the level of acceptable tourism development and provide controls to maintain that level.

2.4.4.4 Social threats

-A multiple item tourism impact attitude scale (T I A S) was developed in response to the need for standardized measurement of resident's attitudes toward tourism development.

-Tourism is seen as important economic activity by local jurisdiction wishing to enhance the local economy.

-Jud and Karuse (1976), Cook (1982), Loukissas (1983), Liu and Var (1986), Macintosh and Goeldner (1986). Davis, Allen and Cosenza (1988), Murphy (1988), and Allen Long, Perdue, and Kieselbach (1988) suggested that the development, revenues, additional taxes, foreign exchange, and an enhancement to community infrastructure that will intern attract other industries.

-With all the benefits of tourism, there is increasing evidence that tourism negatively impacts the lives of the people in the host community. Its development is usually justified on the basis of economic benefits and challenged on the grounds of social, cultural, or environmental destruction (Liu, Sheldon and Var. 1986:18).

The economic benefits traditionally associated with tourism development are now being measured against its potential for social disruption (Cook 1982:22).

Some government is now starting to realize that the welfare of the public should be considered along with the needs of tourists and visitors (Grandall 1987:373) in addition.

For a tourism-based economy to sustain itself in local communities, the residents must be willing partners in the process. Their attitudes toward tourism and perceptions of its impact on community life must be continually assessed (Allen et al 1988:16).

Studies of local population's perception of tourism impacts are useful in setting up programs to minimize friction between tourists and residents, helping government to put plans to gain resident support for tourism ventures (Belisle and Hoy 1986).

This factor did not influence on Sabastia residents. May this is because the tourists do not visit the old town, or they do not deal with the local people.

Resident's attitude

Development in the Columbia River Gorge: several of the independent variables:

1-Length of residents: Tourism impact literature indicates that the longer respondents lived in the community, the more negative they were toward tourists and tourism (Allen et al 1988; Brougham and Buther 1981; Liu and Var 1986; Sheldon and Var 1984; Um and Cromton 1987).

2- Economic dependency on tourism: Residents (of their relatives, friends and neighbors) who depend upon tourism-based employment have been found to be more favorable

toward tourism and tourists (Liu and Van 1986. Milman and Pizam 1988, 1983; Pizam 1979; Pizam and Pokela 1985; Thomason, Crompton and Kamp 1979).

- 3- Resident's involvement in tourism decision-making. Resident involvement with local development decision-making appears to influence the level of support and attitude toward tourism and tourists (Cooke 1982).
- 4- Lack of knowledge: the general level of knowledge about tourism and local economy has been shown to influence attitude toward tourism development and tourists (Davis et al 1988).
- 5- Perceived impacts on local outdoor recreation opportunities. Perdue, Long and Allen (1987) found that when residents felt tourism was having an increasingly negative impact upon their own outdoor recreation opportunities, the desire for further tourism development decreased.

The extent to which local residents accept or reject changes attributable to tourism depends in large measures on resident's perceptions of how it affects their own personal welfare and lifestyle. Even in the lightly populated rural areas of the Columbia River Gorge, resident's attitudes toward tourism are not homogenous.

City administrators, city planners, and regional /state tourism authorities who try to develop and promote tourism would benefit from this type of research. Educational programs, public meetings, and workshops can be undertaken at the local level to help residents to understand the tourism industry and its impacts.

Local governments and tourism promoters should pay particular attention to the finding that if people feel they access to the planning /public review process and that their concerns are being considered, they will support tourism.

One area of the US Pacific Northwest that is experiencing the effect of rapid tourism growth is the Columbia River Gorge. The Gorge, recently designated a National Scenic Area, managed by the US National Forest, has been attracting visitors from around the world, which in turn has produced a demand on existing services and facilities. Most recently the Gorge has been the site of intensive outdoor recreation and tourism use. The growing popularity of tourists from around the world choosing to sail board near Hood River is one example.

The residents of Sabastia deal in a good way with the tourists so this factor does not influence the tourism situation in the town, but during the Intifada there were some bad attitudes from the residents towards the tourists because of the guides were Israelis.

2.4.4.5 Physical threats

local ecological knowledge and traditional practice, long seen as obstacles to development, are increasingly recognized as offering solutions grounded in untold generations of experimentation and observation. Conflict between modern science and traditional practices and beliefs can and does arise. The challenge we face is to develop ways and means of resolving potential conflict situations. Any approach which does no more than simply address strictly biophysical exchanges between societies and the environment- the impact of the environment on Man and vice versa- is incomplete and self-defeating...instead, we need a

culturally diversified approach which takes account of different attitudes to the environment and assesses whether these attitudes perpetuate views or actions that are beneficial or harmful to it (UNESCO, 1998).

Physical Fabric

Define “physical fabric” to be conserved as the aggregate of all urban elements including gates, bazaars, and squares.

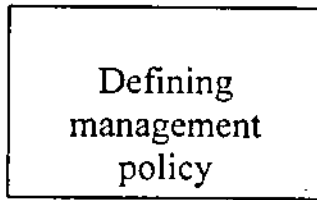
Document the physical fabric systematically and maintain an inventory of all buildings.

Require approval to demolish any building and require new buildings to conform to designated uses. Simplify and decentralize approval procedures.

2.5 Defining the management policy

The management policy of a site determines how the cultural importance of the place, identified by the statement of significance, may be best conserved in the short and long terms, with the particular constraints, problems, opportunities, and circumstances taken into account. The management policy should articulate, in general terms, the principle and guidelines that will guide the use, investigation, interpretation, physical interventions, and mitigation and salvage (if appropriate) at the site (Fig 2.16).

The management policy of cultural sites must always have conservation as its principle, overarching aim; other objectives –such as increased revenue from tourism or the use of the site for excavation- must be



Management policy of cultural sites

- Must have conservation as its principle**
- Should be acceptable to the owner/authority who controls the site**
- Provide a long-term management framework and be sufficiently flexible to allow review, improvement, and alteration**

Fig (2.16):Defining Management policy

subordinated to this main aim and are acceptable only if compatible with it. In the long term, conservation is the only way of ensuring the continued existence of this nonrenewable resource. Never forget that the management policy should be acceptable to the owner/authority who controls the site, pay due attention to the needs and desires of the community, provide a long-term management framework and be sufficiently flexible to allow review, improvement, and alteration (Pearson and Sullivan 1995:210).

Some examples of issues that the management policy might have to resolve are:

- Whether protecting fragile parts of the site.
- Whether access should be allowed to a fragile part of the site that is of great interest to visitors, or to be prohibited to prevent damage;
- What are the best methods to interpret the site –signs, brochures, a visitor center, guide tours, or a combination of these- in keeping with the aesthetic and social values?
- Whether the natural vegetation should be left, removed, or restored –a decision that depends on its importance and its effect on other significance elements of the site;
- Whether research, including excavation, will be allowed on the site and, if so, where, by whom, and under what conditions;
- What staff is needed at the site (are guides, guards, scientists, or managers the most important component?);
- What is the best management structure?

2.6 Choosing Management Strategies:

•Maintenance Strategies; or
•Conservation Strategies; or
•Visitor Management Strategies; or
•Other Strategies

Implementation	Monitoring	and reassessment
----------------	------------	------------------

Choosing the **management strategies** comes after the management assessment of the cultural heritage site in Sabastia (Fig 2.17). The assessment will depend on the potentials of the cultural heritage the town has and the problem, obstacles, and threats facing them, as they are explained and understood well, the strategies for developing the cultural heritage of Sabastia will be chosen in a way suitable and compatible with the town needs.

We can see how much the site suffers from the threats that affect it, what these threats are, not only the cultural heritage site is under threats but the economy, social and cultural aspects are under threats also.

However, three strategies were chosen cover all kind of problems the town face and each strategy covers a kind of problem it was chosen for, so as in a conclusion all the problems will be solved.

1- **Conservation:** is a complex activity aimed at revitalization reuse, and the reinsertion in the society of a national and local identity and a sense of belonging to a shared place, And it is a cultural enterprise which needs to be evaluated in the perspective of: (1) a given cultural tradition; (2) a given society expressing itself as a nation or a community; (3) a universal concern for aesthetic messages delivered by monuments, masterpieces, or

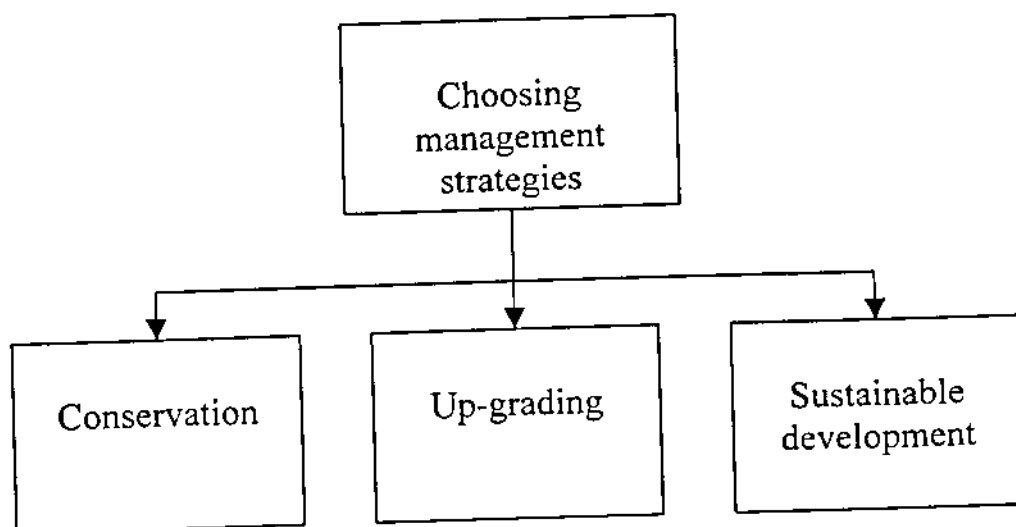


Fig (2.17): Choosing Management strategies

landscapes which are part of the world's patrimony. Beauty has an emotional, metaphysical, and spiritual function; it enhances the transcendental experience described as poetic, religious, absolute, divine, or scared. It is a permanent force for the emancipation of the human condition from its limitations. (Arkon, 1990)

Conservation of the cultural heritage sites is the basic step it must be done to protect these sites.

2- Upgrading: is a try to conserve the historical elements and buildings in an area as a style for conserving the urban environment for this area, but at the same time this style depend on the economical and social development for this area as to open a way for the urban development.

Upgrading as Dr. Abdelbaki Ibrahim (Ibrahim, 1986) said is considered an advanced phase in town planning a head of the traditional planning theories based upon master plans. Upgrading was considered the most vital procedure in dealing with the old and under developed areas. Dealing with those areas means a complete understanding of the existing problems and the increasing rapid demand of development and its requirements.

Upgrading the sites which including upgrading the economical, social and cultural values of the site.

3- Sustainable development: is not something to be achieved on the margins, as an add-on to current polices, but requires a fundamental and revolutionary change in the way economies and societies are developed and managed. Sustainable development is an integrating concept, bringing together local and global, short and long term and environment and development. It argues the need for action now to defend the future. Continuation of current paths will eventually bring disaster in various forms including depletion of the ozone layer, global warming, nuclear proliferation, loss of biodiversity and desertification (Blowers, 1997).

Sustainable development, which is an operation to unify the efforts of the public and the government to enhance the economical, social and cultural resources in the local communities.

Chapter Three “Research Method”

3.1 Introuduction

3.2 Strategies of the research

3.2.1 Exploration

3.2.2 Description

3.2.3 Explanation

3.3 The Investigation Techniques

3.4 Goals ans objectives of investigation

3.5 Methods of Investigation

3.5.1 Interviews

3.5.1.1 Interviews with tourists

3.5.1.2 Interviews with the residents

3.5.1.3 Interviews with the guides

3.5.1.4 Interviews with key figures

3.5.2 Observations

3.5.3 Secondary resources

3.6 Obstacles facing the fieldwork

3.7 Summary

3.1 Introduction

Identifying the area of interest and generating initial ideas for the study occur at very start of the research process. My goal is to produce one or more clearly posed questions based on a well-developed knowledge of previous researches and theories as well as on my own thinking (Graziano, Raulin,). Taking Sabastia as a case study for the research is explained before in the previous chapters.

Defining the research problem is the first step before getting deeply into specific procedures, we must remind ourselves of the importance of the definition of the problem, which involves bringing to bear our paradigmatic and theoretical perspectives on the research situation and, in addition, involves our developing a sense of the problem, along with continuing redefinition of it as we move along the research process, that makes a good research possible.

The research problem range from descriptive accounts to testing the validity of hypotheses. The method of the research includes small, loosely designed, exploratory investigations, highly structured national surveys, observation of "natural" events, and the analysis of contrived experimental settings (Labovitz and Hagedom, 1976)

Having better chance of taking whatever steps are necessary within the research process to collect the data essential for the problem. One source for a research problem is the researcher's values. (Cantacuzino, 1990).

Defining the area for the research that will explain the problem well and from it we can get the answers we are looking for and this depends on the level of information needed to get the goals. In this research the area will depend on the level of information needed to get the goals, the problem in this case is in the old town (historical site) and the archaeological site, but also it is needed to search for information in the whole town, the town in the local context and in the regional context.

3.2 Strategies of research investigations

According to Babbie, 1989, there are many ways of the research:

3.2.1 Exploration

This purpose is typical when a researcher is examining a new interest or when the subject of study is itself relatively new and unstudied. And they are also appropriate in the case of more persistent phenomena.

Exploratory studies are most typically done for three purposes: (1) to satisfy the researcher curiosity and desire for better understanding, (2) to test the feasibility of undertaking a more careful study, and (3) to develop the methods to be employed in a more careful study.

The chief shortcoming of exploratory studies is that they seldom provide satisfactory answers to research questions. They can hint at the answers and can give insights into the research methods that could provide definitive answers. The reason exploratory studies are seldom definitive in themselves is the issue of **representativeness**.

In this research exploratory investigations had been employed to answer the question of decreasing tourists number to the town as it is a very important problem that should be explored and solved.

3.2.2 Description

The researcher observes and then describes what she or he observed. Scientific descriptions are typically more accurate and precise than causal description. In this research description had been used to give a picture about the physical development over the time and the existing situation of the cultural heritage resources.

3.2.3 Explanation

the main purpose for this method is to expalin things or phenomena or chandes. ,

It is not easy to investigate different problems and different goals as in this research. It had different aspects such as cultural heritage, social, economic, tourism; facilities and services; so in order to define the procedures for investigation, it is necessary to explain the problem as it is ranged from descriptive accounts to testing validity of hypotheses.

4.3 The Investigation Techniques

The investigator cannot afford to separate him/herself from his environment. The concentration of research methods in this study was on exploratory methods.

The techniques for investigation used in this research are:

Projective techniques and other indirect method can be used in any research, such procedures are based on the assumptions that factors are not in the awareness of the respondent but may have important effects on the behavior. They represent an attempt to obtain the kinds of data that a respondent may be unable or unwilling to reveal. They may include data collection methods that involve the presentation of relatively unstructured stimuli to the respondent. This varies in the degree to which the stimuli are unstructured.

Observation yields the kind of emphasis on the orientation, and it alerts me as investigator to the impact of process or change in ways not sufficiently covered by which experiment and simulation.

The techniques used in investigation help me to create the kinds of information that enable me to learn things about the temporal and special aspects of this situation.

Temporally, the researcher does not limit him/herself narrowly to, say, to point in time, but can collect data generated by his/her simulation over a large number of points in time, giving him/her a better opportunity to understand the nature of the processes involved. Spatially, his/her simulation, or game, is a system of rules that may be related in complex ways.

As an investigator I was interested in patterns of interaction as well as other kinds of observable behavior, and these instruments can provided me with important information.

Data collected during an investigation are usually affected by how the researcher defines the project, how others in the setting define the research, relation to trust, personal feelings, and so forth, and that while some of there may be relatively unproblematic, others are not. To narrow that, this research used different methods to be able to compare information and check different resources.

3.4 Goals and objectives of the investigation

The fieldwork had been conducted in Sabastia, the techniques for investigation had been prepared, and selected and also the target groups and goals (Fig 3.1).

The data were identified needed to be gathered by the researcher, in order to solve and explain the problems of the cultural heritage sites in the town of Sabastia are many because some of the problems are natural due to historical development of the site through decades and environment, others are the quality and quantity of the services and facilities of tourism are not sufficient, in addition, the political problem (as a major one) which caused the separation and division between the archaeological site and the historical town. Neglect towards the cultural sites, especially from the residents, as they do not benefit from the revenues of tourism.

Studying these issues and investigating their problems is to find a solution for them. This is not an easy step, which needs effort, time, and support for gathering the data needed.

The next sections will discuss the goals and the method to investigate these goals:

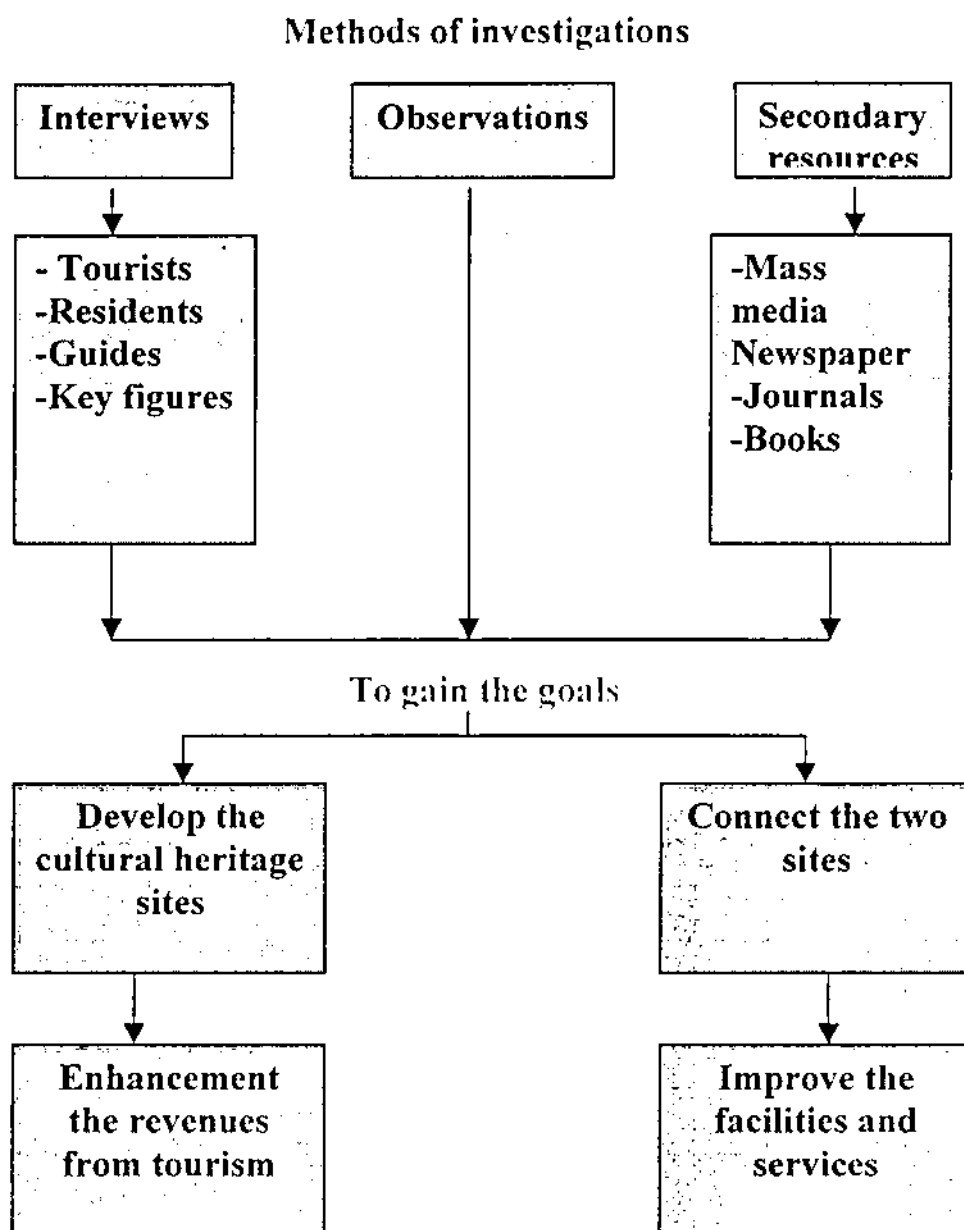


Fig (3.1):Research methodology

1- To develop the cultural heritage sites

This is the main and important problem that should be solved immediately, as their existing condition is terrible. Care should be taken toward them, this problem was noticed from the observations that been taken by the researcher, and the observations of the visitors and residents.

2- To connect the two sites and the decreasing number of the visitros (the archaeological site and the historical area)

The two sites are functionaly separated and the tourists visiting the archaeological site rarely visit the historical site and occasionally do it to visit the church of St.John the Baptists, as they think his tomb is there. This is now the town's main mosque. The methods for investigation are interviews with the key figures, with tourists, guides and the residents, moreover the author observation of the two sites and the path connecting them.

3-Improve the facilities and services

There is a loss in the quality and the quantity of the facilities and services in the town especially in the historical site as there is no restuarants or other services like Toilets and shops in the archaeological site there are only two restuarnts. To assess the facilities and attractions, interviews and questionnaires were prepared to investigate this problem. The interviews with tourists were prepared to know their need and what is missing in the site. Interviews with the residents and especially the owners of the restaurants and shops in the town were put to know the size of this problem and the ways and means to solve it.

4- Enhancement of the revenues from tourism

The people of the town do not benefit from the revenues of tourism, even from the tickets used for visiting the archaeological site, or from the shops as the tourists do not buy from the shops in the old town

The only revenue for the residents from tourism is for the two restaurants in the town up in the archaeological site. Interviews with the residents, and by observations done by the author.

3.5 Methods of investigations

There are variety of research methods available, each of those methods has strengths and weaknesses, and certain concepts are more appropriately studied by some methods than by others. Usually, the best study design is one that uses more than one research method, taking advantage of their different strengths. That is what was done in this research.

To make appropriate observations, it must be determined which observations are to be made, under what conditions they will be conducted, which methods will be employed for recording the observations, what the measurements will consist of, which statistical method should be used for analyzing the data.

There are variety of sources for research ideas. These sources include individual experiences, hunches, written material (book, monographs, and journals), personal conservation, other research findings, values, or theories related to the subject.

Observational methods can be divided into three types:(1) those directly eliciting responses from subjects by questioning (questionnaires,

schedules, and interview guides); (2) those utilizing either human observers (participants-observer or judges) or mechanical observer (cameras, tape recorders, interaction chronograph, etc.) and (3) physical-trace evidence (e.g., litter and fossils). They can be further classified into primary sources data gathered and used by the researcher and secondary sources (data used by the researcher but gathered by someone else- e.g. census reports, vital statistics records). The variety of observational techniques not only provides a wealth of data for the social sciences, but they also provide validity checks on one another (Labovitz and Hagedorn, 1976).

3.5.1 Interviews

The researcher used the questionnaire in this research as a way for investigation the problem of the connection between the two sites (historical and archaeological), and in defining the problem of the decreasing in the number of the tourists visiting the town (Sabastia). Tourists, residents and the guides filled the questionnaires as follows:

3.5.1.1 Interviews with tourists visiting the town

The questions were prepared to tourists, who are coming to visit the town whether they are visiting the historical site or the archaeological site, or those who come to have only a meal there.

The questionnaire (appendix 4.1); it includes a covering letter introducing the researcher, the aim of the research and the results from it.

The aim of this questionnaire is to know the problems related to the tourists opinion and what ever their nationalities, sex and age, many options I thought they are the reason for this as the connection path

between the two site is not good. The questions about the reason for their visit to the town covered the tourist's opinion about the facilities, services and attractions, their comments and recommendations about the town.

The time taken to collect fill these questionnaires had been for a period of one month, sometimes the tourists filled the questionnaire with help from the researcher.

3.5.1.2 Interviews with the residents

The interviews with the residents include those who are living in the historical area, or people work in the archaeological site, such as an owner of a restaurant and workers in it, owner of a shop, a guide. The people were selected according to the researcher personal experience in the town.

A questionnaire was prepared (appendix 4.2) with a covering letter introducing the researcher, and the aim of the research.

The purpose of this questionnaire is to see if residents are affected by tourism economically or socially and if they notice the decreasing in the number of tourists visiting the town, and to know what sites the tourists visit and how much time they spend there. The reason for this is to know their point of view through options given to him/her, to see people's opinion about the quality and quantity of the services and facilities in the two sites.

All these interviews had been conducted with the residents and they had filled the questionnaire with the help of the researcher. The time was taking for each one to fill the questionnaire is about 15 minutes; the

whole time for applying the entire questionnaire took about two weeks. The number of residents interviewed was 40.

The residents were very cooperated and the percentage of their responding was 100%.

3.5.1.3 Interviews with the tourist's guides of the trips to the town

Interviews with guides coming with the tourists whether they are local, foreigners or Israelis had been conducted; the interviews include not only professional guides but also persons who are just coming with friends to show them the town.

The questionnaire was prepared for them with a covering letter explaining the aim and goal of the research (appendix 4.3). The questions included their age, sex, nationality, their visit to the historical site, if it is their first time guiding a trip to Sabastia and what kind of tourists they usually bring to the town.

The time the guide spent in filling the questionnaire was about 10 minutes. They were really cooperative because English language of them was poor, but they tried to help and they added to the research good comments.

The aim of this questionnaire is to know if the guides play a role in choosing the site to be visited whether it is the archaeological or the historical site, what are their reasons for choosing the site. Knowing the

real comments of the tourists about the site that they told the guide in the old town before and their evaluation about it.

3.5.1.4 Interviews with Key figures

It is noticeable that the number of the tourist that are visiting the site are not too much compared to the importance of the site, so there are problems to this reduction in the number of the visitors, to know the reasons we had to do interviews or telephone calls for those who does not have time for the interviews with the key figures , the key figures were of those who areand related to the cultural heritage and development, their names were prepared and the questions were put (appendix 4.4). All the questions include information regarding the key figure were asked his/her name, age, occupation.

The aim of these interviews is to know what is the direct reason for the development of the town and what can be done to enhance and promote the town.

Interviews with the Israeli's National Park Authority officials that they are working in the site was also done in the archaeological site. It is also important because the archaeological site is still under the control of the Israelis. The aim is to know their policy in working, the reasons why the site is not finshed till now and if they influenced the tourists visiting to the site. From the office of the Israelis National Park in the site, I got a monthly report about the number of the tourists visiting the site and their nationalities, so they can know if the number is decresing or increasing and the reasons for it.

3.5.2 Observations

Observers usually come under the labels of judges or participants. A judge is an observer who is detached (no participants) from the situation and uses a fairly rigid set of predetermined categories to code events. Judges are confined to contests (Labovitz and Hagedorn, 1976).

Field observation differs from some other models of observation in that it is not only a data-collecting activity; it is a theory generating activity.

Field research is especially appropriate to the study of which attitudes and behaviors can best be understood within their natural settings.

Researchers try to understand the meanings of the actions they observe to those in the setting, the observational data still do not "speak for themselves." What gets observed as well as how the data are organized into an analysis is still dependent on the observer's perspective and purposes.

As an expert observer in the site, I had done the fieldwork observation in the town, the methods used were more than one in order to gain the accurate results from this research.

Many things had been observed in the site to get the different goals the researcher is looking for like the number of the tourists visiting the two sites, the sites/monuments they visit, facilities they use, if they buy any thing from the shops there and how much time they spend in the town.

One of the things to be watched is the connected path between the two sites if the tourists pass through it when they do a visit to the old town or if they use other paths.

1- Observing how the residents deal with the tourists and if they benefit from tourism through observing the shops in the town.

2- Observing the towns buildings, monuments, remains, the connection paths between the two sites to analyze its architectural quality, its significance, cultural importance both for all categories of visitors and the residents and if it is really a potential for a tourists attraction. The level of its facilities, services and attractions there.

The aim from all the observation is to find urban planning solution to the path between the two sites and to construct facilities and attractions in the historical area so as to attract more visitors.

The observations were done to watch the tourists visited the town, many things were observed as the number of the tourists visiting both the archaeological site and the historical town, their nationalities, what places they visited, what facilities and services they used.

3- Observing the maps in the area to see direction, the trip line.

4- Camera is one of the most devices used in observation for analyzing and understanding the problems and potentials of the site (Labovitz and Hagedom, 1976).

When thinking of photography as a tool for mapping, of course, thinks of aerial photography, for this other researcher of the most accepted uses of the camera. Refined techniques of both aerial photography and aerial photography reading have been developed. Interpretation of aerial photographs has been pushed further than any other application of this medium. Indeed, today very nearly every square mile of the world has been put on film (Collier, 1967).

The most accepted use of the camera has been to describe objects that because of their stationary character offer a responsible impression. For decades the archaeological technicians have been making precise in site photographs to measure placement of burials. The shape of culture certainly contains endless components that are as unchanging and at the same time as voiceless as the relics of archaeology. The past cannot speak, and accordingly archaeological methodology employees deductions drawn from nonverbal evidence (Collier, 1967).

3.5.3 Secondary resources

Secondary resources consist of existing documents that were not collected by the investigator, but were used by him. Anything written or taped or recorded or filmed can be a secondary source.

Other secondary sources that have proved useful to the researcher are the mass media (newspapers, radio and television broadcasts, magazines, journals, and motion pictures). Many of these resources had been used in this research as all the mass media had dealt with the area of problem in this research (Labovitz and Hagedom, 1976).

As some of the information about the site had been written in newspapers, Journals, literature, books and the maps, all these are observed to be analyzed for explaining the situation in the town, the physical development, tourism through these periods and if the political situation had played a role in the town through ages. Video cassettes about the town and especially the one the Television of Palestine have been checked all the monuments and the tourists places, seeing such cassettes will let the researcher know how the officials institutions care

about the site and the quality of their work and for what purpose they are going to use these information.

3.6 The obstacles facing the researcher in the fieldwork

The field work was not very difficult as I expected, but of course there were some obstacles with the tourists that some of them did not like to fill the questionnaires because they do not know English, so I had to see their guide if he/she knows English and so they helped me to let the tourists fill them. Waiting for the tourists to come to the town was another obstacle, as when I started the fieldwork for a week there was no tourists visits the town so all the work was postponed and I had to wait for visitors to come. The owners of the restaurants sometimes do not like to meet the visitors in their restaurants so I had to wait for the visitors sometimes outside the restaurants to ask them to fill the questionnaires.

The time did not help much specially for arranging the interviews with the key figures, as they were very busy, the observations the tourists and their visits what sites they visit and what facilities they use, and those who visit the historical site as they rarely come and may spending ten (10) days with no tourists coming.

3.7 Summary

Many investigation methods were used including questionnaire, the researcher observations in this research to explain and discuss the problems such as the decreasing number of the tourists and quality and quantity of the facilities and services in the town, also, the attitudes of the residents towards tourism and the tourists' impression about the site had been investigated. Dealing with these problems will explain the existing

situation of the cultural heritage resources and if they affect the tourism situation in the town.

The methods for investigation used were described in details, so as to analyze, evaluate the potentials and characteristics of the town, and explain the strong and week points of them and the problems that face the promotion and development of the town.

Chapter Four: Historical Background and Physical Development of Sabastia

- 4.1 Location of Sabastia
- 4.2 Historical Background of Samaria
- 4.3 Historical Development of the Town
 - 4.3.1 Pre-Hellenistic Period
 - 4.3.2 Hellenistic Period
 - 4.3.3 Greek Period
 - 4.3.4 Roman Period
 - 4.3.4.1 The Roman period 1
 - 4.3.4.2 The Roman period 2
 - 4.3.4.3 the Roman period 3
 - 4.3.4.4 The Roman period 4
 - 4.3.5 Byzantine Period
 - 4.3.6 Ottoman period
 - 4.3.7 Modern Period
- 4.4 The Ruins of Sabastia
 - 4.4.1 The Cathedral of St. John the Baptist
 - 4.4.2 The Forum
 - 4.4.3 The Basilica
 - 4.4.4 The Stadium
 - 4.4.5 The Hellenistic tower
 - 4.4.6 The Theater
 - 4.4.7 The Temple of Augustus
 - 4.4.8 The City gate
 - 4.4.9 The Colonnade Street
 - 4.4.10 The Church of invention
 - 4.4.11 The Roman tomb
 - 4.4.12 El-Kayed Palace
 - 4.4.13 The Roman wall
- 4.5 Investigation of the site
- 4.6 Restoration works in the site
- 4.7 Researches made on the site
- 4.8 Summary

Chapter Four: Historical Background and Physical Development of Sabastia

In the time of the old Testament, Omri purchased a hill from a man named Shemer and built a city there which called Samaria after its former owner. The place was renamed Sebaste by Herod a roman empror when he rebuilt the city.

4.1 Location

The modern Palestinian village of Sabastia is located 10km northwest of Nablus. The ancient royal city (Sabastia or Sameria) lies in ruins on the hill overlooking the village from the west at an altitude of 430m above sea level. One can reach Sabastia from two directions. The preferred route is the Nablus- Jenin road, which leads to the western gate of Sabastia and the colonnaded street. The other route runs through the modern village- which is called sabastiya and occupy the eastern slopes of a rounded oval-shaped hill, over which extend the remains of the ancient city of Samaria- and leads to the forum. The city benefited from its location at the junction of two important ancient trade routes: the mountainous Nablus- North of Palestine route, and the Palestinian Coast-Jordanian valley route. It also benefited from its fertile plenteous. This strategic location has compensated the city for its scarce water resources (Fig 4.1).

529534

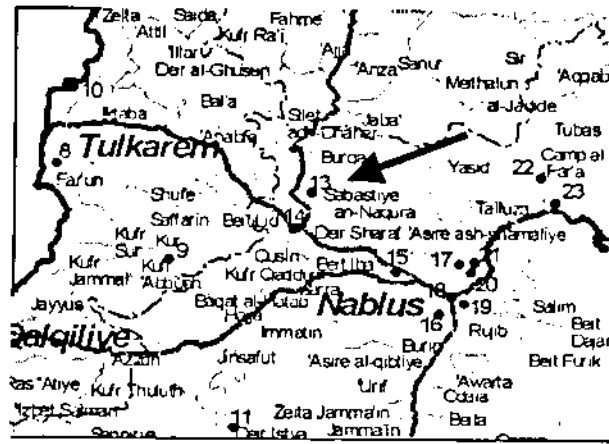


Fig (4.1): location of Sabastia

Source: Ministry of Planning and International Cooperation

4.2 The Historical Background of Samaria-Sebaste:

The ruined of Samaria represent four district cities. The First was a royal capital, and the center of a flourishing independent kingdom. The second was merely the administrative headquarter of a somewhat backward province in a vast oriented empire. The third arose on the dissolution of that empire as a semi-autonomous colonial settlement. Finally, after a gap of nearly two generations in which the site was virtually abandoned, life returned, for the fourth time, to a provincial town. (Crowfoot, Kenyon, Sukenk, 1964).

Samaria was the capital city of the Kingdom of Israel and has continued to be an important administrative center for the reign. In 33 B.C. when the Persian Empire fell to Alexander the Great, Samaria too was conquered, and Macedonian soldiers were settled here, turning it into a purely pagan city. During the period of Roman rule. Samaria became a Greek city, differing from an ethnic, cultural, and religious point of view from the provincial cities of the Samaritans. In the time of Pompey (63 B.C.). Samaria was annexed to the Roman province of Syria, and under Gabinius (57 B.C.) the city revived. In 30 B.C., the Emperor Augustus

granted it to Herod, who rebuilt it, adorned it with buildings, and named it Sebaste in honor of Augustus (in Greek Sebastos=Augustus). Herod too settled foreign soldiers there. During the First Jewish war in A.D. 66-70, the city was once more destroyed. When Christianity became dominant, the city had already begun to decline, although in the fourth century A.D. Sebaste became the seat of a bishop. A popular tradition locating there the tomb of John the Baptist lent the site a certain importance in the eyes of the Christians, who built churches in the old city of Sebaste so it contains the remains of Byzantine and Crusader period the city was rebuilt with a cathedral dedicated to John the Baptist.

4.3 Historical Development of the town:

Samaria, however, though it had a long history, never grew into a big city. The size of the hill and its contour lines were not favourable to vast expansion; Herod's walls which were carried out to the farthest convenient line included much that was steep to build on, and the area within them was barely a kilometer across at the widest point. (Hamilton, 1944).

4.6.1 Pre-Hellenistic Period, about 880-721 B. C.:

Except for a rude population living on the rocky summit in the Early Bronze Age (3000-2000 B. C.) it was not until the beginning of the ninth century B. C. the hill of Samaria attracted a permanent settlement. The hill of Samaria was prominent landmark to anyone traveling from Shechem, near Nablus, to the north of Palestine. It commanded two main routes, one coming from the south and one from the east, which converged at Shechem and then divided again, like the present road, to proceed westwards and northwards, just south of Samaria it self. The hill

was easily defensible, being surrounded by valley on all sides, and from the summit there was a clear view towards the sea. These advantages in Omri's mind outweighed the one drawback to the site, that is had no natural water.

The city planned by Omri had a citadel and a lower town. The citadel, on the summit of the hill, was rectangle of about a hundred yards from north to south, and double that distance from east to west. Its own wall of square-hewn stones protected the citadel. Not long after, it was extended northwards and westwards by a second wall of great thickness planted further out on the edge of the hilltop. A monumental gateway led into this citadel from the east.

Practically nothing is left to day of the buildings inside the citadel. The royal palace was naturally amongst them. Beside the royal palace there was a temple of Baal, with the alter and image of the god. Near the palace there were naturally storehouses and records offices.

Beside the royal and official buildings the citadel had room for some open spaces and a number of cisterns.

Beyond the limits of the citadel a much more extensive lower town spread down the hillside, where the common people lived.

Damascus took the lead again, and Samaria sustained the first siege of its history.

4.6.2 The Hellenistic period 721-331 B. C.

Samaria was not destroyed. In his Assyrian palace Saragon boasted that he had deported twenty-seven thousand, two hundred and ninety of the

inhabitants (27,290). He added that he rebuilt the city and made it greater than it was before. The city and the walls and the life within them were transformed. Samaria was no longer a national capital (Fig 4.2).

No buildings of much interest have been discovered of this time. Few other remains fragments as some unfamiliar pottery, survive to tell of the life of Saragon's Samaria.

The Babylonians, and they succeeded the Assyrians in turn by the Persians; under all these Samaria housed a provincial governor. It was Alexander the Great, the conquer of the Persians, who caused the next great change in the fortunes of Samaria.

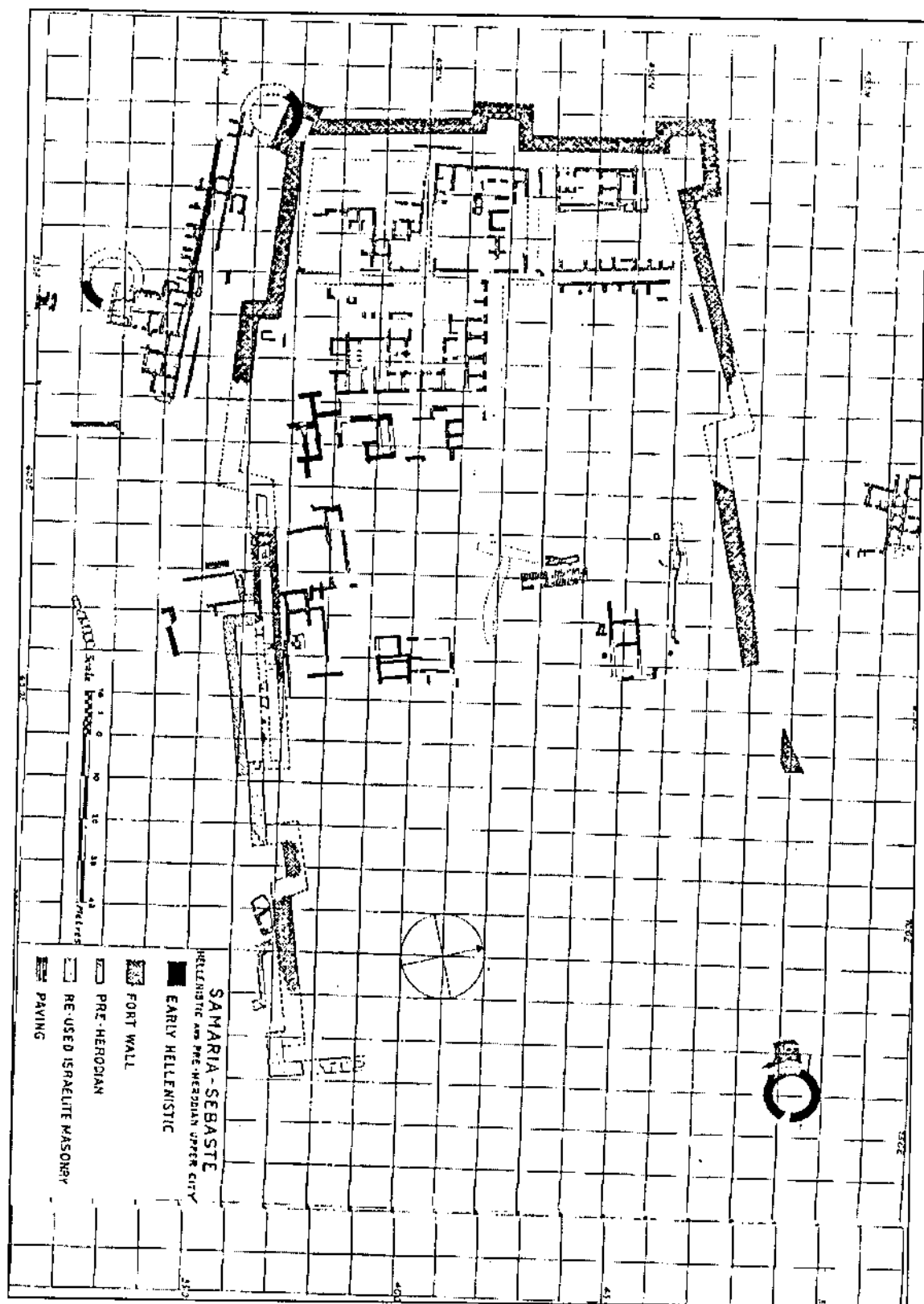


Fig (4.2): the Hellenistic city

Source: (Parrot, 1955)

4.6.3 The Greek Period, 331-107 B. C.:

Samaria was moved to be a Greek city, though a proportion of its inhabitants may still have been of a native stock. Soon after the foundation of the Macedonian settlementt, the defences of Samaria were renewed by order of Alexander's general Perdiccas. Parts of the previous walls were still standing, and these were incorporated in a new circuit.

Circular towers stood at important points on this line. At some later time a second strong wall was built inside the first to enclose the area of the old Israelis citadel. The city was fought for, and the fortification dismantled and rebuilt more than once in the wars of Alexander successors.

It was in the policy of Alexander and his successors to hold and unify their oriental domininos by planting urban settlements of Greeks or Macedonuans at key points where they would provide a reserve of fighting men and generally propagate Greek civilization.

In the late Hellenistic period, in approximately the second century B.C., the upper city was defended by a very strong fort wall, the thickness of which reached 4.2 meters at the base.

4.6.4 The Roman Period:

The number of the population in this period was 14, 232.

Nearly half a century elapsed, and the city remained virtually unoccupies.

In 63 B.C the Roman general Pompey restored Samaria. In 30 B.C, as reward for services rendered in turbulent times, Octavian the future Emperor Augustus represented Samaria to Herod, king of Judea. The city was already attached to Herod by ties of friendship. It had sheltered his family in an earlier time of need, helped him with supplies of war.

But Samaria had more than sentimental value for Herod, and in 25 B.C. Herod renamed the city in honor of Augustus with the name it has kept ever since, Sebaste.

The hill was a superb building site. He therefore constructed on the summit a spacious esplanade and temple, which he dedicated to Augustus. The gleaming walls and limestone columns, clearly visible from the coast, were at once a compliment to the Emperor and a conspicuous to his own flair for town planning

A new circuit of walls was built, two-and-a-half miles along, with round towers. Within, besides the official temple of Augustus, the popular local deity was fifty honored and housed. A forum and a stadium or sports ground, as well as other public buildings, were provided for the convenience or recreation of the citizens. The temple of Kore' stood close to that of Augustus, on a lower terrace of the hill. Two altars have been found dedicated to this goodness, one in the enclosure of her temple, and the other in the city stadium.

After the suppression of the Jewish revolt in 70 A.D. the history of Sebaste proceeded on an uneventful but reasonably prosperous course. About 200 A.D. civic life received an injunction of fresh energy under Septimius Severus, who gave the city colonial rights with the title

“colonia Lucia Septimia Sebaste”. Many of the buildings of Herod’s foundation were by now dilapidated, or were left to be old fashioned. There was an outburst of new building. Both the great temples were rebuilt on entirely new lines, the old structures being pulled down. The colonnades round the stadium, which had been in the sober Doric order, were rebuilt in the Corinthian, in sympathy with the florid taste of the age. A theater was built on a new site; and extensive changes were made in the buildings grouped round the Forum of the city. The city gate was reconstructed, the walls repaired, and hundred of columns erected for roofing the pavements of the main street.

All this activity was a prelude to the city’s decline.

This period can be divided into four:

4.6.4.1 The Roman Period 1:

The tower-strengthened city wall surrounded an irregular area of about 640 dunms. The diameter of the city from east to west was one kilometer and slightly less from the north to south.

The plan of the roman city was found to consist of regularly laid streets and dwelling houses with a central courtyard (atrium) surrounded by porches and rooms.

4.6.4.2 Roman period 2:

The population had dwindled. Many public buildings, including the stadium had fallen into disuse. The area east of the temple of Augustus, once thickly populated, was turned into a garden. Gradually the whole summit ceased to be inhabited or used. Lifer drifted down the hill to where the village now stands.

4.6.4.3 Roman period 3:

Christianity was declared lawful in the Roman Empire. The population of Sebaste was by tht time divided between Christians and pagans.

Little can be said of the life of Christian Sebaste. A fourth century writer calls it a "little town" (Fig 4.3, 4.4).

4.6.4.4 Roman period 4:

Two churches were built; the cathedral, which stood over the tomb of the Baptist, to whom it was dedicated, and another attached to the monastery, which stood near the summit of the hill. Earthquakes were periodic occurrences and in the ninth century the cathedral was partly in ruins, though still served by a monastic establishment.

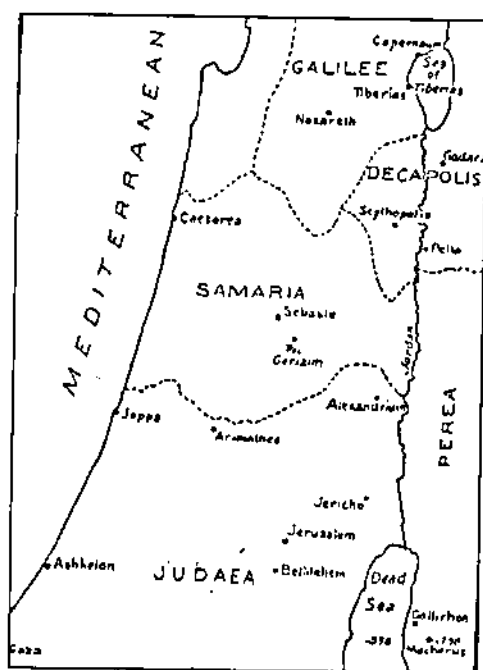


Fig (4.3): Sebastia in the days of the Christ

Source: (Parrot, 1955)

4.6.6 The Ottoman period:

Soon after the defeat of the Crusaders at the battle of Hattin in 1187 Sebaste was under the control of the Moslems by Saladin's nephew Husam ed-Din and the cathedral was turned into a mosque.

In 1596 and from the taxes books it is known that there were 20 families lived in the town and 3 singles persons (Abdulfattah, K. Hutteroth, W.D., 1977).

A century later some earthquake must have shaken down the churches , for they were in ruins when the English traveller Sir John Maundeville saw them about 1330. Henceforth the travellers are about equally impressed by the splendour of the ancient ruins and the sanctity of the tombs.

4.6.7 The Modern Period:

The area of Sabastia now is 5 k2 (5000 dunm), two third of it is within the roman city boundaries.

During the Jordanian Role, in the year 1950 the town spread to the North, East, and South . Never to the west side because of the archaeological remains in this area.

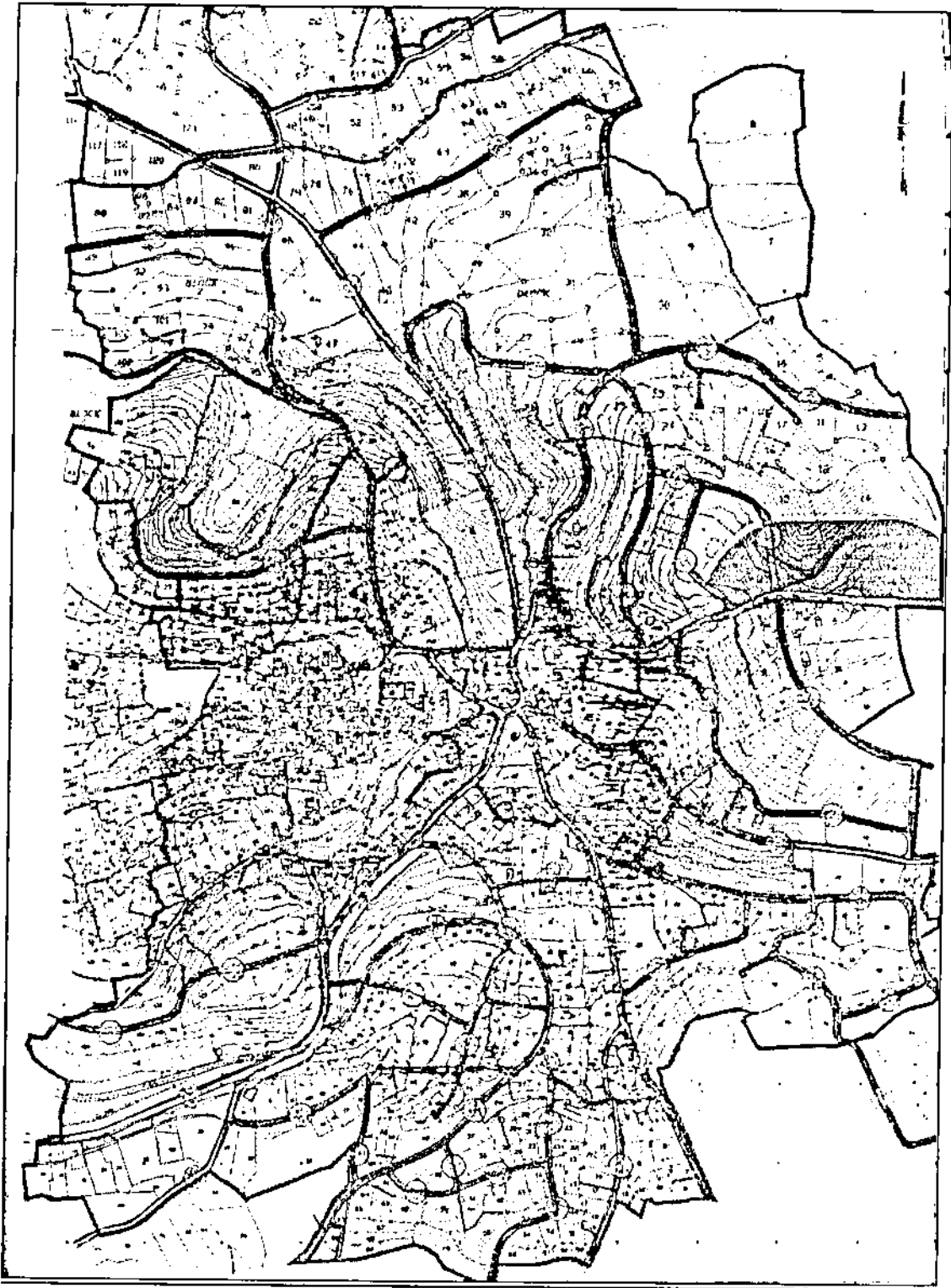
During the Israeli occupation the buildings development was in many different agricultural lands. The Israeli Town Planning Scheme No. 1336 was the amendence for the Town Planning Scheme S-15 , it was with an area 433 dunm of 8% from the town whole area (5000 dunm). The project

just divided this area into housing zones A, B, C without taking into consideration the area of the parcels or the people needs. The project of course excluded the archaeological site from the plan and did not give any recommendation to the development in it , but the erection of any building in that area was prohibited (Map 4.1).

After the peace agreement (Oslo 1990) between the Israelis and the Palestinian that the cities, towns and villages were divided into three political zones: area A, area B and area C. In the town of Sabastia lands were divided into area B, and area C which form (50%) of the whole area of the town and it is in the west part of it. So the Palestinian does not have any control upon it at all.

The master plan that the municipality is preparing for the town is in part B it included nearly all the area of it (2072 dunm) the expansion is to the north, south and to the east, many things were not taken into consideration in planning like the old town (78 dunm) which is left as a zone without any study for development or regulations to control that development. There is and an archaeological area in part B of about 40 dunm, and part C is not included in the master plan, so no study was made for it. The public spaces is absence except for the existing ones (Map 4.2).

It is noticeable that neither of the two projects put regulations or legislations for the old town or the archaeological site.



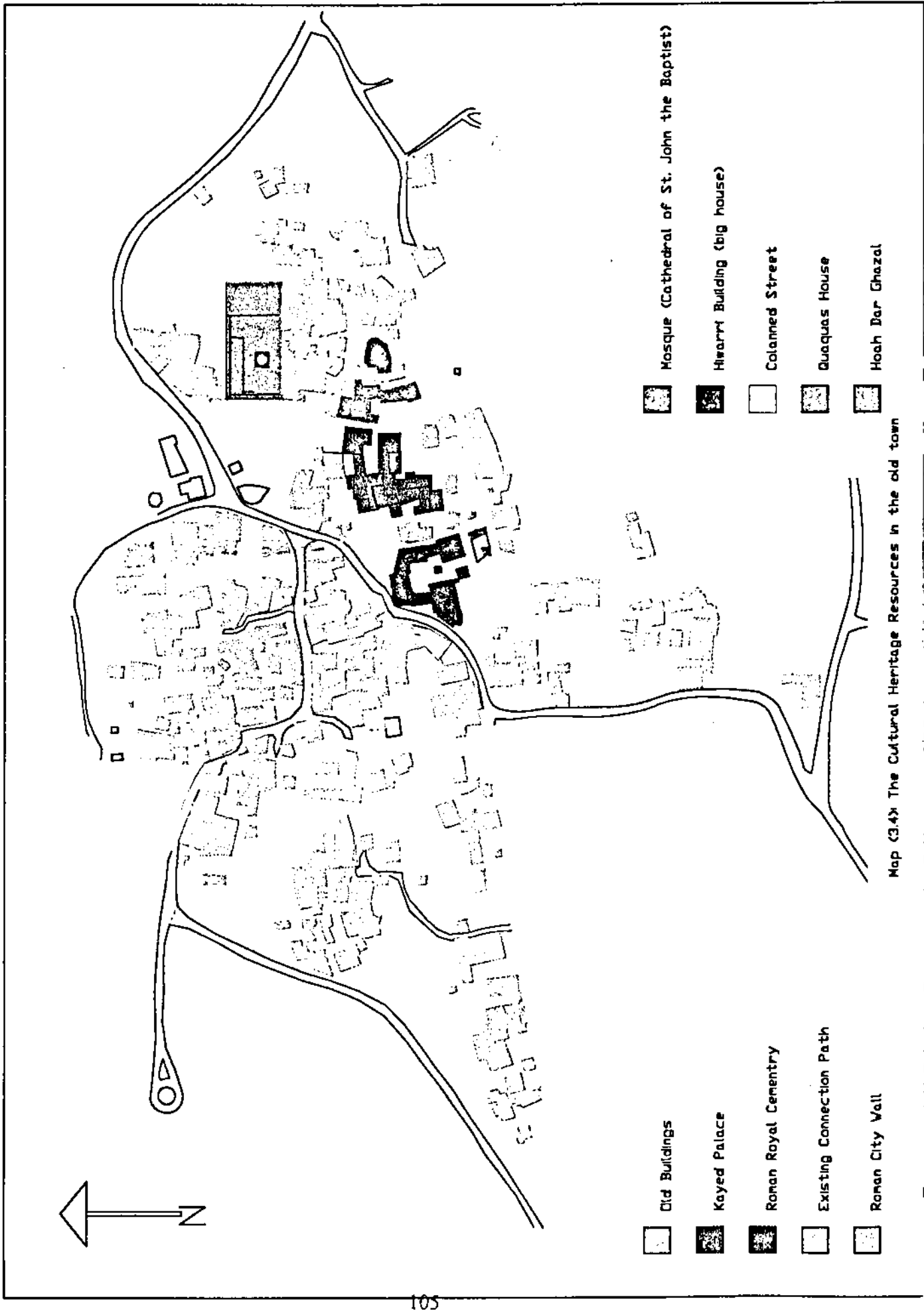
Map (4.2): The Master Plan of Sabastia done by the Municipality
Source: ARABTIC-GERDANEH Office

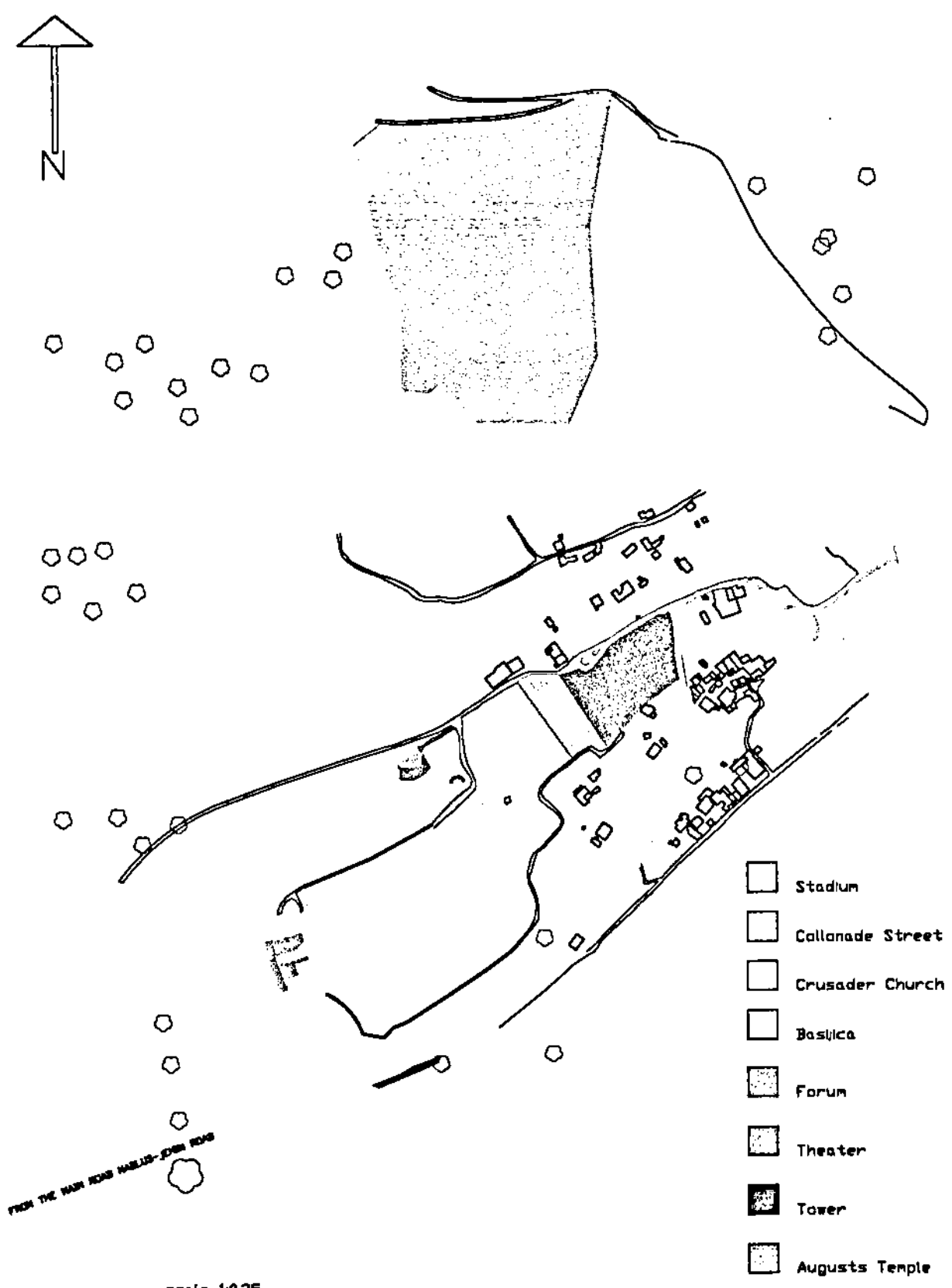
4.4 The ruins of Sabastia:

During the British Mandate the road to the town was zig-zags up the southern side of the hill about 78 Kilometer north of Nablus. Half way up the hill, after the railway, the road crossing the line of the Roman city wall at a hair-pin bend where a few stones of the wall are still exposed. (Hamilton, 1944)

The road ends at an open space in front of the village mosque. This is just inside the eastern edge of the Roman city (Fig 4.5), the wall passing under the near end of the mosque, which thus lies outside the limits of Sebaste. The mosque proper occupies a portion of the ruin of the Crusader's cathedral of St. John the Baptist. (Crowfoot, Kenyon, Sukenik, 196).

The location of the ruins as they exist nowadays can be seen in (Map 4.3 and Map 4.4)





scale 1:0.25

Map (3.3) The Cultural Heritage Resources in the archaeological site

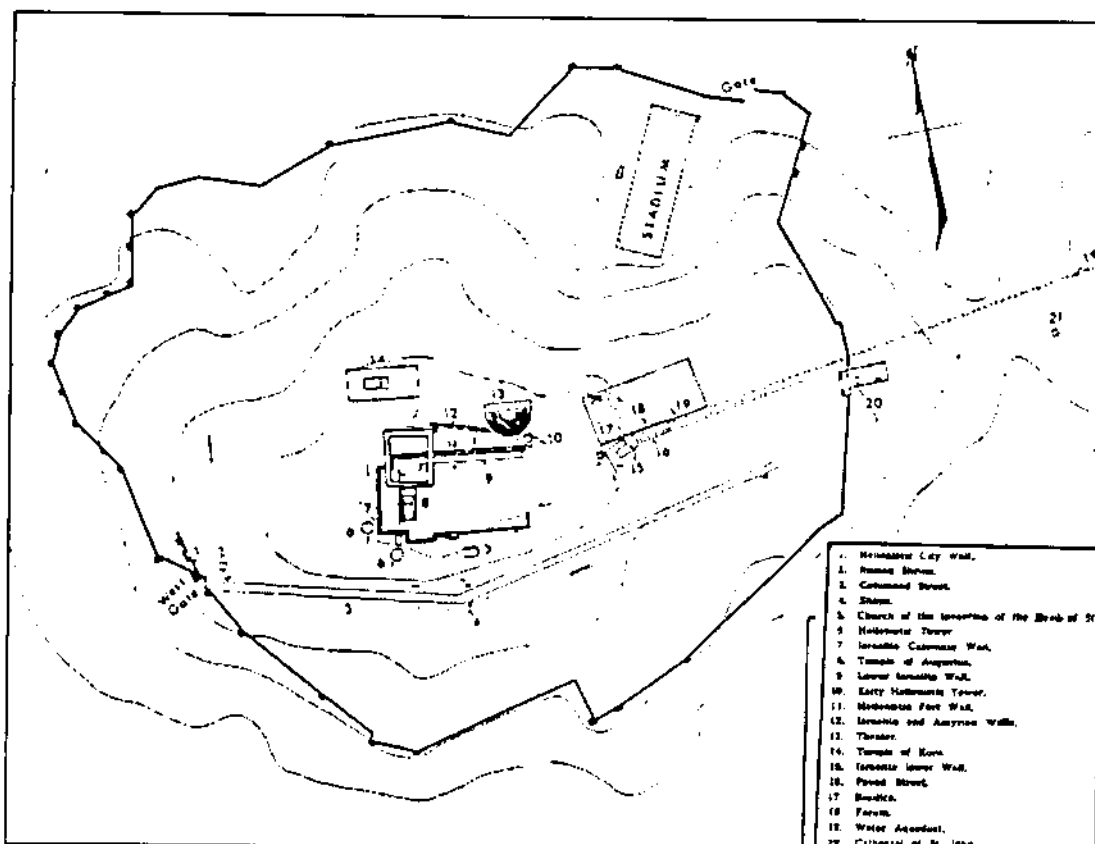


Fig (4.5): the ruins in the town

Source: (Parrot, 1955)

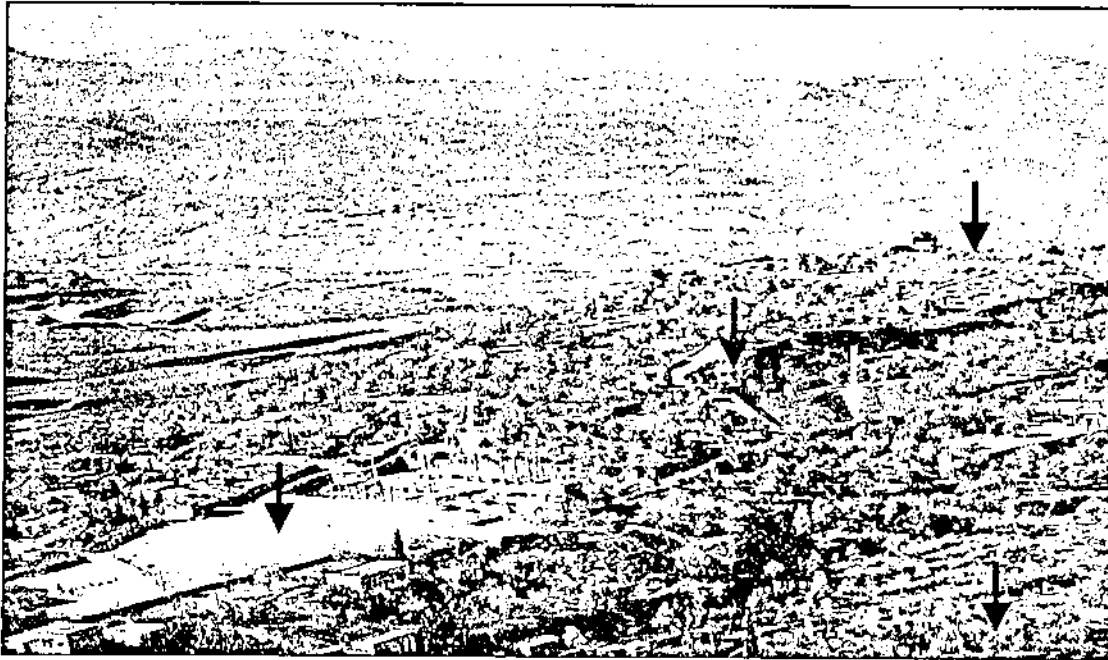


Fig (4.6): the ruins in the archaeological site

- ➔ :Forum ➔ :Basilica ➔ :Theater ➔ :Tower
 ➔ :August Temple ➔ :Stadium

Source: Ministry of Planning and International cooperation

4.4.1 The Cathedral of St. John the Baptist:

The cathedral as it now stands is chiefly a monument of the Crusader, who rebuilt it in the second half of the twelfth century on the ruins of the earlier Byzantine cathedral. Very little of that earlier building can be seen (Fig 4.7). Some of the columns and moulded bases which are lying in the courtyard of the mosque, or have been reused by the Crusaders or modern villagers in different parts of the building.

Next to the cathedral, the cloister and residential quarters of the canons that administered the services in the twelfth century stood there. The village houses which crowd up against the southern side of the cathedral is partly built in the massive remains of those structures. Some big vaults of Crusader construction may be seen to the east of the church.



Fig (4.7): Cathedral of St. John the Baptist in the old town
Source: the researcher *

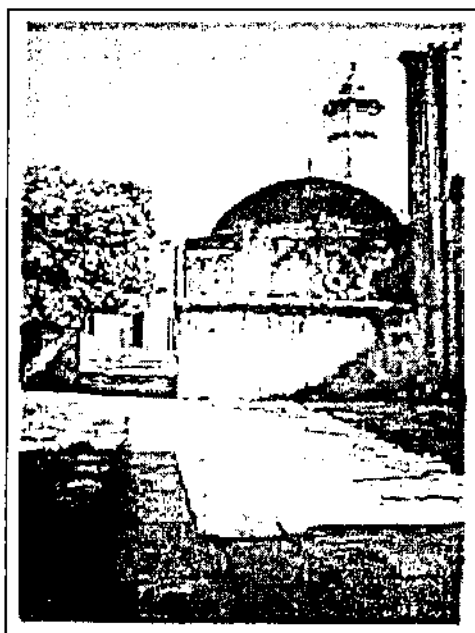


Fig (4.8): The Mosque in the Cathedral of St. John the Baptist

*

* All photos are by the researcher unless otherwise indicated.

4.4.2 The Forum

A path which leads upward north side of the village there is a forum. It was an oblong enclosure, a hundred and twenty eight meters by seventy-two meters, surrounded by covered walk ways like a cloister. From that the walk ways you looked onto the central space through rows of columns. The enclosing walls screened the forum from the outside. There were probably two entrances; also there was a door in the west wall (Fig 4.9).

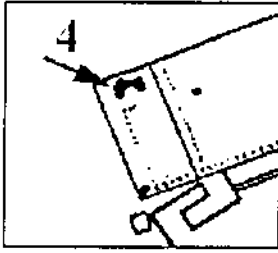
Nothing whatever can be seen now of the enclosing wall, but the seven standing columns and a line of pedestals at the far side of the threshing floor, as you approach from the village belong to the western colonnade, have either been removed altogether or are buried beneath a few feet of soil.

The forum of a provincial roman town was a kind of social and business center; important buildings were often grouped around it. The forum of Sebaste was restored about 200 A.D..



Fig (4.9): The Forum

4.4.3 The Basilica:



Two of the pedestals along the west side of the forum are more widely spaced than the rest. On the opposite side there was a door in the enclosure wall which led, by a short flight of steps, into a rectangular building, the long east side of which coincided with the west wall of the forum. This building, which lay across the short end of the forum, was probably a basilica.

It is difficult now to see the original forum of the basilica. Probably it was a rectangular hall with colonnades inside, parallel to the wall. Seven columns and pedestals belonging to the west side of the basilica are exposed along the far side of the excavation, and two columns sticking out of the ground a few yards to the south show the position of the southern colonnade.

A basilica was one of those buildings commonly attached to the forum of a Roman town for the convenient conduct of public and private business. The excavations have been taken down below the level of the floor, exposing the foundations of the basilica and an earlier building, in the middle, which belonged to the Hellenistic city (Fig 4.10).

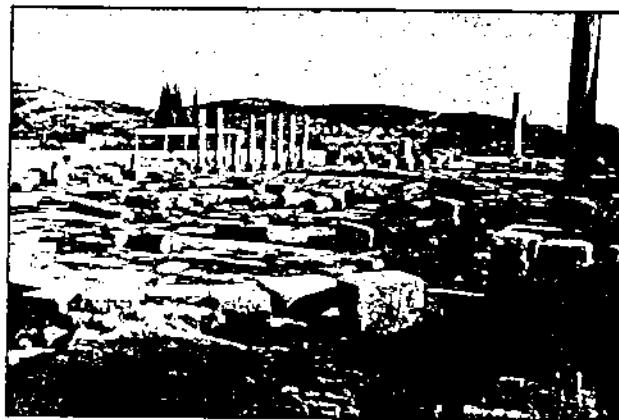


Fig (4.10): The Basilica and the forum

4.4.4 The Stadium:

At the foot of the hill north of the forum there is an oblong field in which a number of columns can be seen projecting from the ground. They belong to an immense rectangular building, 200 meters long by 70 meters wide, consisting of four colonnade walk ways opening inwards on a central space, and enclosed on the outside by a continuous wall. The building stands in an artificially levelled depression between two spurs of the hill. The stadium has never been completely excavated.(Fig 4.11) Such clearances, as have been made, had to be filled in, and the visitor may not think it worth while descending into the valley to inspect the upper half of the columns which is all that can be seen.

The stadium was not in this case simply a race track with seats round it, but rather a sports field. It is long enough for a running track of the standard 600 feet.

The stadium was, in special, way connected with the cult of Kore', the Maiden of Sebaste.

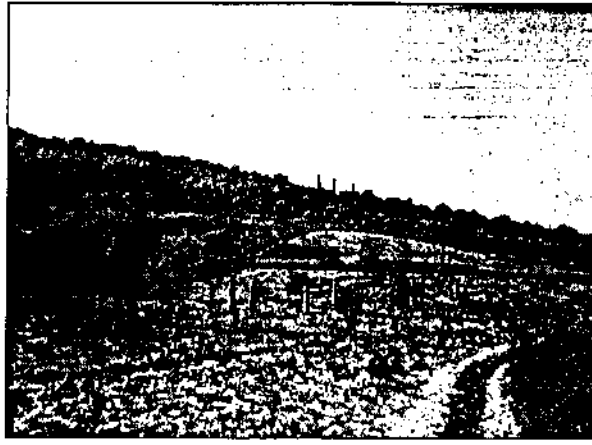


Fig (4.11): The Stadium

4.4.5 The Hellenistic tower:

From the north end of the basilica, a path leads along the hillside to the tower. This tower stands at the north-east corner of a line of walls which was then built to defend the summit of the hill (Fig 4.12).

The round tower is one of three which have been discovered in the Greek line. The construction of the tower and the bevelled surface dressing of the stones is quite unlike any other structure in Palestine; we may safely regard it as the peculiar contribution of the Macedonian settlers of the fourth-third century.

4.4.6 The Theater:

The architectural ornaments are of poor quality artistically and show that the theater was not built before the end of the second century A.D. by the Roman Sebastenes. The remains of this are now buried in the depression in the hillside just across the small field on your right as you look at the tower. The theater was partly cleared, and then reburied, in 1933. The excavators calculated that there were about twenty-four rows of seats, divided radially by six gangways. The back wall of the stage seems to have been built in three tiers (Fig 4.12).

It was the place of the meeting to all the inhabitants of the city, when they attended the art performance (peace performance in this time), or when they discussed other important issues.

The theater was built on the northern slope of the Tell, and it related to the Septimius Severus operations at the beginning of the third century AD, as indicated by two Corinthian capitals from the back of the stageⁱ (typical to that period).

It may be built on the place of an earlier one, which was probably built by Herod the Great (37-4B.C). Most of the substructures of the actual seats are smaller, so may be related to the previous theater, although the probes, which had been done in the orchestra, didn't give any evidence of an earlier phase.

The theater was ruined in the late fourth or earlier fifth century AD, and some of its granite columns were taken to the upper church of St. John the Baptist, and the soil laid over the orchestra floor was very rich in coins of the 4th and 5th century.

Description of the theater

It is a small theater with an external diameter about 65m, built from lime stone (Malki) and lime mortar mixed with ash and mud and shreds of pottery. The last excavation (1965-67) was exposed completely of the theater plan.

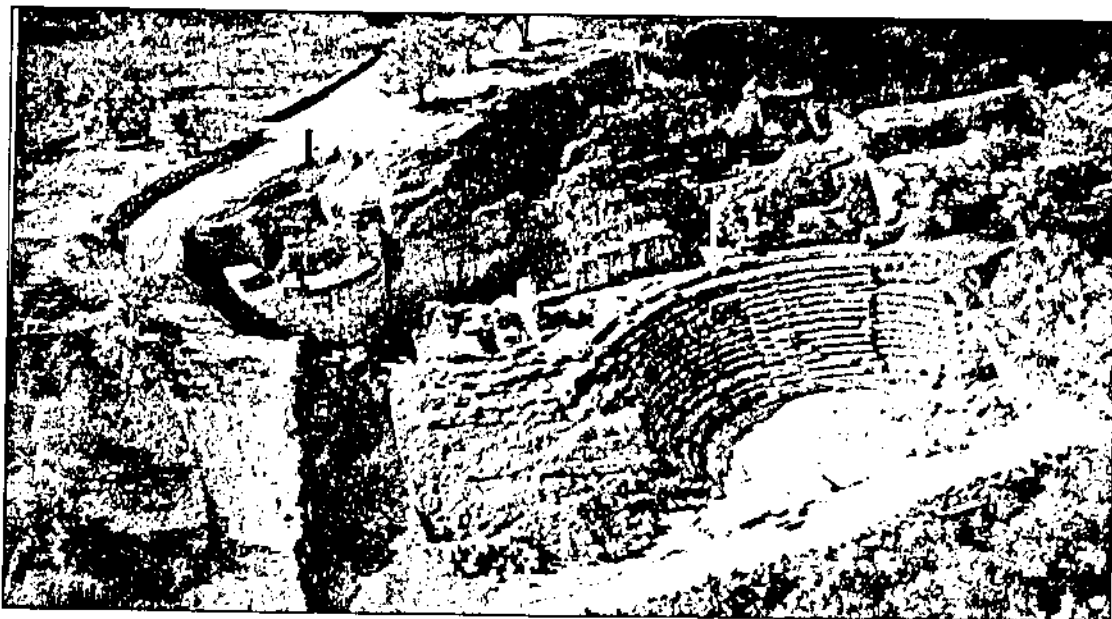


Fig (4.12): Shows The Theater(➡), the Tower(➡)and the path to up the summit

Source: Ministry of Planning and International Cooperation

4.4.7 The Temple of Augustue

One hundred and fifty meters west of the round tower the footpath crosses a large excavation dump and brings you to the front of the temple of Augustus (Fig 4.13).

The temple was a peripteral i.e. it had columns all round it, in the Corinthian order. The staircase which you see to-day was built when the temple reconstructed at the end of the second century A.D.. of the rest of the temple nothing above the foundations remains.

The site of the temple Kore' lies down the steep slope at the north of the esplanade. This temple stood in a rectangular enclosure surrounded by colonnades. As very little more than the substructures remain the excavations have been filled in, and nothing can be seen.

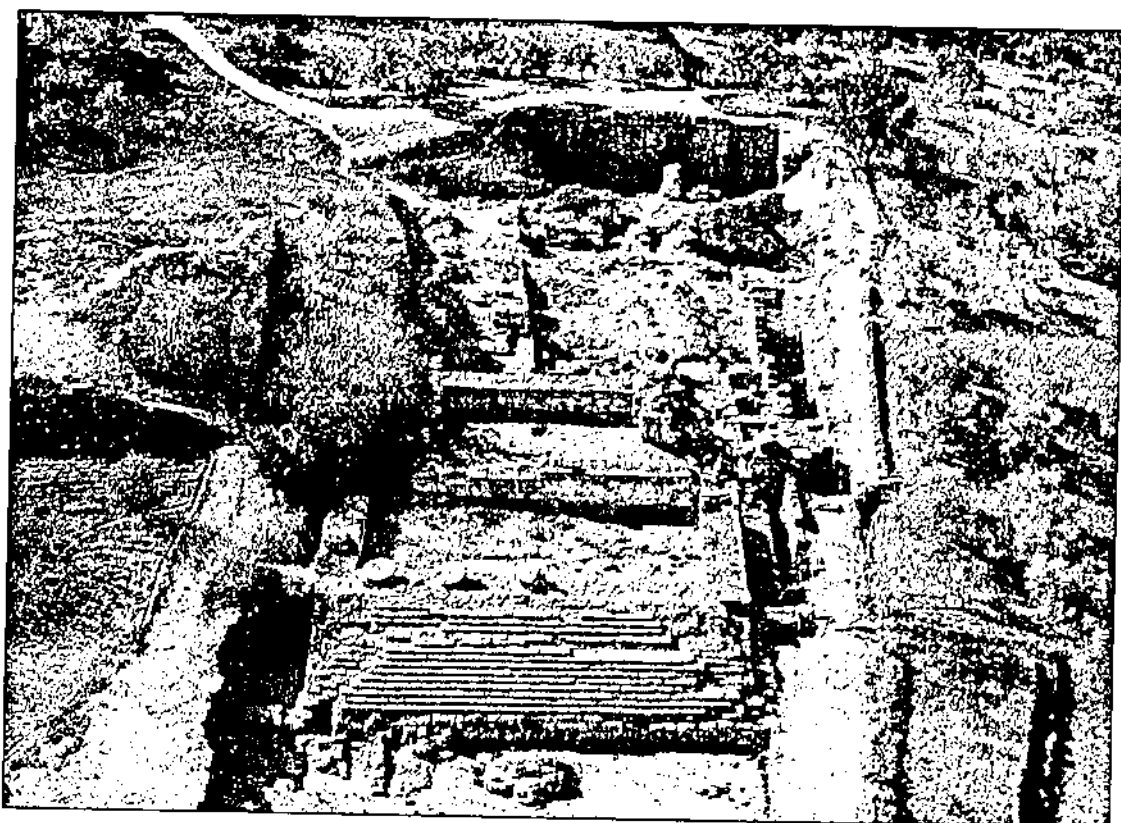


Fig (4.13): The Temple of Augustue
Source: Ministry of Planning and International Cooperation

4.4.8 The City Gate:

The gate is a monument of Roman Sebaste, but since the time of Omri the main entrance to the city had stood in the same place, looking to the west where the important communications lay. In the Roman wall, there was probably a second gate near the Stadium.

The gate stand at the end of the princilpal streets of Sebaste, which skirts the southern slope of the upper hill. It was protected by two rpund towers (Fig 4.14), between which the wall bent through a right angle, so that the towers were not symmetrical on the gate. The two end stones of the what sill, with the door sockets on either side, are still in position, what remains

of the gate in its present form belongs to the later roman period, when so much of the city was reconstructed. But there is a good deal of Herod's original construction in the two round towers. A few yards outside the gate part of the stone pavement of the roman street can be seen climbing steeply up towards it (Fig 4.15).

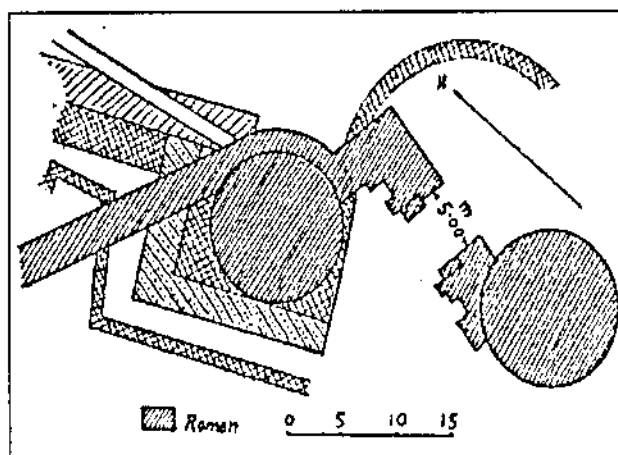


Fig (4.14): Plan of the City Gate
Source: (Parrot, 1955)

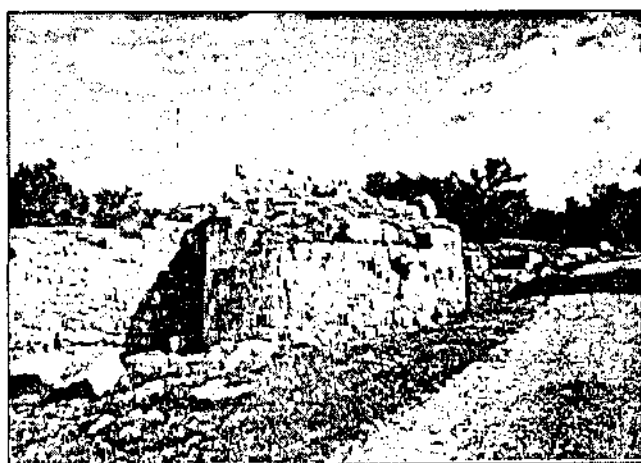


Fig (4.15): The City Gate

4.4.9 The Colonnaed Street:

This was the main throughfare for the southern part of the Roman city. Probably a second big street diverged from some point within the gate.

The course of the columned street at the far end it presumably swung northwards and upwards to lead into the east end of the forum (Fig 4.17). The street was between twelve and fifteen meters wide (Fig 4.16). On each side there was a roofed walk ways for pedestrians with a row of shops behind; some of the shops were two storeys high,. On the north side, against the foot of the hill, the shops were partly hewn out of the rock. They vaulted and ended in a semi-circular apsidal wall on the side against the hill. These shops, and the street itself, seem to have been built at the end of the second century when Sebaste was made a Roman colony by Septimius Severus.

Some six hundred coulmns were erected along the street over a distance of 800 meters.

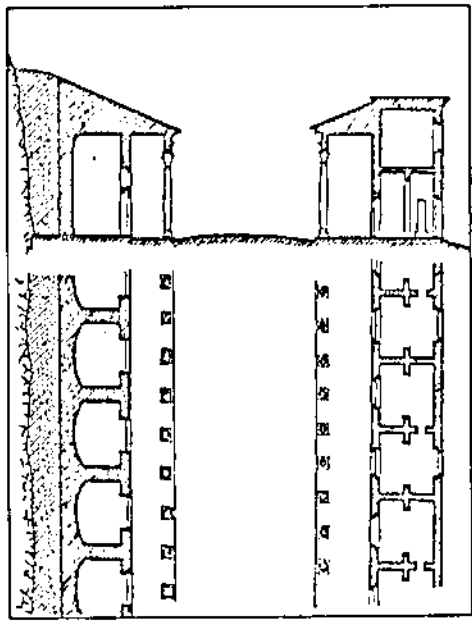


Fig (4.16): Plan of the Colonnade Street
Source: (Parrot, 1955)

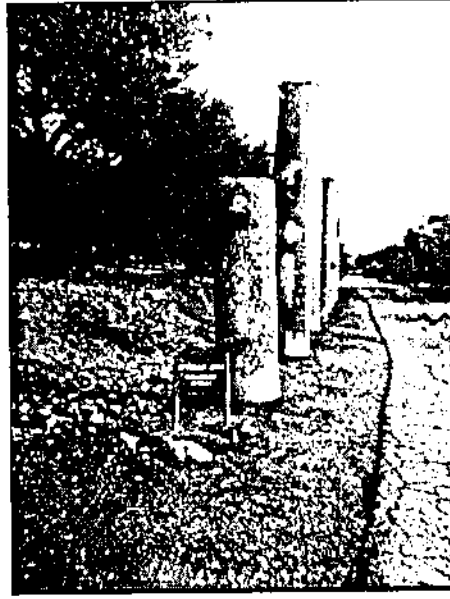


Fig (4.17): The Colonnade Street

4.4.10 The Church of the invention of the Head of St. John the Baptist:

Medieval visitors were shown two churches at Sebaste, the Cathedral with the Saint's tomb and a monastery church near the summit of the hill, one of the medieval pilgrims, a Greek person named John Phocas, who visited Sebaste in 1185 A.D., has left a description of the church which is worth quoting,

"In the midst of the upper part of the city, he wrote :stand a hil, upon which stood Herod's palace, where the feast took place and where that wicked maiden danced and received the sacred head of the Baptist as the reward for her dancing. At the present day, however, the place has become Greek monastery. The church of this monastery is domed. On the left side of the alter is a little chapel, in the middle of which is a marble circle placed over a deep excavation in which took place the first

Invention of the Forerunner's precious head, adored by angles, which had been buried on this spot by Herodias"

The Greek monks of the twelfth century were the latest occupants of a much earlier church which they reconstructed. This earlier church had a wooden dome in the middle supported by four granite columns this was built about the eleventh century to replace a yet earlier building of the basilical type. until it was excavated in days of the Mandate the existence of the monastery of the invention of the head had been forgotten, although the villagers still called the field in which the ruins were buried "Qata'in ed-Deir", the Land of the Monastery. The few surviving Christians families of Sabastiya still bury their dead beside the church (Fig 4.18).

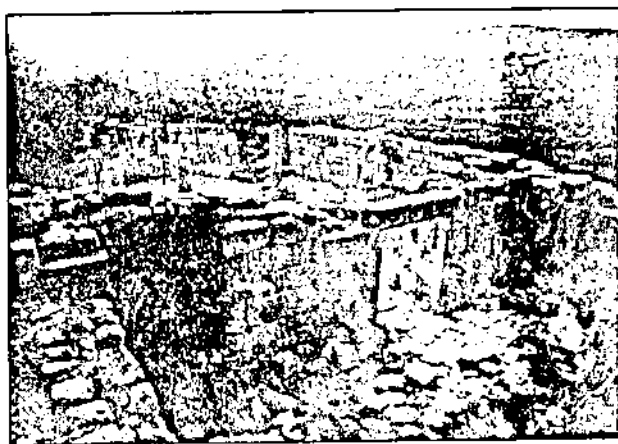


Fig (4.18): The Church of the Invention of the Head of St. John

4.4.11 The Roman Tomb:

From the space in front of the mosque a lane leading eastward passes an excavation in which a Roman tomb of some architectural interest may be seen. Accumulation of rubbish has been rapid in this area, and the tomb which was at street level in roman times is now at the bottom of a deep hole (Fig 4.19).

It represent the family vault of a well-to-do citizen of second or third century Sebaste. As may be seen from the plan it stood a short distance outside the wall of the city, very probabaly near a road. It is a square domed chamber, with a stone awinging door.

4.4.12 Al-Kayed Palace

Its a building from the ottoman period and was built in the 18th century for a well-to-do family called Kayed, and it is one of the the most important houses from this period, it locates in the center of the old town near the mosque and constructed on more than one time. Now it's full ignorance after the owner of it had left the palace in 1947, it is now used for the animals, and part of it as a kindergarden (Fig 4.20)

Many projects and proposals for projects were prepares, but the fund was an obstical and the property of the palace is another one because the there are many owners for it.



Fig (4.20): Kayed Palace –Main Gate-

4.4.13 The Roman Wall

The first thing that attracts the attention of the visitors of the city, when approaching the city from the western gate, is the gate itself. It is a wide door supported by two circular towers. The diameter of each is 14 meters.

These were built in the Herodian period. They were built on a square base dating to Hellenistic time. These towers are still standing at a height of 8-11m. The city wall that we see today was built around the end of the second or the beginning of the third century BC. It is irregular and supported by a number of circular towers. The wall is 1 km long from east to west and a little less from north to south. Only a small part of it is still standing; this is because a lot of the stones of the wall were reused in the construction of the Roman city of Nablus in first century AD (Fig 4.21).

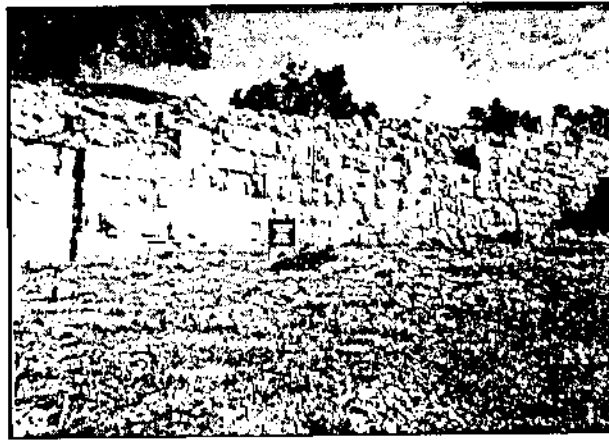


Fig (4.21): The City Wall

4.5 Investigation in the site:

Many surveys and excavations had taken place in Sebaste, and one of the most importance is the survey that had done by the Palestinain Expoloration Fund in 1881 A.C.,and this gave informations about the coulmned street and the crusader church. The archaeological excavations

started in Sebaste in the end of the last century, and from the first ones the missions that was sent by the Palestinain Expoloration Fund between the years-1872,1875-.

But the most important excavations are the two archaeological expeditions that have partially explored the ruins of the Roman and Kannan towns. The first, in 1908-10, was an expedition of Harvard University excavated there, first on a small scale, under the direction of G.Schmacher, and the later more extensively under the direction of Dr. G.Reisner and C.S.Fisher. This excavation concentrated on the top of the castle and the casement walls dating to ninth century. It also exposed parts of the roman wall, western gate, Hellenistic tower, Augustus temple, forum, basilica, theater and some private houses and manuscripts.

The second and more recent expedition. Between 1931-35, the British School of Archaeology in Jerusalem, British Academy and the Palestinian Exploration Fund cooperated with Harvard University and The Hebrew University under the direction of Mr. J.W.Crowfort, with E.L. Sukenik as assistant field director. Kathleen Kenyon who also participated in the expedition. This mission has learned the castle and revealed the colonnade street, the forum and the stadium. It also discovered the Curi Temple, the theater, a group of Roman tombs, the Roman hydraulic system and the Byzantine church.

Between 1965 to June 1967, the Jordanian Department of Antiquities conducted an intensive program of excavations and clearance at Samaria, which had been remained untouched since 1935.the new project was funded by U.S Agency for International Development. This was under the supervision of F.Zayadin. The work was concentrated in the reign of the

theater, colonnaded street, western gate and the temple of Augustus. A tomb of the late Iron Age was discovered as well. In 1968, J.B.Hennessy conducted an excavation in the western part of the hill. He discovered several layers of Hellenistic and Roman ages.

Unfortunately the war interrupted the project and only short-reports were published. F.Zayadine remained for a few months at the Ecole Biblique of Jerusalem after the war. (Coins from Samaria-Sebaste by W.J Folco and F.Zayadin page: 197)

4.6 Restoration works in the town:

There was a project for the restoration and maintenance work in 1997 for the two rooms in the court of the mosque; these rooms are dated from the Ottoman period, the two rooms were restored so as to be used as a museum for all the collection of the town were gathered by the Department of Antiquity but now it is used as a library for the children in the town, also the Roman Royal Tombs near the mosque was restored, the project was done by the Department of Antiquity the fund was from the Holland Government.

4.7 The researches made on the site

Not many reseaches were done to the site as it is expected, some of them were just articles published in newspaper or magazines with not many information just telling the brief history of the site, others are researchs done by university undergraduate students (they were their graduaton project) they were four reseaches done one at Birzeit Univesity and the other three are at en-Najah University:

1- Developing the town of Sabastia:

Proposal was prepared by Saher Mohabish/Birzeit University. (1997)

The concept of the project to determine the tourists path that will connect the different tourists sites and monuments , and this will be within planning process aiming at using all the potentials and opportunities in the town. Also the project aims to apply all the meaning of sustainable tourism so as to open away to apply the other sustainable purposes. This will open opportunities for the local residents to be involved in the project.

The others, are articles mentioning few informations about the site, such as its history and the archaeological remains only.

2-Sabastia Tourists Center

Prposal was prepared by Maias Ghazal/ En-Najah University. (1998)

-sabastia was chosen for such a project because of it's location linking the North and the middle of the West Bank.

-It's environmental asoects.

-The cultural heritage of the town, which it is still a conservative town , as this will not be found in big cities

-Its significance archaeological and historical remains

3-Rehabilitation of Tourism in Sabastia

Proposal was prepared by Fadwa Azem/ En-Najah University. (1993)

It disscussed the Rehabilitation of Sabastia, to make a tourist attraction by reusing the archaeological and historical potentials in the site with emphasis on:

-presrvation of the collonnade street

-preservation of the theater

-addition of tourism facilities like restaurants, souvenir shops, motels, etc..

4-Rehabilitation of Sabastia and Prepare it to Sabastia International Festival.

Proposal prepared by Mervat Ghazal and Eman El-Gabi/ En-Najah University. (1996)

Using the town as a panoramic to present what was hidden through the false advertisement done by the Israelis about our real history to tourists by connecting the two sites of the town, historical and archaeological through developing each site through using the yard of the forum as the area of the festivals activities, restoration and reusing the old cultural buildings in the old town for the tourists activities. The goals from the project are to enhance the economic situation of town, open working opportunities for the local people, and prepare centers for the festivals in the town, the responsables and the workers are from the local residents.

4.8 Summary

Coming through the history of the town we can see the development of the city through ages and how many civilizations the city passed through, this is one of most strongest points of the town that will make it an attractive site for the visitors from all over the world, as till now Sabastia –although it is in remains- still an attraction site for many researchers and visitors who come specially to visit the site and study it.

These potentials, of course, are not all in a good condition to promote the site to be a tourist attraction, so as to check this, analysis and evaluation

must be done for them, this will be done with help of the investigation tools that will be used for this purpose.

Chapter Five: Analysis and Evaluation of the Characteristic and Potentials of Sabastia

- 5.1 Importance of the Site
- 5.2 Aspects of Physical Characteristics of Sabastia
 - 5.2.1 Sabastia in the International Context
 - 5.2.2 Sabastia in the Regional Context
 - 5.2.2.1 Dual Tourism Agreements With Israel
 - 5.2.2.2 Inter Arab
 - 5.2.3 Sabastia in the Local Context
 - 5.2.3.1 Local Visitors
 - 5.2.3.2 Students
- 5.3 Tourism Problem in Sabastia
 - 5.3.1 Political Problems
 - 5.3.2 Services and Facilities Problems
 - 5.3.2.1 In the Archaeological Site
 - 5.3.2.2 In the Historical Site
 - 5.3.3 Cultural Heritage Problems
 - 5.3.3.1 In the Archaeological Site
 - 5.3.3.2 In the Historical Site
 - 5.3.4 Administrative Problems
 - 5.3.4.1 Visitor's Fees Admission
- 5.4 Effect of tourism on the town
- 5.5 Enhancement/Development of tourism in the town
- 5.6 Summary

Chapter Five: Analysis and Evaluation of the Characteristics and Potentials of Sabastia

Tourism is one of the important economic sources to any cultural heritage site, unfortunately this is not the case of Sabastia. Not many visitors come to visit the town, the reasons of this will be explained in this chapter by coming through and investigating the number of the visitors to the site and their categories, the problems of tourism in the town in the opinion of the local and foreigner visitors, then indicating approaches for developing the town for tourism taking into consideration the ideas and concepts are given by the key figures, the local people, the tourists and the guides.

5.1 Importance of the site

The importance of the characteristics and potentials of Sabastia is due to the existing of a magnificent archaeological site, which include several and different civilizations for different periods of the history of man kind. This shows the changes occurred on the construction, architecture of the buildings, the lifestyle of people for each civilization, and that it's the largest archaeological site in the north of the West Bank, which lies on the main road between Nablus and Jenin.

So Sabastia is one of the tourist's attractive areas that many visitors visit every year. It is considered an attractive tourist sites for many reasons:

- Variety of cultural heritage and civilizations in one site, the remains of different periods are important potential for the development of tourism in the town.

- Location of Sabastia in the middle of the tourism area in the country, as the tourists traveling from the north (Tiberias, Nazaiets, Jallil), to the south (Jerusalem, Bethlehem). So Sabastia is located in the middle of their trips.
- Religious importance for the Christians especially to visit the churches of St. John the Baptist.

These potentials and characteristics of the town will be evaluated and analyzed in this chapter depending on the research methods and the tools of investigations were explained in the previous chapter, and the information resulted from them.

5.2 Aspects of Physical Characteristics of Sabastia

The characteristics of the town will be its relationship in the international, regional, and local context. How Sabastia is affected from these relations, if they exist, and if not how to make a good divulgation for the town in these levels.

5.2.1 In the international context

In this phase Sabastia must be firstly put on the program of Palestinian Tourist Trip lines. The government and all its authorities, the local communities, the private sector, all the tourists agencies and organizations must work hardly for the advertisement and marketing of the historical, religious, archaeological and natural sites under the PNA control, Of course Sabastia is one of these sites that really needs much work.

The Ministry of Tourism and Antiquity had prepared a program of five days for the tourists trip in Palestine; it starts from Jerusalem in the first day and will be finished in Nablus from which the tourists in this day will go to visit Sabastia and have lunch there, after this the tourist will continue the trip to Jenin.

There is a possibility to benefit from the project of Bethlehem 2000 that was prepared to accept the pilgrimages from all over the world in the beginning of the 2000 years for the birth of the Christ. The path of the tourists will follow the steps of the Christ from Bethlehem to Nazareth passing all the cities that had passed through; and on the way, the pilgrimages will pass Sabastia, this program will be in Spring. Tamer Institution for Youth Services is preparing a training program for the youth from all around Palestine to discover the path of the foot steps of the Christ. The concept of this is to develop the Palestinian country side that the Christ had passed through, so those youths will be trained well till Spring and then they can be guides for these places. All these efforts will be written down in a book which will attract all youth living outside the country or inside the green line to come and visit these sites, Sabastia is included in this program and will benefit much as they expected from the project they are preparing.

The Visitors in the international levels

The visitors to the town are from 32 countries, they come through Israeli and Arab travel agencies. The largest number of visitors are American (Table 5.1), as they are interested in the biblical site they say that they can see the remains of what they read about in the Bible.

It is said by the local people and the owners of the restaurants that most of the European visitors who visited the site are Greek and it is somehow true as in October 99 two buses for Greece visited the old town but not visiting the archaeological site, so this number is not listed in the table of the tourists as they do not pay the admission fee (observations of the researcher), but if we look at the table we see that 241 Greek visitors visited Sabastia in 1999 and this is a small number according to other countries, the reason is that they are interested in visiting only the religious sites and specially the two churches one is located in the old town and the other is in the archaeological site, visiting the one in the old town is free from charge and to avoid paying the admission fee they took a way through the trees to go directly to the church. So the little number is listed is not reflecting the reality.

There are other visitors who come only to visit the Cathedral of St. John the Baptist (the Mosque) in the old town some of them are German. These visitors are 49% of all the visitors to the old town.

So there is a problem in this table, as it does not reflect the real number of the visitors to Sabastia, but only those who visited the archaeological site and may visit the historical site at the same time.

Most of the foreigner visitors are coming for religious purpose (42.5%), for recreational (22.5%), for cultural (15%) and for educational are (20%) of them. The reason that most of them are pilgrimage tourists to see the tomb of St. John the Baptist and the site is a biblical one written in the bible so those who read the bible come to the site to see the place of the biblical events and stories. Especially the Greece and Cyprinian as they come in large number and most of them are sisters (nuns) and priests.

Country	No of tourists	Country	No of tourists
America	8361	Holland	132
France	3490	Finland	125
Germany	2320	Norway	105
Poland	1900	Malaysia	85
England	1127	Polgaria	75
Israel	986	Japan	73
Italy	934	Belgium	68
Spain	435	Australia	67
Mixed	319	Brazil	38
Denmark	278	Russia	30
Greece	241	Sweden	28
Swiss	215	South Africa	25
Austria	198	Arab	24
Korea	180	Turkey	14
Yugoslavia	173	Romania	10
Taiwan	160	Ireland	2

Table (5.1): shows the visitors nationalities and number (1999)

5.2.2 Sabastia in the regional context

In this level the tourism relationship is with the countries in the regional context as Israel and the Arab countries, this relation will explain the way these relations are arranged to have a good and developed level of tourism from these countries.

5.2.2.1 Relationship with Israel - Dual tourism Agreements (between Palestinian and the Israelis)

Palestinian tourism sector was taken into consideration in the Palestinian and Israeli Economical Protocol that was held in Paris 29th, April 94 as there was a specific item for tourism (item no 10) there were many resolutions in this item such as:

- Each part will protect, guard and enhance the religious, cultural, archaeological and historical places and other tourist's places under each controlled land to make it a tourist attraction.
- In coordination between them: each side will determine the hours the visiting hours to the sites, so as to make it easy for the mutual visitors in the longest time, it also takes into consideration the weekends and the feast for each country. Any extreme changes in these things must be managed and taken into consideration.
- There is ability in exchanging the trips and tours between the two sides, and this can be done with arrangements.

In spite of these facilitations there are obstacles in the area as in part 1 from item No. 10 says:

- Total supervision on the tourists sites connected with dividing the Palestinians Lands to A, B and C Zones that is waiting to turn area B to A, and area C to B, the pre-deployment at area C on three periods, and the delay in these arrangements did not give the Ministry of Tourism and Antiquity the opportunity to the actual supervision or management on the tourists sites in area B and C.
- In item No. 10 there are paragraphs B and C from article 1:

The occupation authority prevent the Palestinian Ministry of Tourism and Antiquity from doing any thing in the site in the zones B and C on enhancement of the services and the potentials. The Ministry of Tourism and antiquity facing troubles (services) in encouraging the global tourism and to control the divulgation activities especially in the faces political problem between the two parties. The absence of the Palestinian supervision on Tourists transportation and the boarder's points is one the most serious obstacles.

The Israelis visitors' number to the town is many, because it is an important religious site for them; their number is in the sixth grade in table visitors' number (Table 5.1).

5.2.2.1 The tourism relationship between Palestinian and the Arabs countries: (Inter Arab)

The tourism relationship between Palestinian and the Arabs countries is still stopped because of the delay in Normalization with Israel, so Israel put obstacles on the entry of the Arabs to the Palestinian controlled Land. Although there are no tourism agreements between the Palestinian National Authority and Egypt, but the relationship is good and there are facilitation in the tourists traveling from one side to the other through Rafah Boarder and now after establishing the new airport in Gaza it is really very easy not only to travel to Egypt but to all the Arab countries. This really will increase the number of the Arabs that who want to visit Palestine -these all are in spite of the problems the Israelis put in the boarder-.

The tourism exchange between Palestine and Jordan existed since the Israeli occupation to the West Bank and Gaza Strip, before the Peace agreements. It was in a way the Palestinian traveling from West Bank and Gaza and back ward through Ellinbi bridge boarder on the Jordan River. But tourism exchange between Israel and Jordan after the Peace Agreements is on a good level that each side makes it easy for the visiting exchange in the new boarder, which was done after the peace agreement.

But the Palestinian and Jordanian governments are looking forward to the facilities in the traveling exchange between them and they sign an economic agreement in January 94.

With no doubt that the good political situation in the area and the dual and regional cooperation are helpful in the tourists attractions as this cooperation will participate in erecting the tourists projects and dense the efforts in the divulgation activities, this will depend on each country alone and the way it can do it.

For enhancing the Middle East cooperation in the economical put, there was a declare on establishing a regional commission under the negotiations which was called REDWG -the Regional Economical Development World Organization that held in Cairo 12th May, 94; from this organization there was the tourism -Middle East and EuroMediterranean Organization for Global Tourism. The aim of this is to emphasize the equity in the turn for all the parties in spite of the differentiation in the amount of the tourism activities (Fig 5.1).

5.2.3 Sabastia in the local context

Sabastia in the local tourism becomes in a very urgent need to organize the local tourism in Palestine in general and in Sabastia in particular and this could be developed:

- support the personal relationship and widespreading the awareness among the resendints about the touirst attraction.
- Putting a comprehensive plan to recreate the local tourism and preparing the local trips all the year.

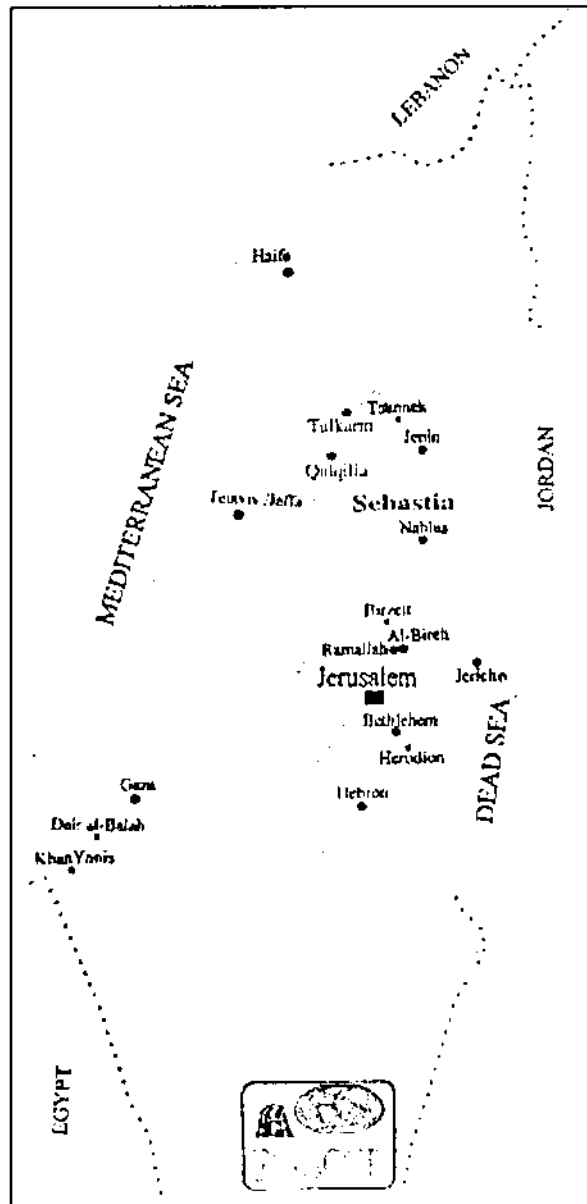


Fig (5.1): Sabastia in the Regional context

- Reducing the cost of the local tourist's trips according to the local income.
- advertising and marketing the site like what the Ministry of Information had done when it made a program about Sabastia for Palestinian TV and Radio , this really give the people the opportunity to know about it and attract them to visit the town. Preparing Posters about the site as what the Ministry of tourism had good and really another try must be studied well, but however it's a good attempt to promote the site and make the people know more about it.
- Festivals or annual meetings celebrations like what happens in Jarash (Jordan), this will be a very good try for the town and will divulgate it both in the local and regional levels. Sabastia annual festival is an idea started in 1995 and many parties prepared for it, but unfortunately for political problems and the bad situation of the infrastructure in the site made the responsible think of another alternative for the site but –of course- will have the name of Sabastia, and it was held at An-Najah University in Nablus for four times (annual festival). This does not mean that it will never be in Sabastia again as all the efforts of the Ministry of Tourism and Antiquity, the Governorate of Nablus, Ministry of culture, Palestinian Water authority, PECJAR, Ministry of Information, and the Municipality of Sabatia are really working for upgrading the town on all levels to accept the annual festival as soon as possible. The celebration of the Palestinian Cultural Day last year and this year for Nablus Governorate was held in Sabastia, last year the gallery shops were in the old town and the festival was in the archaeological site but this year they see that if they will do this the

visitors will be divided, so all the facilities and the festival are made near the archaeological site. It is a very good event that many of local people from the all Palestian cities and from the Palestiain occupied areas are invited to attend this day, through good advertising for it in the local newspaper, Radio, TV and invitation cards. It is a very good start to develop the site.

- Festivals especial for fruits and agricultral products, Sabastia is famous in many fruits like Appricots, Grapes, Figs, so it will be a good event to have a day for one fruit and invite the people in the districts to come to Sabastia in that day.

The municipality must play an important factor in increasing the tourism environment in the area within its responsibilities, as some municipalities found a lot of tourism projects like erection of new National Parks, make it easy to licence the tourists projects and programs. Sabastia Municiplaity may follow these steps to develop.

From the map of the significant cultural areas and sites(source: MOPIC-Ministrty of Tourism and Antiquities), we can see the nearest cultural heritage site to Sabastia is Nablus city so to connect the Town with Nablus is for its benefit as Sabastia is included one of the archaeological potentials in Nablus Districts, so the tours trips and the development of the town is put within Nablus Development program.

The access to the town from all around the cities and towns in the West Bank is easy as it locates on a very important historical road (the North-South road), even it is easy to go to the town alone as there is a special terminal for the town in Nablus city and it is an active line working all the day (Fig 5.2).

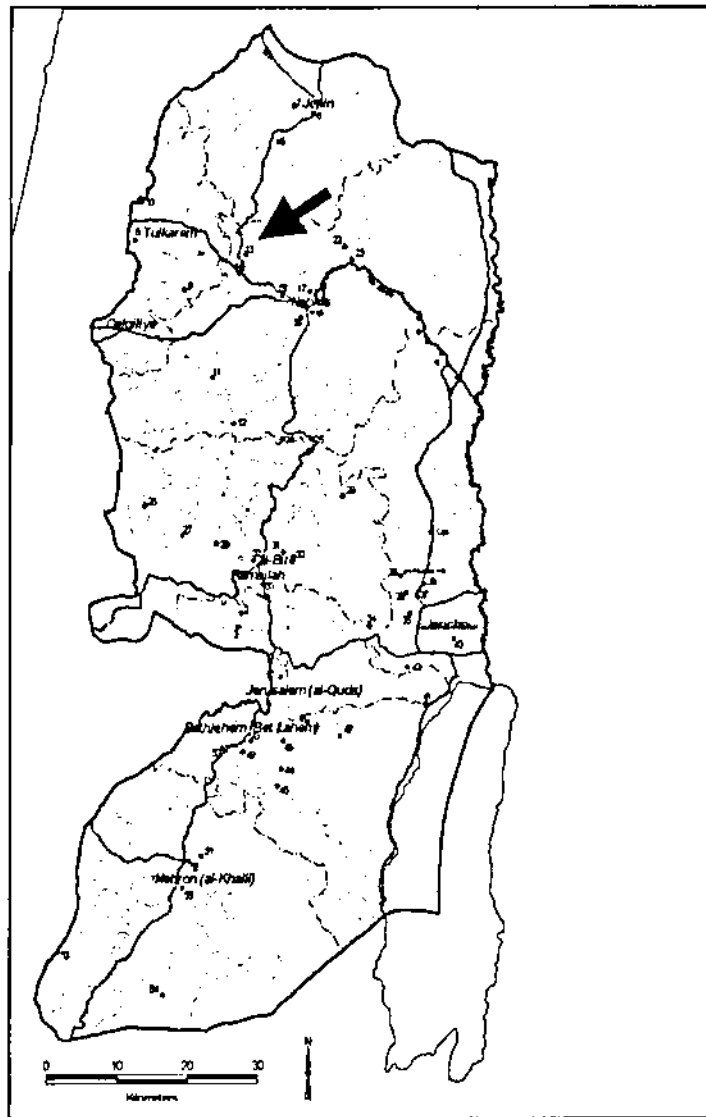


Fig (5.2): Sabastia in the local context

Source: Ministry of Planning and International Cooperation

5.2.3.1 Local visitors

The local people visit Sabastia only in the weekends and during the feasts. In these days the admission is free, so this cannot give us a real number of the local visitors to the town as only who pay the admission rates are included in the visitors number.

Most of the local visitors are from the West Bank especially from Nablus, Jenin, Tulkarem and their districts, very few numbers are coming from the middle or the south. They all come to visit Sabastia in the Spring mostly because of the beautiful landscape and the agricultural land. Very few are interested in the archaeological or historical values of the site. The way they come by are their own cars or with buses if they are coming in groups. From other cities or occupied areas they are who have relatives in the town.

The percent age of the local visitors according to the foreigners is little. The reasons for this are not clear enough but may be the local visitors are coming on holidays and in these days the office of the authority is closed so their number are not listed in the census, or they are not interested in the site because there is loss in the awareness among the residents towards their cultural heritage.

The data shown in the (Table 5.2) presents the percentage number of the local visitors in comparison with the foreigner visitors for the years 1969, 1981, 1989 unfortunately there is no data is available for the recent years but from observing the site for long time (three months by the researcher), it can be seen that this table reflects reality that the number of the local visitors is less than the number of the foreigners, and the local-tourists percentage is about 30%, so it is noticed that there is an

increasing in the percentage according to previous years, this is due to the peace agreements and the new political situation in the area.

Year	Tourists number	Foreign-tourists %	Local-tourists %
1969	37118	66%	34%
1981	48307	79.8%	20.2%
1986	31813	82.2%	17.8%

Table (5.2): local and foreigner visitors number in comparison

5.2.3.2 Students

Most of the students are Palestinian school students coming to visit the town during the school year especially in Spring. These students come firstly to visit the old town and then they visit the archaeological site, the number of the students had increased after the coming of the Palestinian National Authority in 1994 -as shown in the table-. Some of the students are university students whom are studying archaeology at Birziet University or at En-Najah University, or from Israelis universities as it is an important biblican site for them, others are forigner espacially the Americans who read about the Biblican importance of the site and they come to discover it (Table 5.3).

This number does not reflect the fact because sometimes the students visited the historical site- which is free from admissiom- and they did not go to visit the archaeological site so the number of these students will not be included in the whole number of the tourists, this number is about 200 students in the last year (1999).

Year	Student
1991	62
1992	18
1993	349
1994	292
1995	719
1996	731
1997	1565
1998	285
1999	1552

Table (5.3): The students numbers visited the town through 90's

5.3 Tourism problems in Sabastia

There are many problems of tourism in the town; the main one is the political aspect as it influenced the town dramatically several years. Other problems are facilities, services, administration and the accessibility to the sites. These problems will be discussed in this chapter taking into consideration the opinion of the residents and the visitors.

5.3.1 Political problems in Sabastia

The most important political problem of the town is that the archaeological is under the control of the Israel, and the Palestinians cannot interfere in the site in any way; this means that the Palestinians can do nothing in this until the site will be under their control.

The other problems can be seen by trying to explain the reasons of decreasing in the number of visitors to the town comparing the number of the tourists visited the town we can notice the problem:

From the (Table 5.4) we can see that the political situation had been an important factor in decreasing or increasing the number of the tourists that visiting Sabastia as the difference in the number of tourists between 1981 and 1986 is 16494 tourists because of the Israeli Invasion to Lebanon 1982 which influenced the number of the tourists. The number of tourists in 1969 is less than in 1981, this may be due to Israeli war in 1967, and what follow it from plane kidnapping in 1968, 1969, but the effect of this reason is less than the effect of the war of 1982 as the number of the tourists in 1969 are more than in 1986 in about 5305 tourists.

-In months we can see that there were no tourists visiting the site at all. Frankly, I did not find any reason for it because the months are rather different. But this is unmoral to Sabastia, which used to have more than 12 buses every day during the Jordanian Rule.

-The number of foreigner tourists are more than the local tourists.

-The number of tourists visited the town after the Peace Agreement between the Palestinian and the Israelis increased before the agreement. As the difference in the number of the tourists from the year 1986 to 1991 we have a difference of 31453 this is of course due to the Intifada and the political situation happened during this period and the bad image the Israelis gave it to the tourists who visited the land that they will not be safe in the West Bank, unfortunately they succeeded because some ignorant people had made some bad treatment with the tourists when they visited the West Bank. . From 1991 till now the number is increasing but unfortunately not as it must be because the number in this year 1999 is 22495 and this number is less than to what was before.

Year	No of tourists	Highest month	Lowest month
69	37118	4	10
81	48307	4	1
86	31813	4	12
91	360	12	8-9
92	489	5	9-11
93	1669	9	6
94	1879	8	1-5
95	2163	3	8-12
96	3840	8	6
97	5858	5	11-12
98	5005	3	1-6-7-8
99	22495	4	1

Table (5.4): the number of tourists visited the town through 1969 - 1999

The number in red indicates no tourists had come on this month

Most of the tourists are not coming to visit the historical site, and those who come to visit it are those who are coming in small groups coming by car to see the Cathedral of St. John, the religious groups are coming also to the Cathedral as the tomb of St. John and the others are who come with the residents as friends.

The tourists agencies are affected by this problem as most of the tourists companies that dealing with Sabastia and put it on their visits programs are Israelis and Arabs companies locate in Jerusalem, but before the year 1982 90% of the companies were Israelis, but these companies had taken

off Sabastia from their programs, may this is due to the political aspects because during the Intifada the number of the tourists to the town decreased.

The companies that are dealing with Sabastia now are from Jerusalem they are Arab, French and Israelis companies and other companies form Natherest.

5.3.2 Services, facilities and presentation modes Problems

Both of the archaeological site and the historical old town suffer from many problem that affect tourism and the cultural heritage resources dramatically from these are the services, facilities and the presentation modes in the two sites.

5.3.2.1 In the archaeological site

The tourists, guides and the residents visiting the site see some problems regarding the facilities and services. People think that these are the reason behinde the decreasing in the tourists number and solving these problems will enhance the site to be a tourist attraction:

The facilities and services in the archaeological site are only two restaurants and two coffee shops (Map 5.1), but the quality are not very good and even not compatible with the site and its cultural aspect and as quality they are not found (Fig 5.3).

The presentation modes are not enough in the site as the information written on the signs are not in details they are just mentioning the name of the site and only in English and Hebrow langauge, this was noticed by 95.85% of the tourists and 90.6% of the residents. It is believed that more clear scketches, general plan for the whole site, and drawings are needed

to make the site clear for who come without a guide. May be a model for the site is a good instrument for the expalnation of the site for the tourists. Cleaning the site is also needed, saftey devices are not existing in the site



a) coffee shop



b) restuarants and coffee shop



c) coffee shop



d) restaurant and coffee shop

Fig 5.3 services and facilities in the archaeological site

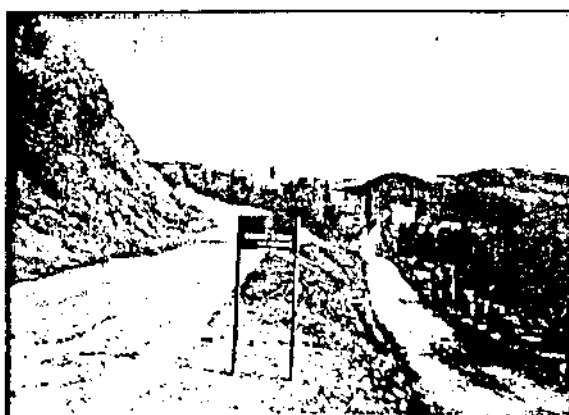


Fig 5.4: the names of the sites on the signs are written in English and Hebrow only

in the archaeological site, it is not safe for visitors because in some places due to trenches made in the site during excavations and were not covered or protected. The Israelis National Park, the Department of Antiquity and the Nature Protection had done maintenance and safety projects in the archaeological site started in the 2nd of November 1999, the project was be for two/three months, this depends on the budget put for the project (Fig 5.5). This project is to maintain the path in the archaeological site that leads from the bottom of the tower to up the summit this includes cleaning, making steps and fencing it to protect the visitors from falling down. Whatever their concept or idea from this project or how it will influence politcaly it is good for the site that by this it will be enhanced, developed and so will be attracted more visitors.(Researcher observations and meetings the Israelis contactor).

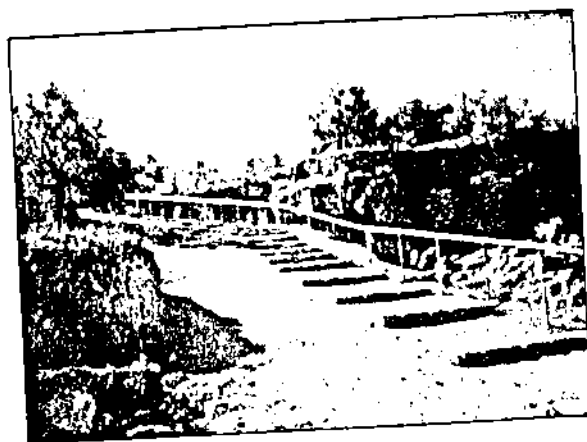
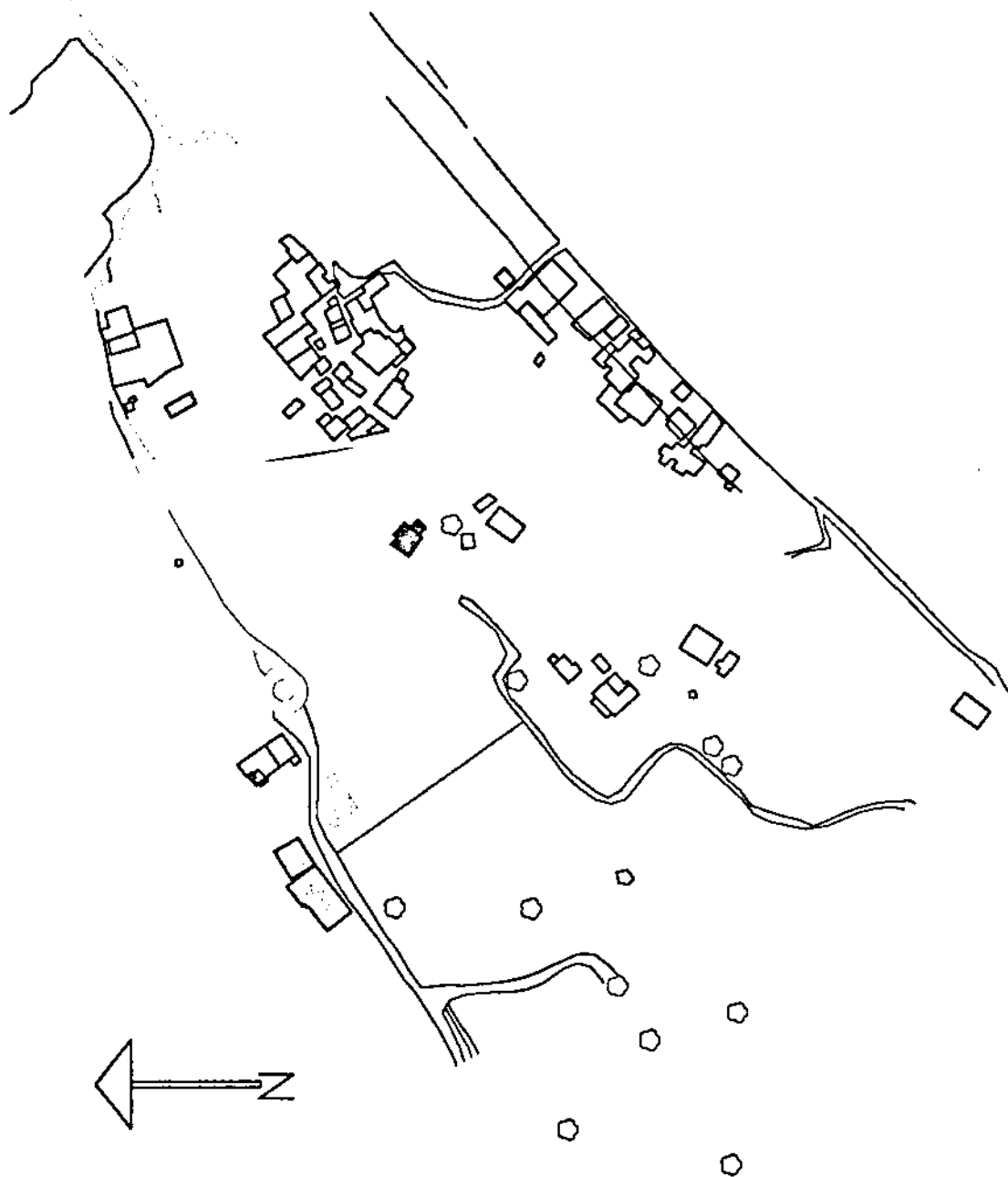







Fig 5.5: the restoration work in the archaeological site done by the Israelis

The excavations in site is not finshed and need more excavations to clear more ground layers from the surface to find all the site remains and this will be clear to the visitors or to the scholars. More development and preservation of natural atmosphere is also needed. A French priest who visited Sabastia for the Tenth time said that nothing had changed since the first time, for him it is a good and bad surprise the good is that the site



-  Restaurant and coffee shop
-  coffee shop
-  coffee shop
-  restaurant and coffee shop
-  administration office

Map (S.1) > The Facilities and services in the archaeological site

is preserved as it is, the bad is that nothing is new in the site since ten years.

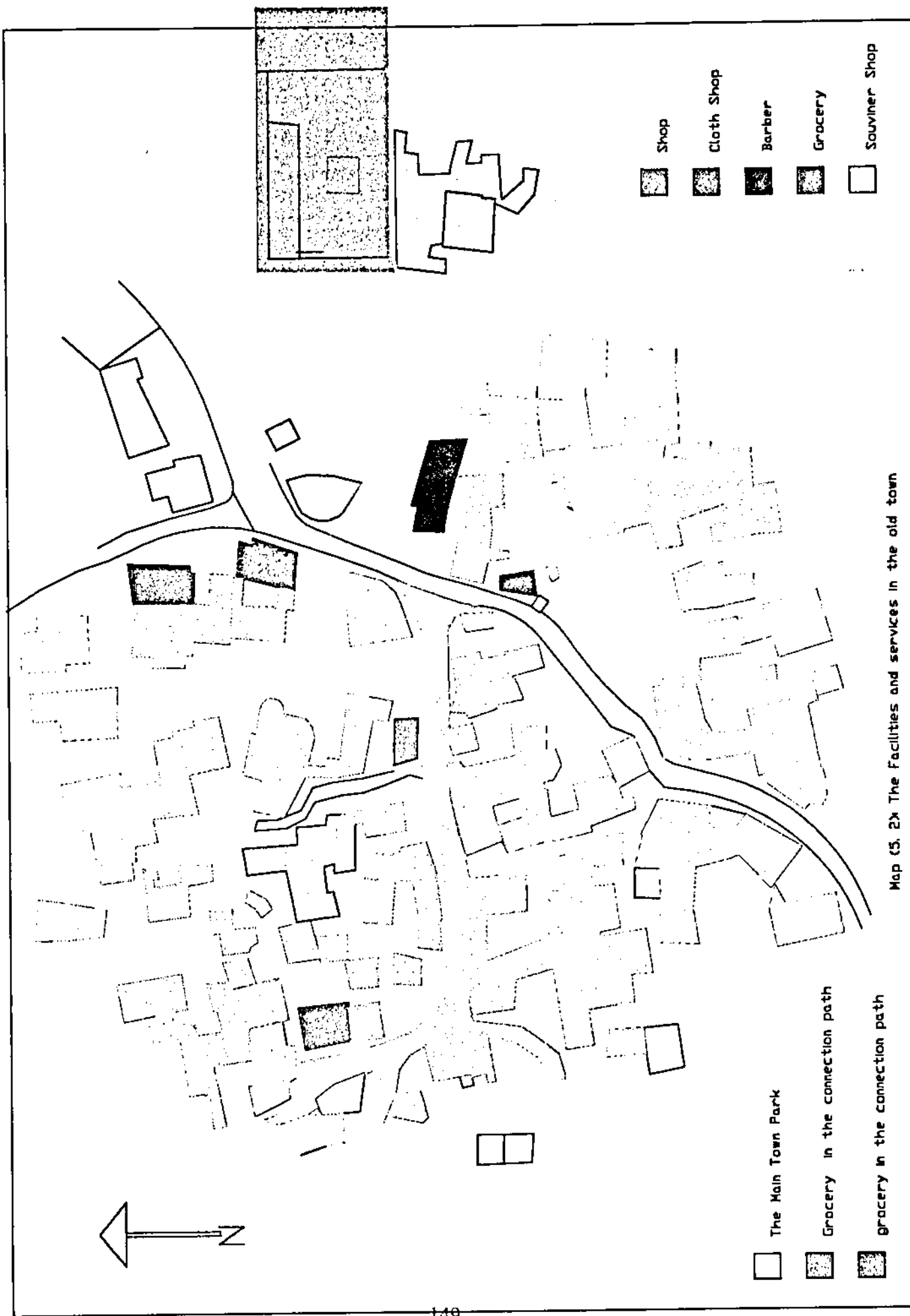
One of the guides said that there is no place for gathering the tourists before visiting the sites to explain it for them and this is needed to be in such important sites.

5.3.2.2 In the historical site

The facilities and services in the historical town are only one small public park that is located in the historical site and few shops (Map 5.2), these facilities are not tourist attraction neither in their shape nor function, and even not compatible with the site. However the visitors see the facilities in the town good and they are not the main reason for the decreasing in the number of the tourists visiting the town, on the contrary, the opinion of the residents that the quality and quantity of the services and facilities are not good enough and they are the main reason for this decreasing. The photos in (Fig 5.6) were taken for these facilities in the historical site and (Fig 5.7) for shops in the connection path to explain the situation.

For the presentation modes there is nothing done in the site, it is totally neglected, there is no direction sign in the archaeological site to lead to the historical site so the visitors cannot know if there is something to be visited there.

The problems as the residents and key figures see them are that 66.7% of the tourists who visited the archaeological site do not go to visit the historical site, the reasons that some of them 50% do not know about it, the guide did not tell them are 38.6%, the connection between the two site is not suitable for buses are 3.8% (Fig 5.8), problems in guide books



Map (5. 2x) The Facilities and services in the old town

and in interpretation materials are 3.8% and for the reason the site is not well conserved are 3.8%.

For the guides who are not visiting the historical site, 50% of them because they don't have time, 21.8%, 2.2% see that the historical town is not a tourists attraction, . 18% say there is no good access to the historical town from the archaeological site, 9% that the historical part is not mentioned in the guidebooks and 9% for the political situation.

From the residents point of view the reasons for that tourists are not visiting the historical town 32% out of them see that there is a problem in advertising and marketing the site, 25% of them see that there is a lack in the quantity and quality of the facilities and tourists attractions in the old town, 15% see that the problem is the connection path between the two sites, other 9% that tourists never heard about it, 11% agreed that the old town is not conserved well to be a tourist attraction and only 8% say it is a political problem.

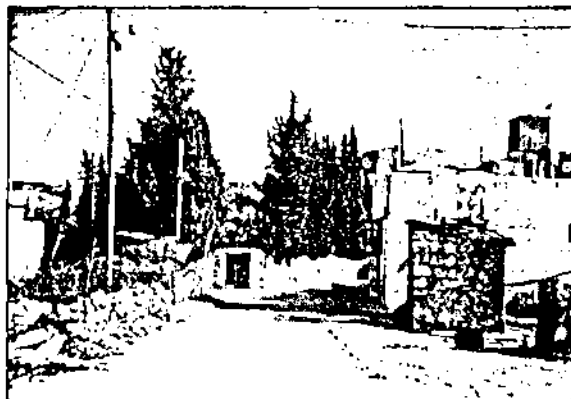


Fig 5.6: the start of the connection path from the archaeological site without any indication for the direction



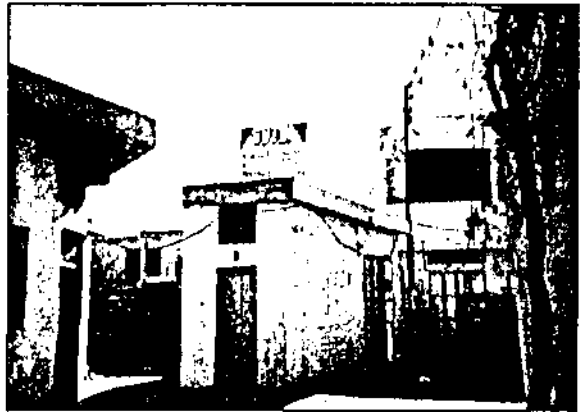
a) two shops



b) shops



c) main park in the town



d) Grocery



e) small souvenir shop



f) cloth shop

Fig 5.7:services and facilities in the historical site



Fig 5.8:the shops in the connection path



Fig 5.9: the beginning of the connection path between the two sites from the historical site

The residents opinion to solve the problems are that:

-the square in the middle of the old town needs developing

5.3.3 Problems facing the Cultural Heritage sites

The cultural heritage resources are another problem that affect tourism and caused decreasing in the number of tourists visiting Sabastia and their

categories. Most of the sites are neglected and none of them is conserved or restored to be used for tourists' facilities or attraction.

5.3.3.1 In the archaeological site

The town had been exposed to many earthquakes that damaged its remains dramatically and leave it on what we see today in the archaeological site, which was influenced badly that it had been damaged totally, and nothing is left from them. Other sites had collapsed into ruins, even others still buried under the ground and no excavations had been done since 1967. The weather is another problem that affect the archaeological site as through such long history the site had exposed to

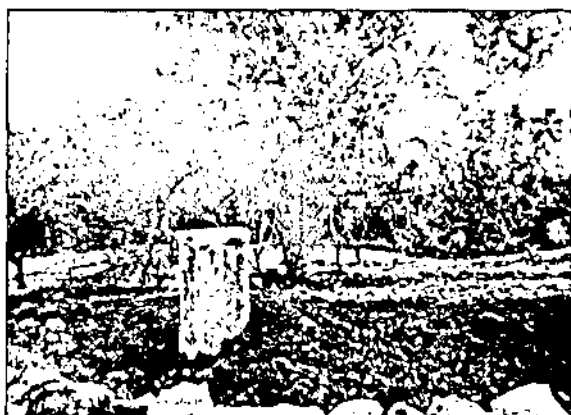
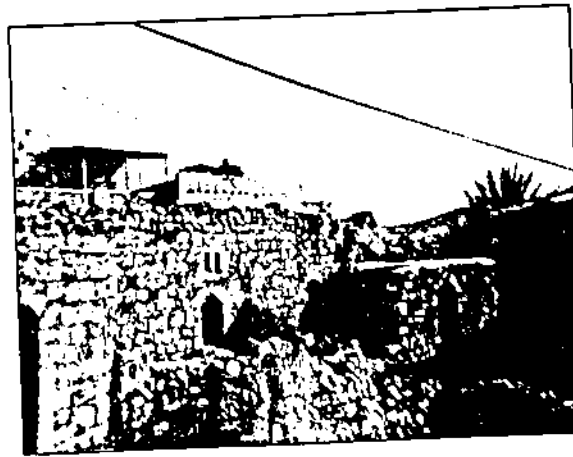


Fig 5.10: the roth of the animals on one of the columns in the colannde street

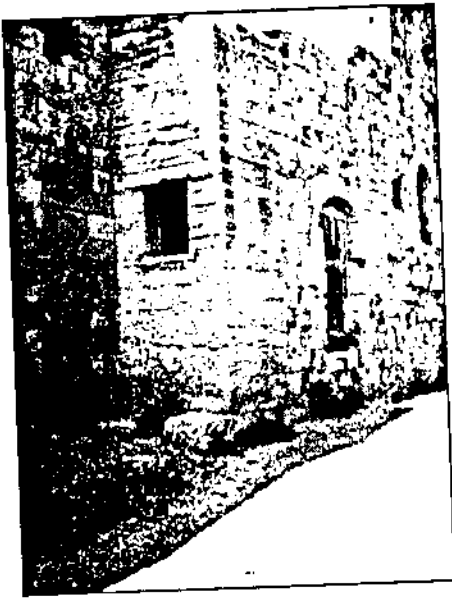
weather condition without any restoration or maintenance programs. The sites also are not protected from the visitors and without any control, so some of the remains had been stolen, people are writing on the remains or jumping up and down on the ruins, these all are fatal problems to these ruins. Therefore there must be excavations and restoration programs for the archaeological site, and prepare a master plan to protect the site both from the visitors and the weather to survive for the future and the coming generations (Fig 5.10).

5.3.3.2 In the Historical site

The historical town had a great architectural potential from the ottoman period as almost all the existing buildings date from that period, these potentials are really enough to raise the town to be an attraction for both the visitors and the residents, but unfortunately the impressive and special architectural buildings are neglected, empty, about to fall down and their structure in danger and may anytime fall down on any one who passes near them or wants to take a look in. Kayed palace is one of these buildings that represent the period, it is in a bad condition, used now as an animal parking and storage for garbage. It is about to collapse as many stones are about to fall down and many parts of it are damaged. Also the trees fill the place, the problem is that no body till now had taken a step to rescue it although many proposals had been done to reuse the palace and to rehabilitate it to be a tourists attraction. The problem is that the cost it needs for restoration and the large number of people who own it. The other building is Hiwarii big house it is also suffer from the same problems. We can see that these two buildings and some other buildings in the old town are not on any level a tourist's attraction and even most of them are not safe in their existing conditions. However, they could be developed easily for that purpose so there must be a plan for the old town to protect the old special buildings and control the development of new building to respect the old ones in their styles and building materials. In addition, we need the help from the residents of the town to be a tourists attraction (Fig 5.11).



c) abandoned and destroyed buildings



e) concrete intervention in an old building



f) cracks in the wall and fallen stone

Fig 5.11: cultural heritage problems in the historical site

5.3.4 Administrative problems

The archaeological site is controlled and governed by the Israelis National Park Authority (in zone C politically) but the stadium and the old town is in zone B, which is administrated by the PNA and Israelis.

There is an office for the National Park Authority in the archaeological site (Fig 5.12), with a staff of two employees one is an official for ticketing and arranging the tourists entrance, preparing the number of the tourists each month with the revenues from the site for the responsible

person from the authority who comes every month to take this data, the other one is for cleaning and guarding the site, both they get their salaries from the Department of National Park Authority. The office works all the days of the week except Friday but recently they work on Fridays as many visitors come on this day.

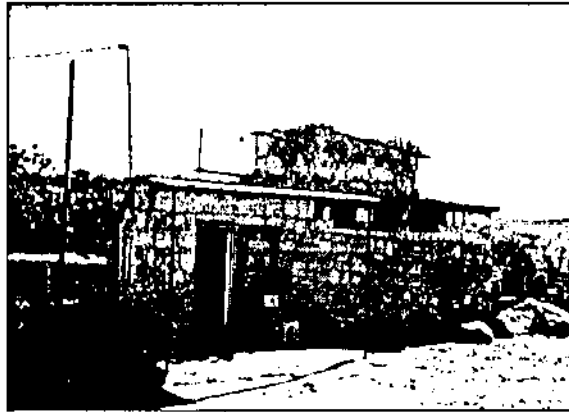


Fig 5.12: the administration office of Israel's National Park in the archaeological site

All the revenues from the site now and since occupation are going to the main office of the Department in Tel-Aviv, nothing is used for the development of the site, on the contrary it is used for to enhancement of other sites in the occupied territories. The Palestinian National Authority had to take 25% of the revenues of the site due to the Peace Agreement that was signed between the Palestinians and the Israelis, but till now they did not take anything.

So the site is left without any development that is really help in the site destruction, deterioration and accordingly decreasing the number of the tourist. The site must move to be under the control of the Palestinian National Authority and the revenues of it must reuse for the benefit of the site.

In the old town no tickets for the historical site; the mosque or the royal Tombs, although during the British Mandate and the Jordanian role there were tickets for the mosque (cathedral of St. John the Baptist) and an employee for ticketing and there was for arranging the tourists' entrance to the site. During that time (British Mandate, and the Jordanian role) the revenues were used for maintaining the water supply and other village purposes; this compensate the restrictions which are placed on building and quarrying in the area of the ruins, but when the Israeli Occupation came the residents refused the ticketing for the mosque because the revenues will not be for the town of course.

During the British Mandate, and the Jordanian role the tourists had to spent 12 hours in the old town, as the colonnade street was not paved in that time so the tourists used to come from the main road to the main square of the town where there were a parking area, restaurants (Fig 5.13), and a well presentation modes, in addition to a guide specially for the town with detailed information about the history site and the monuments of it, and then the tourists go to the archaeological site. The town and the resident have benefited much from tourism on the contrary of now.

When the Israelis Occupied the west Bank in 1967, their safety and security factors required not to enter the old town of Sabastia and to meet the local people, so they paved the colonnade street in 1972. As a result the path of the tourists to the old town had changed since that time and the main road became the colonnade street to the archaeological site, this forced the owners of the restaurants to close theirs in the old town and constructed new ones near the archaeological site, which cause a sad

beginning of the degradation in the old town and decreasing in the number of the tourists visiting it (Map 5.3).

The old men of the town; Abu Aref, Abu Rasheed and Abu Mohammed told me that before the British mandate the tourist had to come from the West road (colonnade street) because the main road to the old town was not in a good condition to come through, when the Mandate came they enhance the road and after them the Jordanian enhanced it more.

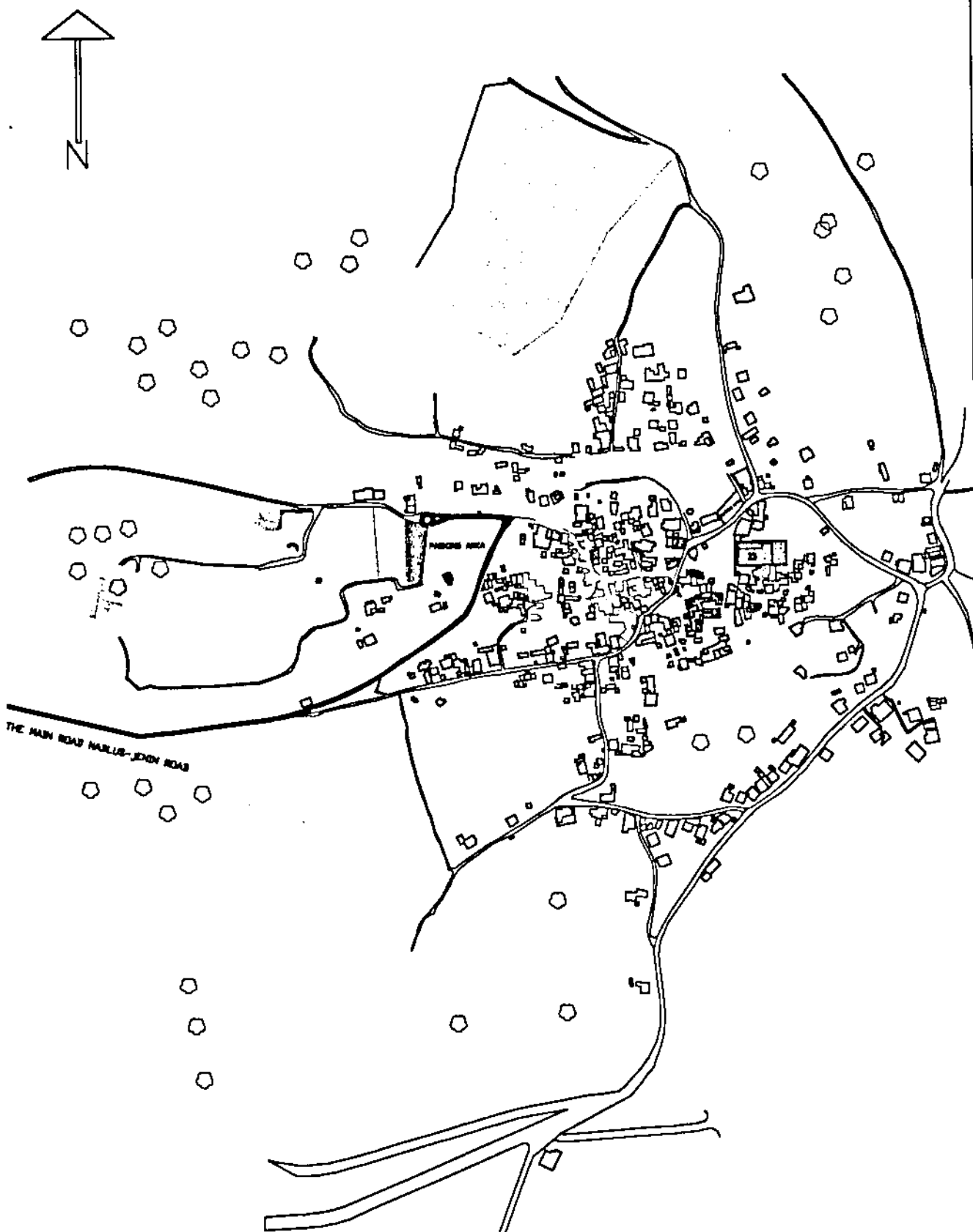


Fig 5.13: the second floor of this building was a famous restaurant in the historical site before the occupation in 1967.

5.3.4.1 Visitor's fee to the ruins

The admission rates for the site are expensive according to the existing situation of the site and to the quality and quantity of the facilities and the services directed to the visitors, so these revenues must be used for developing the site and the enhancement of it as it seems that they are not used in this way.

The fees during the British Mandate were 50 mils per head visitor; 10 mils a head of parties of school children more than nine in number.



Map (5.3) the Existing Tourists trip line to the town

scale 1:0.2

Now the soldiers, the police and the Dep. of tourism employee are free from payment. The tourists can buy a ticket to visit all the archaeological sites in (Israel). The fees are: adult 14 NIS, youth (5-15) 6NIS, adult in group (of 30 or more) 12 NIS, children in group (of 30 or more) 5NIS (Fig 5.14).

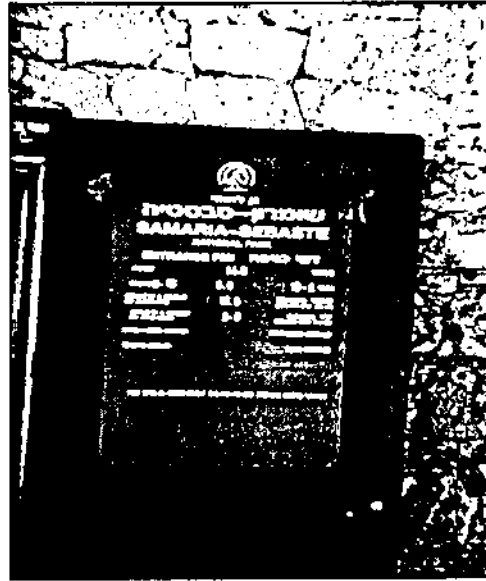


Fig 5.14: the board of the admission fee in the administration office

5.4 Effects of tourism on the town

The Ministry of Tourism and Antiquity/Israelis/ did not allow to construct any building within the old city wall boundaries, because all the archaeological remains are located in, and along the columned street. This was a good step for the protection of the site, also the Palestinian Ministry of Tourism and Antiquity is doing the same in the site nowadays.

Unfortunately the residents do not get benefit from tourism and its revenues as only 37.5% of the residents have a work that depends/relates on/to tourism and those residents are the restaurants and shops owners

The Municipality of Sabastia as the Mayor had said that they have a plan to develop the town and this plan is divided into three phases:(1) developing the infrastructure, (2) developing the tourists sites, (3) connection with tourists agencies to bring tourists to Sabastia, and the Municipality now is doing the first phase the infrastructure such as roads and water supply.

Public awareness is the most important factor in developing Sabastia, this is what Mrs. Suhair Qadi -the director of Department of Planning at the Ministry of Tourism- find it necessary and helpful to develop tourism in the town. In addition, to the brochures which reflect the real history of Sabastia and sharing the community in projects or any activities that will be taken in the town. Also Mr. Simonni (works in the Welfare and Riwaq institutions), an Italian specialist in restoration and conservation, encourage this step. The security of the tourists and their safety is the responsibility of the Tourism Police in the site.

Therefore, we can see that every one is working on developing the site, but they have to put together their efforts and cooperate with the other Ministries and authorities that could help also to develop Sabastia. It is also important to share the community in their work and inform them about their pains, and let them participate in certain projects.

However, these all are ideas but the real fact is that the Israeli National Park Authority is the only one now who has the right to develop the site especially the archaeological site which is in zone C, and they are the only one who are now doing some development on the site.

5.8 Summary

The analysis and evaluation of the characteristics and potentials of Sabastia had been explained in the international, regional, and local level, in addition, all the obstacles and problems that face and threaten the promotion of the town were also analysed and explained. so the strategies that will be chosen for the development and enhancement of the town must be suitable, and compatible with the town importance and its needs, and will be implemented depending on the priorities of the town's needs.

The town should be developed immediately to get benefit from its tourism potentials. I believe that all parties that are involved in this matter must cooperate and participate to enhance the site to be a tourists' attraction not for specific category or for specific time, but it must be a **'sustainable Tourism'**.

Chapter Six: Strategies and Recommendations for Developing Sabastia as a Cultural Heritage Site

6.0 Introduction

6.1 conservation of the Cultural Heritage of Sabastia

6.1.1 Conservation of the Historical Area and Buildings

6.1.1.1 Legislation of Buildings

6.1.1.2 Financial and other Incentives

6.1.2 Conserving the Archaeological Site in Sabastia

6.2 Using the Comprehensive Concept of Up-grading in Sabastia

6.2.1 Up-grading the Infrastructure

6.2.2 Community participation and involvement

6.3 Sustainable Development

Conclusions and Recommendations

Chapter Six: Strategies and Recommendations for Developing Sabastia as a Cultural Heritage Site

6.0.0 Introuduction

Conserving a monument is a part of this universal aspiration to reach all experiences of beauty, to participate in the various forms, styles, and inspirations used in different cultures to produce artistic masterpieces. In this perspective, conservation cannot be only a national responsibility; that is why UNESCO initiated in 1972 a convention for the protection of world patrimony. Linked to UNESCO, the International Council for Monuments and Sites (ICOMOS) and the International Center for Restoration and Conservation of Monuments (ICCROM) were also founded. Up to June 1988, 102 nations have become members of ICOMOS and 288 monuments and sites in 65 countries have been listed as masterpieces by UNESCO.

The Aga Khan Award for Architecture founded in 1976 and more recently, the AGA Khan Trust for Culture (1988) have the same universal goals, although they consider only Muslim cultural places to empower Muslim modern humanism.

The main achievement by these international organizations is the awareness of the rapid deterioration of the cultural patrimony in all societies and consequently, the necessity to rethink the problems of cultural development on a world scale.

Conservation of cultural heritage resources should be based on a clear management structure and continuous monitoring of changes against the baseline information and the statement of significance and character of the site concerned (Jokilehto, 1996).

After the evaluation for the existing urban context in Sabastia that is formed from the archaeological site, historical town and the physical environment, it is found that there is an unbalanced cultural values exist between them, proposals were put for solving this problem to connect and make a linkage between these cultural values in a way to let the balance be back. This linkage will represent how the physical environment will follow the extension of the Roman City plan to the east where the historical city and some remains and elements from the roman city exist, (for example the east part of the city wall, the royal tombs, the mosque (was the cathedral of St. John) and the end of the colonnade street). These give a good reason that the two sites and their physical environment must be linkage and connected in a proper way, as any proposal without depending on a subjective reasons will face problems and difficulties, and the attraction points will not be enough for the visitors to these sites and encourage them to visit the historical town.

The linkage will have a very rational excuses to convince the visitors to come into the old town, this path will attract the international tourism to the old town, and will stop the deterioration of the buildings along it, as the path was chosen passes through most of the important cultural buildings and the upgrading of the path will indicates development of all the buildings around it.

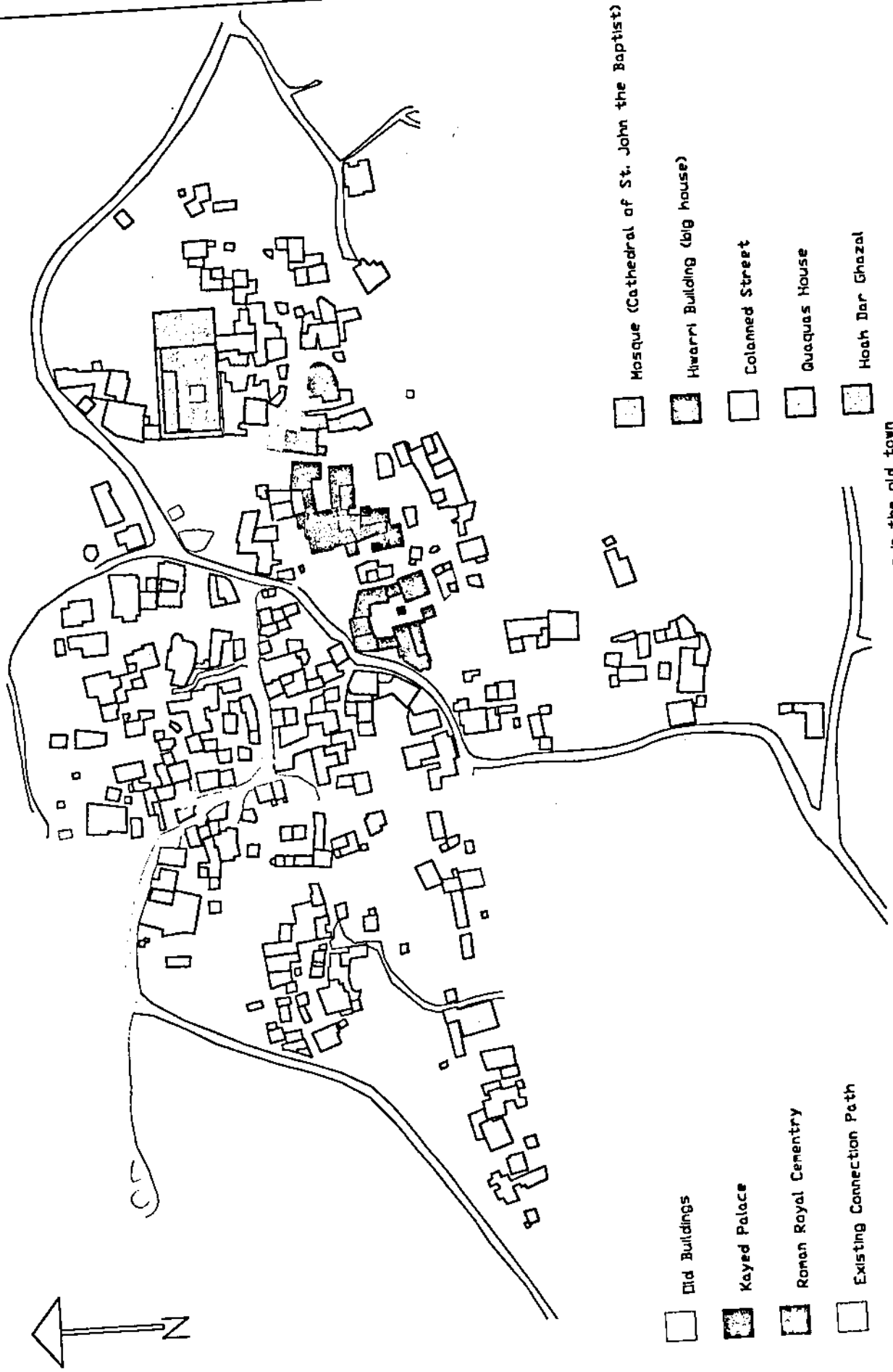
For the other cultural buildings in the historical town **Conservation Master Plan** will solve their problems. The priorities to conserve the buildings depend on the importance of these buildings in addition of the threats they face will be the first thing taken into consideration. Map 6.1 shows the proposed cultural-tourist path and the cultural buildings around its side that they should be conserved as soon as possible.

Choosing the **management strategies** comes after the management assessment (analysis and evaluation) the potential and characteristics of the cultural heritage site in Sabastia (Fig 6.1). The assessment will depend on the potentials of the cultural heritage the town has and the problem, obstacles, and threats facing them, as they are explained and understood well by the investigation tools were used specially for this purpose, the strategies for developing the cultural heritage of Sabastia will be chosen in a way suitable and compatible with the town needs.

However, three strategies were chosen cover all kind of problems the town face and each strategy covers a kind of problem it was chosen for :

6.1 Conservation the cultural heritage of Sabastia

The cultural heritage sites of Sabastia are the archaeological site and the historical town, not all the sites are protected by the law of antiquity, so develop a comprehensive regional method for the identification, evaluation, and management of historical and cultural resources post 1700(1) because there is no clear definition of historic /cultural resources and Antiquity in Palestinian National Authority- In the Particular Law of Antiquity no:51 in the year 1966, in part one. item:2 the definition of a monument is: any unmovable or movable monument, carved, built, discovered, or produced or amended by human being before 1700 AD



- Old Buildings
- Kayed Palace
- Roman Royal Cemetery
- Existing Connection Path

- Mosque (Cathedral of St. John the Baptist)
- Hwarri Building (big house)
- Colanned Street
- Queguas House
- Hoah Dar Ghazal

... National Heritage Resources in the old town

included any added part to the monument or rebuild after that date-. Post 1700 AD historical and cultural resources are not protected by this law, and therefore they are faced with widespread destruction and neglect, often resulting from a limited view of conservation practice that considers salvage and settlement archaeology of Greek, Roman, Byzantine, and classic Islamic ruins (main general of tourism revenues) the ultimate objective of cultural conservation.

This leaves the last three hundred years of human activities historical and cultural heritage (excluding very few exceptions indicated by the Minister) virtually unprotected.

So there must be a proposal for Palestinian legislation to avoid this problem as The Department of Antiquity in PNA had done a new Law Amendment of the Jordanian of the Jordanian Law 1966 that is still their reference in the PNA till now and this Amendment still waiting for its approval from Legislation council, although the modified law is not solving all the problems and obstacles exist, but in any way better than the existing ones.

Current planning practices by the Municipality of Sabastia and other governmental agencies do not incorporate the protection and management of cultural resources into their planning schemes and projects and this can be seen clearly in the Comprehensive Plan the Municipality is preparing, as the archaeological site and the historical town are not taken into consideration in this plan, and they are indicated as black spots in the map that they are not integrated with the existing facilities or services of the town. Demolition and misuse of existing historical structures are a common outcome of development projects, no guidelines exist for intervention already exists historical settings. The misusing of the cultural

sites happened in many cases in the town as El-Kayed palace is used for the animals now, and the same for other old buildings and of course as the existing Palestinian Antiquity law doesn't protect these buildings so their owners can do any thing with them. As a result of these the new law must be approved, or if this will take long time there must be a special regulation for the town it self to protect it for its special importance, this regulation can be done, and there is need to expand building regulations and land use controls both in scope and intent to include conservation of not only buildings, but also areas of historical and cultural significance.

The more we allow the physical heritage of the past to be decimated, the less likely it will be that future generations will feel the link with their cultural and historical roots. Lose that, and people may lose their sense of identity, their national pride and self-esteem, and their will to build a better future for their children.

Conservation of the existing rural stock in the town can help revitalize inner city areas and recreate a rich cultural experience, such as addressing the problems of social and functional segregation most modern cities suffer from (Daher, 1996).

6.1.1 Conservation of the Historical Area and Buildings

The National Register of Historic Places defines a district as "a geographically definable area – urban or rural, large or small – possessing a significant concentration, linkage, or continuity of sites, buildings, structures, and/or objects united by past events or aesthetically by plan or physical development."

It is important to look at the potential historic district from the point of view of how well it is defined. Thus, boundaries become critical as an aid in definition.

A conservation policy for a particular area must take into account the wider planning issues. It must address itself not only to the problems of historic preservation, but also to new development and, therefore, to the problems of height and density, and of the infrastructure. It must take into account social and economic factors (Cantacuzino, 1990).

To deal with Sabastia in this way a planning process is needed, so a **Conservation Master Plan** is the first step will be needed for the development and conservation of the historical city, as it will be the emergency plan that will conserve the cultural heritage resources if it will be studied well and taking every thing into consideration, although the archaeological site is not till now under the control of the Palestinian National Authority but it must be included in the Plan as a part of the town and its cultural heritage, and if there is any political problem in the area this do not mean this part is not part of the town and one day it will be back. The goals from the Master Plan are to protect and conserve the historical and archaeological sites and to control the development that will take place there and this plan must have its regulations and laws that will protect the past values (Fig 6.2).

6.1.1.1 Legislation for Buildings

There is a need for motivation and raising the general awareness towards conserving old buildings in Sabastia.

Choosing
management
strategies

1- Conservation

Conservation of the historical area and buildings

Conservation action plan

- First step and the top of the priorities will be needed for the development and conservation of the historical city
- Conserve the cultural heritage resources
- Protect and conserve historical and archaeological sites
- Control and conserve historical and archaeological sites
- Control the development that will take place there
- It will have its regulations and town law that will control the town's future development and protect the past values
- Up-grade the whole old city area (historical site)

Legislation for buildings

- It exists but not implemented properly
- Without legislation, deterioration of historic areas will continue

Financial

- There must be incentives to help the owners of listed buildings in conservation areas to fulfill his obligation, but there is a problem in the case of Sabastia

Fig (6.2): Conservation

The necessary legislation often exists but is not implemented properly, or is even disregarded because there is insufficient commitment to conservation. Without legislation, the deterioration of historic areas will continue unabated and it will be difficult to stem the tide of what is conceived of as “progress and internationalism”.

But it is not axiomatic that enforcement of laws will follow enactment. Even the existing elementary rules and regulations on buildings and land use controls, have seldom been used by the Municipality of Sabastia. This is partly because of lack of trained personnel and partly because the Municipality is presently ill equipped to enforce the rules exist, this is due that they do not have a future looking for the city, and that for them the need for the residents to build is the first priority and they must not stop them as the Israelis had done.

6.1.1.2 Financial and other incentives

There must be incentives to help the owner of a listed building or buildings in conservation areas to fulfil his obligations, but unfortunately there is a problem in the case of Sabastia in the financial as there is no much money exists there or in the Ministry of Tourism and Antiquity or any other one of the parties that should be involved to fund excavations, so the Municipality can help in the following if it will be possible:

- i-Tax relief: exemption for owners of listed building or buildings in conservation areas from property tax and value added tax (VAT).
- ii-Taxing the beneficiaries: making available for conservation part of a sales tax or VAT obtained from airlines, travel agencies, congress organizers, hotels, shops and other services benefiting from tourism.
- iii- direct action by the local authority: through updating the infrastructure through the acquisition, restoration and maintenance of key buildings.

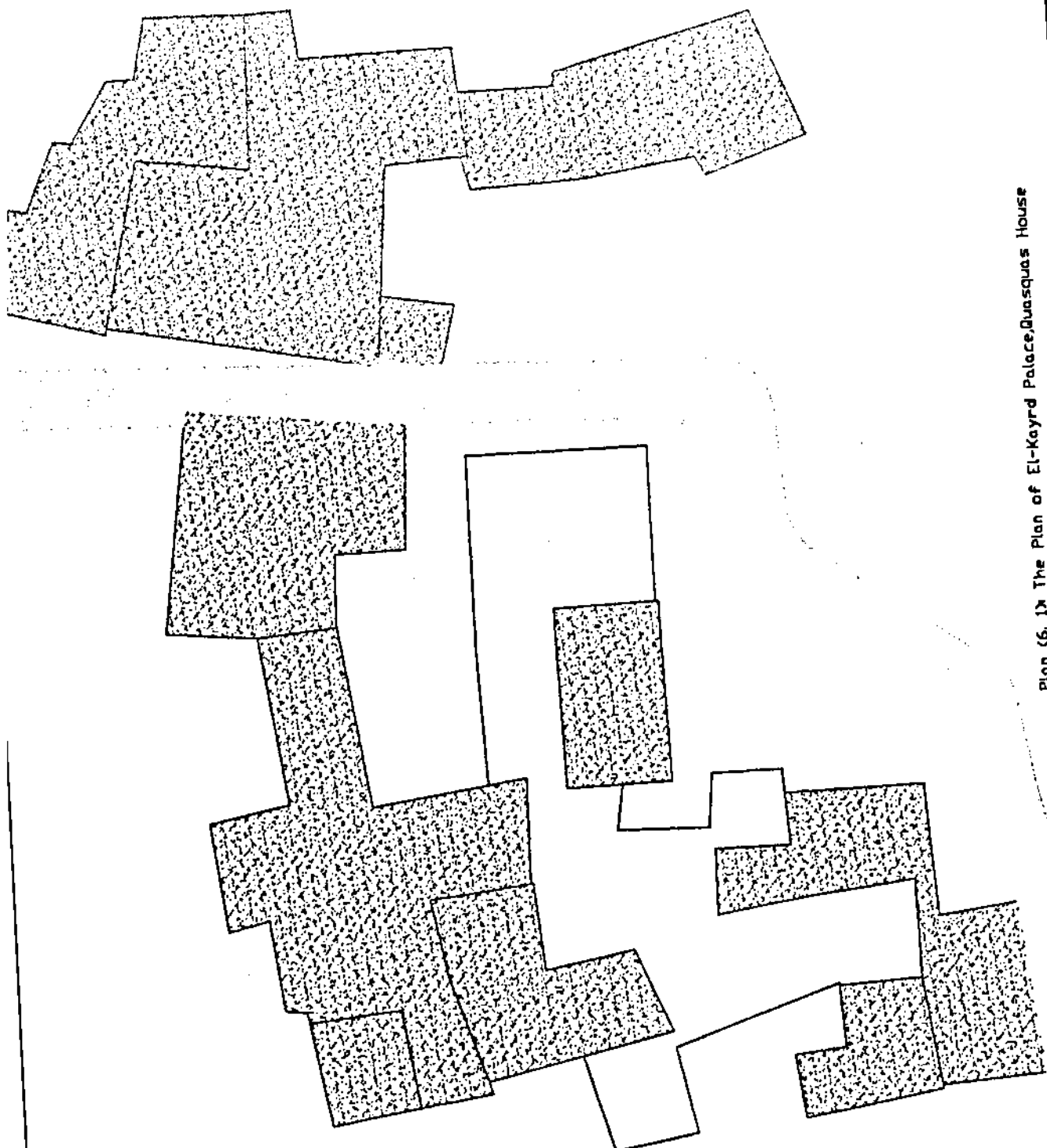
The **Conservation Master Plan** that will be prepared the Municipality of Sabastia that can indicate the kind of development, which is not acceptable and the general forms and bulk of development which might be acceptable.

- 1)- Conservation areas for special protection for which a few well-defined ground rules must be laid down to control alterations and few developments;
- 2)-Areas adjacent to conservation areas in which the height of new development would be controlled to protect the conservation areas and monuments of the city from intrusion.
- 3)-Areas beyond and for enough a way to allow any development, which complies with the building regulations.
- 4)-Conservation of the important cultural buildings along the path, can be started depending on the regulations, legislations and guidelines resulted from the ACtion Plan. Reusing these buildings will protect and conserve them, open work opportunities for the residents, and increase the awareness of the residents towards their cultural heritage places and increasing in tourism request for using the old cities as tourist's attractions: (Map 6.1)

El-Kayed Palace

It is supposed to be used as a motel, this will be very important as the tourists will stay in the town more than hours, and this will enhance the economical situation of the residents and the town. It has the opportunity to be used in any way but of course it must be reused in a very suitable function both for the palace and for he town.

The plan of the palace represents the Palestinian country house in the time of the Ottoman period (Plan 6.1).



- ☒ El-Kayrd Palace
- ☐ Quasquas House

Plan (6, 1) The Plan of El-Kayrd Palace, Quasquas House

Works needed to the palace are: restoration works, as pilaster and tiling the material will be used for this must be compatible with stone as the palace is built from stone. New constructions essential for the new function as the service rooms, these new addition can be treated in more than one way; as they can be from stone as to have the same image of the old, the other way that they will be contrast with the existing. Some parts of the palace are collapsed so they can be rebuilt with the original stones. (Fig 6.3) shows the existing situation of the Palace.

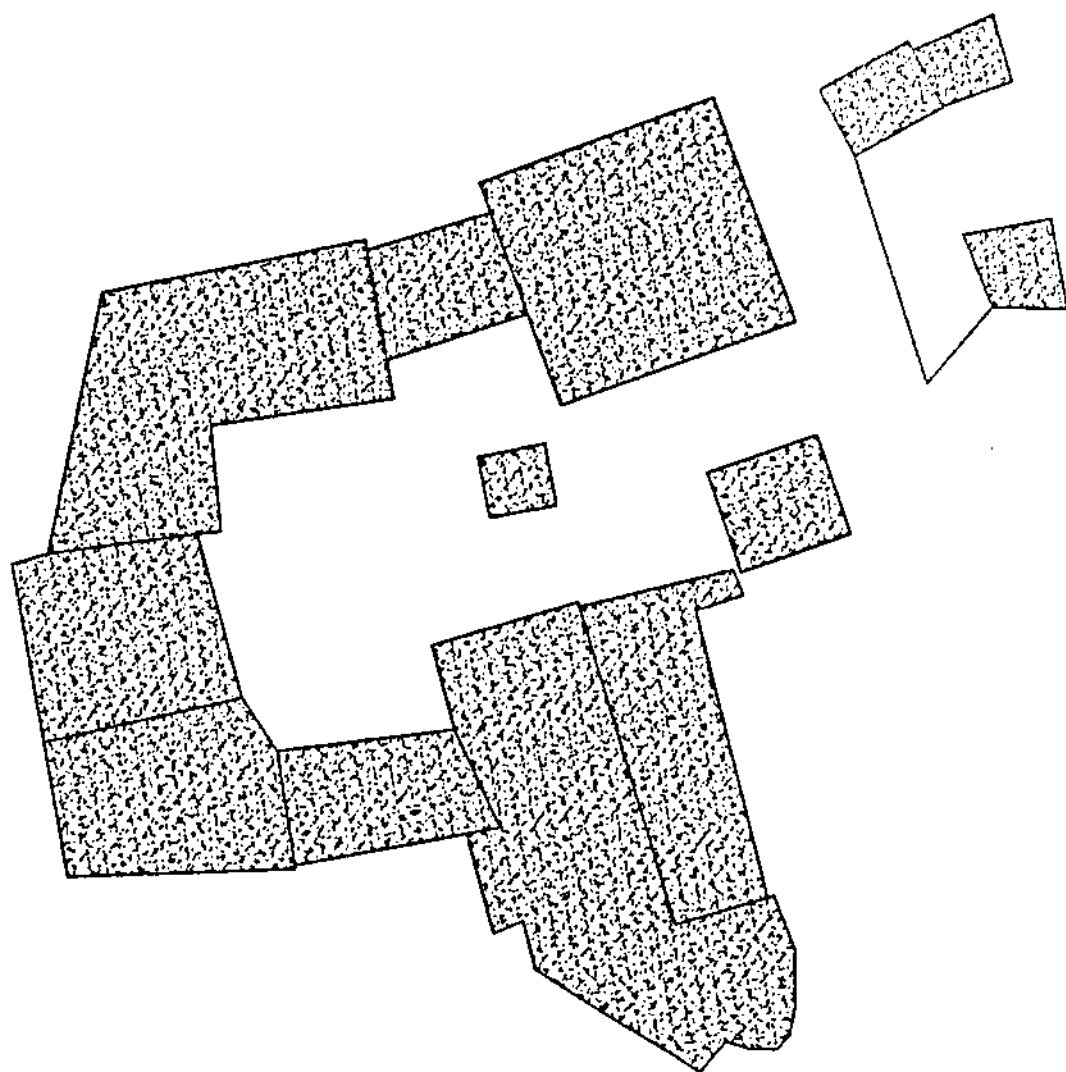


Fig (6.3): El-Kayed Palace

Hiwari building

It is supposed to be used as a youth center, this will be very important as the town in a need for such center.

The building consists of about twenty rooms distributed in three floors with a central court, most of the rooms are destroyed and others are needed restoration works, a concrete addition exists and they must be removed (Plan 6.2). The main façade which appears on the path has a very dangers problems as there are cracks and felling stones which threat the



Plan (6, 2) The Plan Hiwarl Building and Hosh Dar Ghazal

whole building so it is needed an emergent restoration work for fixing these stones, in addition, the buildings needs cleaning from the bushes and plants. Supporting the existing walls and tiling, pilaster works are also essential but their material and color must be suitable with the stone, which is the original material. (Fig 6.4).



Fig (6.4): Hiwarri Building

Quasquas house

This house locates in front of El-Kayed Palace and on the cultural tourists path (Plan 6.1), it is a traditional house but it had beautiful cultural values different from the ones in the palace, it is neglected and half collapsed, so restoration works are needed (Fig 6.5), it is supposed to be used with the front courtyard as a small restaurant to serve the visitors and the workers in the center proposed.

The house needs restorations works as support for the existing walls, cleaning the site as it is full of rubbish and plants, tiling the floor as all the original tiles are removed, in addition, reconstructing some of the fallen walls by reusing the original ones, and constructing new rooms to the new function.

Hosh Dar Ghazal

Restoration the area of the Hosh in front of Hiwarri building to be used as traditional restaurant (Plan 6.2).

This place is a remain of a destroyed buildings so to restore and rehabilitate them to be used with the court within them as a traditional restaurant, this will be a public service for the area, the works of cleaning, tiling, supporting the existing elements and infrastructure are needed, in addition, new construction are needed for the new function (Fig 6.6).

The Restoration of the Mosque and the surrounding area

The mosque and the surrounding area have a very important history as it was explained earlier (Fig 6.7).

Some of the surrounding buildings to the mosque are used as kid's library, although this place is proposed to be a museum for the remains and findings of the town, this will be after construction a new buildings for the library.

The mosque and the surrounding area need restoration works as restoring the existing tiling, cleaning the site specially from the plants on the walls and on the floor, mortar, constructing new services for the mosque such as toilets and place of washing for pray, and removing the existing ones as they are very harmful for the site.

For all the conserved buildings and after the restoration works there must be a maintenance-planning program put for them, as if this is not done the restoration works will be spoiled.



Fig (6.5): Quasquas House

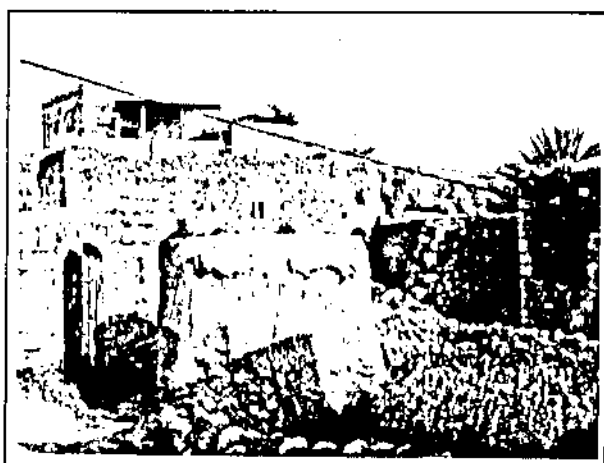


Fig (6.6): Hosh Dar Ghazal



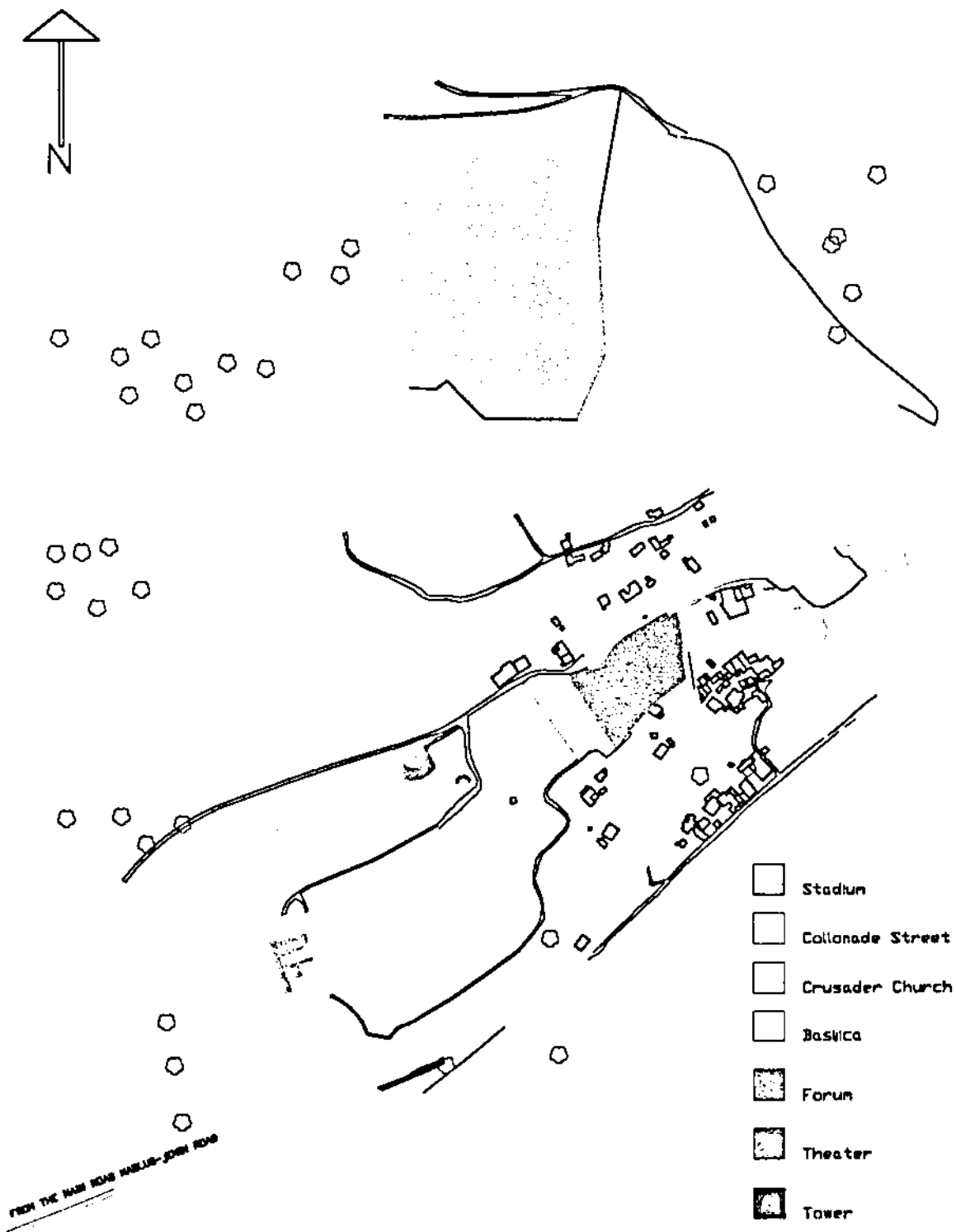
Fig (6.7): The Mosque and the Surrounding

6.1.2 conservation of the archaeological site

There is a great distinction between buildings, which are still occupied, and buildings, which are in ruins. Buildings, which are in use, are still adding to their history; they are alive. Buildings, which are in ruins, are dead; their history is ended. "There are all the differences in the world in their treatment. When a building is a ruin, you must do your best to preserve all that is left of it by every means in your power... When you come to a building, which is being used as a dwelling house, or a church.... You have to perpetuate it as a living building, one adaptive to the use of the present, but which has a history to be preserved." (Emerick, 1997).

The existing system for the management and protection of archaeological sites of Sabastia must be improved (Map 6.2). This coordination between the various groups of archaeologists excavating the sites as the responsibility of conserving them is not for the Municipality only but for the other responsible parties (Ministry of Tourism and Antiquity and the Ministry of Culture). The Municipality role is to aware the residents of the importance of these archaeological remains and how much they need. The awareness programs can be given through lectures in the Societies existing in the town to do minimum they can do by keeping away these remains to keep them safe and to clean the site as this cleaning could be done by the residents themselves feel loyalty to their archaeological site as restoration projects for the remains and to prepare a maintenance programs to be done for them within a studied schedule as restoration without maintenance is not enough.

The existing situation of the archaeological remains is not good as most of them are in ruins, little can identify themselves, so restoration program



scale 1:0.25

Map (6.2) The Cultural Heritage Resources in the archaeological site

must be put as soon as possible; as for the **Theater** care must be given to it as the collapsed part can be reconstructed by using the existing stones, it must be cleaned from plants and trees which are harmful for it, and then restoration must be done and applied. The **Basilica** can be reconstructed and restored, as most of the monument remains exist in the site, just needs care and attention, to clean the site from the plants and protect it from the visitors as they do not appreciate the archaeological sites and they jump on the stones. The **Tower** is in a good condition but it needs cleaning around it so as to be seen clearer, and some restoration works. The **Temple** of Augustus not much of it exists, (the stairs lead to it, and the bases of the columns), so it just needs restoration, cleaning and arrangements, and not let the visitors and animals walk on it. The **Crusader Church** of St. John the Baptist, it is in a terrible situation so it must first be cleaned from the trees and plants, support the walls and the stones of it, as they are about to fell down, for the roof it can left as it is or it can be reconstructed, a restoration program must be put for the site.

For all the sites any treatment will be applied must be compatible with the sites and their historical background, and specially the materials of restoration as all the sites are from stone so the original materials must be taken into consideration and what kind of treatments are suitable for them. If any of these sites will be reused the proposed uses must not be harmful for them as for the theater can be reused as activity place but this activity must be suitable for the site and do not need heavy equipments or those that can affect the side badly, and attendants to this activity must be in small number.

Through the program of restoration for the site, the presentation modes must be taken into consideration specially the existing site's signs as the

information on them are only the name of the site, and this is not enough at all, so a detailed information about the site and some explanation sketches of the existing situation and reconstruction drawings, a site map must be helpful for the visitors in all ages and different level of education as they can understand it, and of course these information must be in more than one language and the local language must be one of them. Not to forget that these signs and explanation boards must be compatible with the site in their materials and colors, as may they can be from olive wood or from stones as the site is full of stones and olive trees, and they can be from steel if they will be presented good in the site, of course, this can be determined after analysis be done, and all of them must have the same color, material and design.

Safety devices are also important for both the visitors and the workers in the site as the site is in danger, and the visitors are exposed to fell in any time without even a signs to caution or fences to protect them, so safety devices must be applied as the fences, boards and signs for all the sites which are danger, as the theater and the path lead to the hill, around the palace of Omri, and along the way from the top hill to the crusader church. The materials of course will be suitable for the site

For the remains that are still underground there must be excavation works to uncover them so as the site to complete, but of course excavation is prohibited unless a conservator is present on the team and a plan to preserve the site is found to be adequate by the department of Antiquities.

Resources to implement the preservation plan for the site must be included in the project budget, and executed by the members of the team or someone appointed by the project upon approval of the Antiquities

Department, for example the archaeological sites that still underground are the **Temple of Kore**, as it was never excavated but its location is known, the **Greek City** as most of its remains are not found at all although they are mentioned in the books, **Stadium** of the roman city which was excavated and reburied again. The end of the **Colonnade Street**, which is not known, and this is in the east part of the Roman city.

The fact that there is little provision for post-excavation protection of the site is a serious problem. The department of Antiquities needs to implement a new policy concerning excavation. The following is suggested.

If the preservation of the site cannot be provided for in an exposed condition, the research team may opt to re-bury the site. Re-buried sites must be stabilized before burial. A time capsule including the findings and data of the research team must be buried with the site. A copy of findings and a list of all conservation treatment for both exposed and re-buried sites must be deposited with the Antiquities Department.

The British Mandate had buried the site of stadium after excavated it so as not to be destroyed, the site was documented and photos were taken for the site, they did this before they left the country in 1948.

6.2 Using A Comprehensive Concept of Upgrading in Sabastia

The comprehensive concept of up-grading is based upon four main items, three specialized items and a more comprehensive one.

Upgrading the historical area and the archaeological site in Sabastia, should be dealt with through a defined conceptual out line and strategy.

1- Up-grading of the infrastructure

2- Up-grading the social services, religious buildings, educational, health and cultural.

3- Up-grading built up mass.

These three fields will not cover up the comprehensive concept of the up-grading

4- Up-grading the community:

Dealing with social, economic aspects of the society, the enclosed space in which the individual lives, the social services and infrastructure utilities and the surrounding environment. Thus the up-grading of the community covers up-grading of the infrastructures, the social services and the built up mass all together with the social and economic up-grading of the community itself (Fig 6.8).

6.1.1 Up-grading the infrastructure

Upgrading the infrastructure is in fact very important, as the existing situation of infrastructure in Sabastia in general and in the old town and the archaeological site in particular is not good at all in levels (Fig. 6.9).

The **streets in the old town** are in bad condition: paths between the houses are paved with asphalt and there is accessibility for cars and motors mobiles, which could cause damage to the old houses and their structures, asphalt should be replaced with cobble stone to be for pedestrian (Fig 6.10).

2-Up-grading

Using the comprehensive concept of up-grading in Sabastia

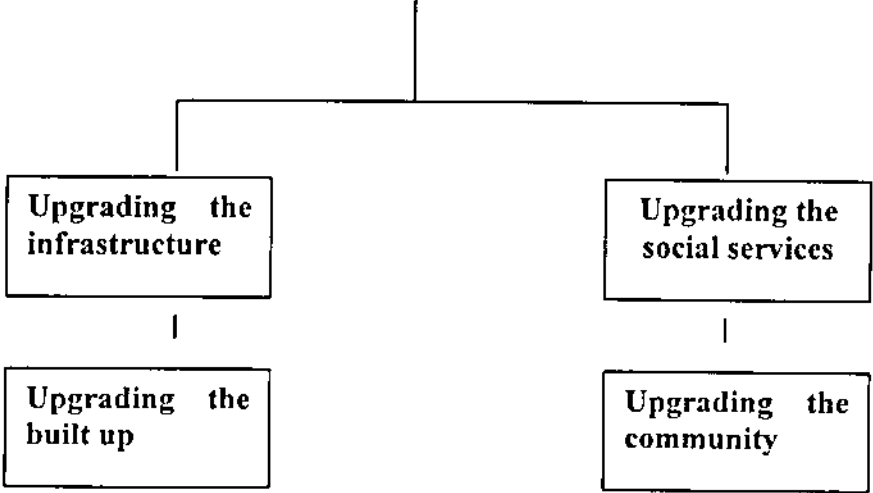
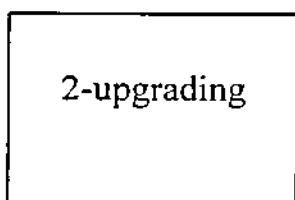


Fig (6.8): Using the up-grading concept in Sabastia



Upgrading the infrastructure

- Streets in the old town**
- Connection path**
- Main city center**
- Water/sewage**
- The existing facilities and services**

Community participation and involvement

Fig (6.9): up-grading the infrastructure and community participation



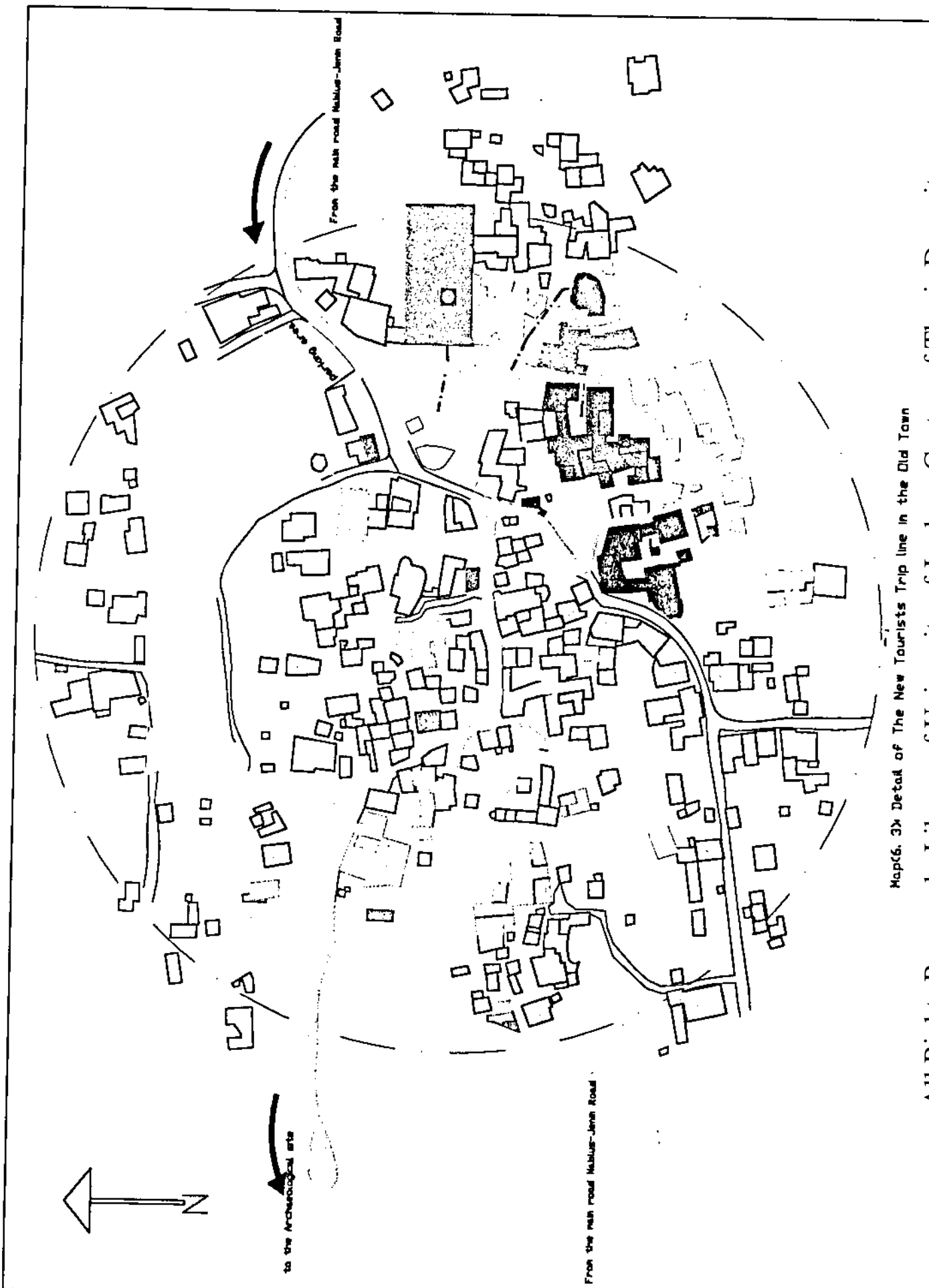
Fig (6.10): A Street in the Old Town

The **connection path** between the old town and archaeological site is also paved with asphalt and there is access for the cars (Fig 6.11). The researcher, according to the field work and the opinion of the residents and tourists, believe that this path must be for pedestrians only as this will protect it and the existing buildings there, also the road directed to the archaeological site needs to be paved with flag stone and strengthen the historical image (Map 6.3). The buildings on the path must be upgraded as their façades are very important for the visitors along the path, so upgraded them must be in a way to preserve their looking and architectural style, as all the buildings must have the same way of treatment, and they must be cleaned all the time.

The whole tourists path must be upgraded and changed, as the new access must be from the main road (Nablus-Jenin road) directly to the old town. Then the visitors will follow the cultural path to the archaeological site on foot, and after they finish their travel they will be back to the old town. By this the old town will be upgraded and developed at all the levels (Map 6.4).



Map (6.4) the Proposed Tourists trip line to the old town



Map 6. 3x Detail of The New Tourists Trip line in the Old Town

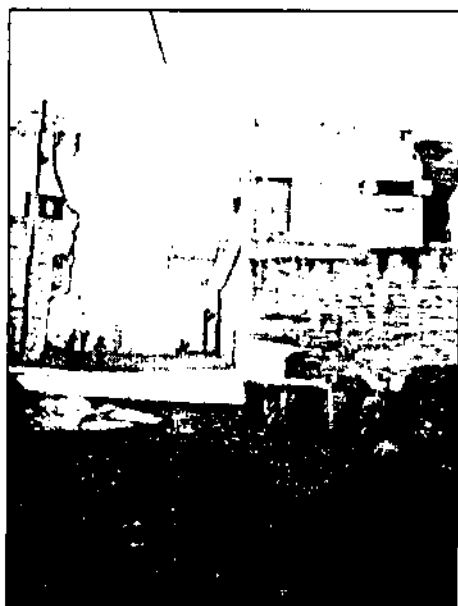
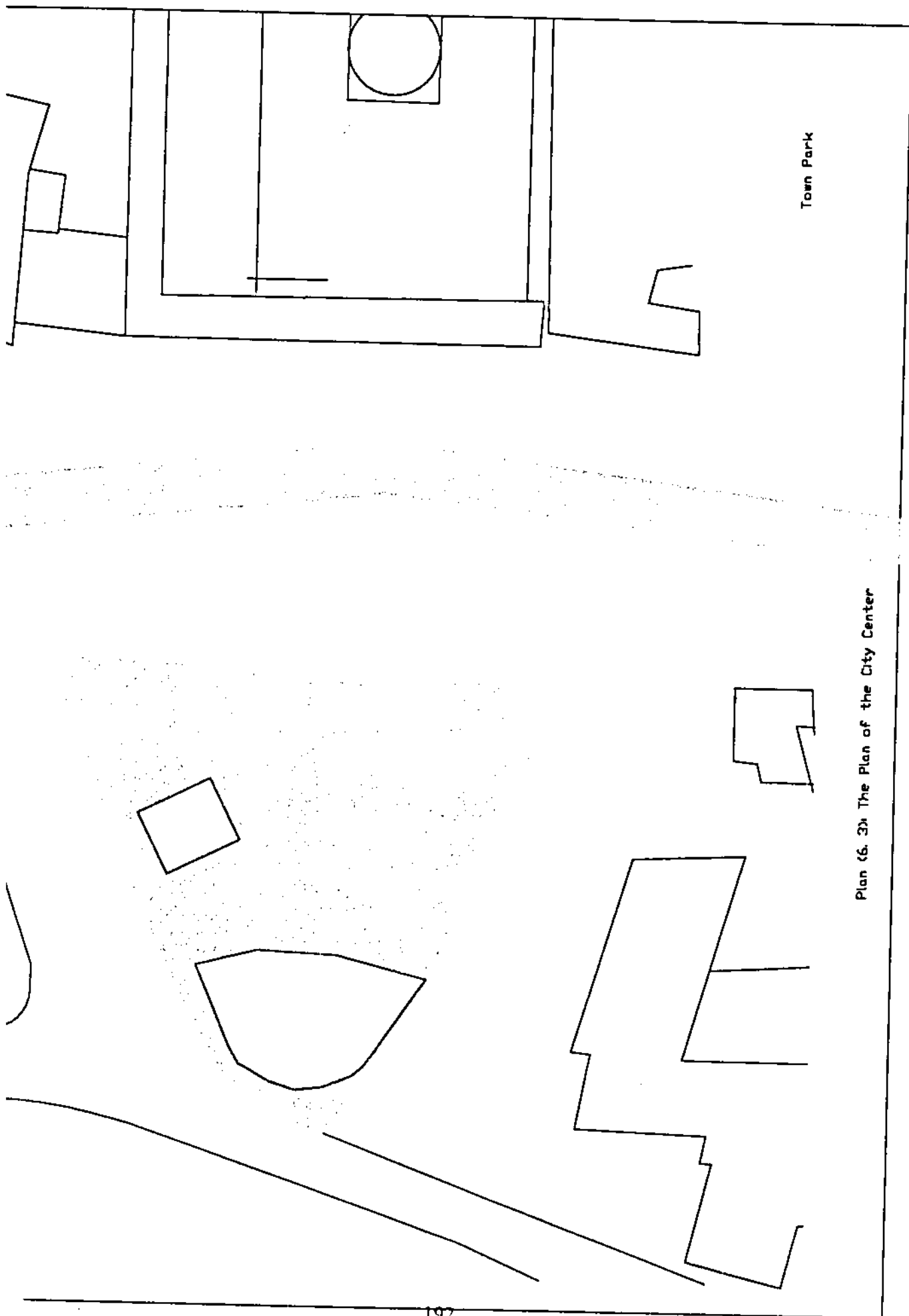


Fig (6.11): Parts of the Connection Path

The **Main Center-Court** of the town must be upgraded, so as to support its importance of hosting all the cultural and social activities and the center of attraction, in addition it will have a function of visual and organic connection in the site (Plan 6.3).

It is located in the center of the old town and surrounded by new buildings that hide the old traditional ones, many shops, and of course the public park (Fig 6.12). The court must be for pedestrians use only and not for cars as it is now; new landscape is needed for the area, upgrading the facades of all the traditional buildings on it by restoring, and developing the new ones to be in a way compatible with the old ones.



Town Park

Plan (6. 3) The Plan of the City Center



Fig (6.12): City Center

The underground **infrastructure** such as water supply, sewage, telephone, electricity must be up-graded. The water network must be rehabilitated and supply all the buildings. The sewage system must be added too as the existing situation is not good and there is no sewage system exists. All buildings are served by chambers, so there must be a good sewage system that will be good for the residents' health and for the environment and for the archaeological remains under the ground, which are exposed, to the wastewater and rubbish of the buildings above them. The town center must be upgraded too. It must be paved and seats for the visitors there must be available. No cars or any motors should be allowed in the main plaza, a place where the residents and visitors may gather, and it will be the area of social and economic life.

Up-grading the existing services and facilities in the town

As the existing ones are not up to the standards of the site and its history, and even the architectural perspective or style. They look strange in their place so they must be suitable with the site with its architectural and historical style. The material used must be in stone as this is the type of the town. Some new ones must be constructed or reusing the old buildings

for these facilities in the two sites, as the existing ones in the old town are not enough or satisfy the visitors' needs. The new constructed ones can be in the old town center and along the path, and in the archaeological site around the forum and along the colonnade street. The reused buildings can be the same ones that we suggested earlier in this chapter.

6.2.2 Community participation and involvement

The success of the upgrading process through "self-help" bearing in mind that this process aims merely to improve the living conditions of those inhabitants by all measures.

As up-grading project should gain some public attention specially when dealing with various social organizations. This includes radio, television and newspapers because that are the unique tools along which an up-grading concept could be transmitted through out the community. In this way the community could be more familiar with the up-grading concept as well its role in its application. The Municipality turn is to establish a committee formed from the residents and especially the women and the youth, this committee will be helpful in building awareness among the local people and can help in doing projects by themselves to develop the town.

The "self help" concept initiates a feeling of belonging to the place that ensures the community's approval and supervision over the other upgrading projects in the area. This is a very good step if it is done with the community of Sabastia, as the followings will explain the importance of this "self help" will help much in the development.

The "self help" policy enables the Municipality of Sabastia in directing several upgrading projects at the same time with less expenses and responsibilities as the residents can share in funding the projects of upgrading or conservation and they can manage projects themselves, this

will let them feel more loyal to the town and they will care more in its development.

Thus the progression of the upgrading project primarily depends upon the coordination between the community and all systems involved and that is the Government. The community can play an important and vital role in the upgrading project through "self help" along the different fields of actions. As the residents of the town can help in up-grading projects. For example, they can share in cleaning in front of their houses and buildings in the connection bath and they can also share in conserving (restoring and maintaining) the frontage of their houses to keep the path in a good architecture form that help maintain the image of historic Sabastia. Helping also in up-grading the main town center by financing such projects they will feel more loyal to the town. Cleaning the plaza by the students of the schools can help a lot in cleaning the town paths and plaza and between the archaeological remains. Moreover, the local societies can help by giving lectures to the women of the town about the importance of keeping the city clean and conserve their houses by themselves. Not this alone but taking care of their cultural heritage resources from bring affected again is the main step after up-grading it as if this is not done these efforts will not be effective at all and will be lost forever.

Also the participation of the residents in the future maintenance works as after the restoration of the sites and buildings in the town is finished no maintenance is done for them although after a specified period these buildings will need maintenance works, so the residents can do this.

6.3 Sustainable development

According to Blowers Sustainable Development is not something to be achieved on the margins, as an add-on to current policies, but requires a fundamental and revolutionary change in the way economies and societies are developed and managed. Sustainable development is an integrating concept, bringing together local and global, short and long term plans, the environment and the development. It argues the need for action now to defend the future.

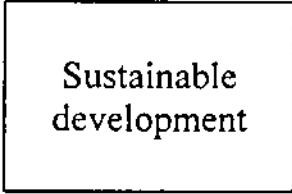
Development is often confused with growth. Growth conveys the idea of physical or quantitative concept incorporating notions of improvement and progress and including cultural and social, as well as economic, dimensions. Sustainable development requires that we have regard to the earth's regenerative capacity the ability of its system to recuperate and maintain productivity. Thus the conservation of resources is a strong component of sustainable development (Blowers, 1997).

For development to be sustainable, it has to be identified five fundamental goals that should guide all decisions concerning future development and pursuit effective policies need to be developed:

- 1- Resource Conservation
- 2- Built Development.
- 3- Environmental Quality
- 4- Social Equality
- 5- Political Participation

Using the Sustainable development in the case of Sabastia: (Fig 6.13)

1) Conservation of built environment in the means of sustainable development:



Using the sustainable development in Sabastia

- Conservation of built environment in the means of sustainable development**
- Sustainable development approach to conserve the historical town**

Fig (6.13): Sustainable development approach

Both listed buildings and conservation area controls deal with the preservation of the built environment. Such special policy regimes would satisfy the Brundtland definition in that they seek to maintain the nation's built heritage for the benefit of future generations. Such policies also focus attention on matters such as the sympathetic re-use of listed buildings in the old town of Sabastia or the enhancement of conservation areas for the service of both the residents and the visitors by this no new materials will be used and this will protect the environment and the cultural resources as this will recreate the old town and make it attracted for the visitors.

2) Sustainable development as an approach to conserve the historic town: Developing the conservation areas which has the historical value in the past and needs all the support with the continuous using it through the developing and renewable the old town and the archaeological site as a whole with the surrounding of it so as to have a comprehensive development and taking care of the environmental dimension.

Sustainable development cares with the natural areas in the town of Sabastia as it has very beautiful landscape areas around the archaeological site and the old town (Fig 6.14). Preserving or conserving the natural resources with a condition to reduce the modern buildings inside the historical area will be a very good step; as the old neglected buildings can be reused for the functions needed and this will not influence the environment or the natural landscape. Administration for environmental planning as a basis for developing the historical areas and this will use all the available resources with the highest quality of the reusing. Preserving the natural landscape will be by reserving the olive trees in the town and keep them inside the town as there are many olive trees among the archaeological remains and really it gives the site a special looking, and

all the other trees the town is famous of like the apricot and the fig and others.



Fig (6.14): The Landscape within the Archaeological site

The Municipality of Sabastia is being encouraged to adopt sustainable policies in their local structure or unitary development plans, as it will preserve and protect the environment, natural resources and the cultural buildings and monuments.

Conclusions and Recommendations

Coming through the three strategies were chosen to develop the town. I see that all these cannot be done in the same time, but they will be implemented up to money, time, and technical priorities. So there will be short term plan/action/emergency plan, and long term plan.

1-Short plan/emergency plan that must be done in the very near time:

- Working in the implementation of the new access path (trip line) in the town, as the existing one does not develop the old town and the economical situation of the residents, so it must be changed as soon as possible.

- Creating a good way of advertising and divulgating the importance of the town so as to attract the donors to fund conservation and upgrading projects.

-Building awareness and responsibility among the residents and the local people.

-Safety devices in the archaeological and historical sites must be done.

-Up-grading the infrastructure; the streets in the old city, the connection path, the main city center, the water and sewage systems.

-conserving the old buildings.

2-Long term plan:

-Master conservation plan; reusing the historical buildings.

-Managemnt of the site is missing, and so there must be a site manager both for the archaeological site and the historical town;as in the historical site there is no kind of management, and the existing one in the archaeologicla site is not good, but just a kind of administration and it is under the control of the Israelis which we all hope that the site must be controled by the Palestinians, represented by the Ministry of Tourisma and Antiquity, of course this control must be included with a good managemnt policy for the site, and there must be a site manager that will take all the responsibilities of the two sites, although the main task of the site manager consists of finding a balance between conservation and enhancement of the monumnets, remains and buildings, and the basic responsibility of the site manager should be implementation of the Conservation Master Plan. The site manager will be responsible about the needs of the site especially the human resoureces, as to employe the needed number for the site as really there is a need for more workers for the cleaning, tickiting, professionals for doing the conservation works and trianed guides for the town.

-Excavation of the archaeological site.

-Community participation and involvement.

BIBLIOGRAPHY

Abdulfattah, K. Hutteroth, W.D. (1977): Erlanger Geographische arbeiten, Historical Geography of Palestine, Trans Jordan and Southern syria in the late 16th century. Erlangen.

Arkon, M. (1990): The Meaning of Cultural Conservation in Muslim, Architectural and Urban conservation.

Babbie, E. (1989): The practice of social research, fifth edition. wadsworth publishing company.

Bloers, A. (1997): Planning for a sustainable environment, a report by the Town and country Planning Association.

Cantacuzino, S. (1990): A Policy for Architectural Conservation, Architectural and Urban Conservation in the Islamic World, papers in progress. Vol. 1. The Aga Khan Trust for Culture.

Cantacuzino, S. (1990): Conservation in a local Context, Architectural and Urban Conservation in the Islamic World, papers in progress. Vol. 1. The Aga Khan Trust for Culture.

Collier, J. (1967): visual anthropology: photography as a research method, by Holt, Rinehart and Winston, Ins. USA

Conrad, J. (1997): Eco-Villages and sustainable Communities: models for 21st century living. Findhorn Press.

Council of Europe (1922): European Convention on the Protection of the archaeological Heritage, Valletta-La Valette. European Treaty Series

Crowfoot, J. W., Kenyon, K. M, Sukenik, E.L. (196): The buildings at Sameria.

Daher, R. (1996): Conservation in Jordan "A comprehensive Methodology for Historical and cultural Resources", Journal of Architectural Conservation.

Emerick, k. (1997): Archaeology and Architecture: a Tradition of collaboration, Journal of Architectural Conservation No 1.

Enam, K. , Rashid, K. (1990): Planning Tools for Architectural Conservation , Architectural and Urban Conservation in the Islamic World, papers in progress. Vol. 1. The Aga Khan Trust for Culture.

Fakhoury, L. (1993): Taibeh; A traditional village with a new role. Symposium on Conservation of Architectural heritage, in Jordan and Arab world.

General Conference. (1956): Recommendation on international principles, applicable to Archaeological excavations. New Delhi.

Jokilehto, J. ,Ghosh, S. (1996): The Impact of Policy on Historic Conservation, architectural and urban conservation. Center for built environment.

Giusti, V. (1995): The values of archaeological sites from the Perspective of a Tourism Official, Vector, Conservation of archaeological sites in the Mediterranean Region Conference. The J. Paul Getty Trust.

Graziano, A., Raulin, M. : Research Methods a Process of inquiry, Hraper & Row, Publishers, New York.

H. Ali, R. (1990): Urban Conservation in Pakistan: A case study of the world city of Lahore, Architectural and Urban Conservation in the Islamic World, papers in progress. Vol. 1. The Aga Khan Trust for Culture.

Hamilton, R. W. (1944): Guide to Sameria-Sebaste, Government of Palestine Dep. of Antiquities. Jerusalem. (updated in 1961 by the Hashemite Kingdom of Jordan the Dep. Antiquities.

Hawass, Z. (1993): The values of archaeological sites from the Perspective of a National Antiquities Official, Conservation of archaeological sites in the Mediterranean Region Conference. The J. Paul Getty Trust.

Ibrahim, A. (1986): An Introduction To The Up-Grading Of the Physical environment, Up-Grading of the urban environment of cities, prepared by center of planning and architectural studies. First edition 1986

Ibrahim, H. (1986): Up-Grading Of Historic Areas, Up-Grading of the urban environment of cities, prepared by center of planning and architectural studies. First edition 1986.

Jacobs, J. M. Cultures of the past and urban transformation: the specialfield market redevelopment in East London.

Kiamaba, M. (1993): The experience of Conservation of the Urban Architectural/Historical Geritage in Kenya, Symposium on the conservation of architecture heritage in Jordan and the Arab World. The Aga Khan unit for Islamic Studies.

Kirch, D. , Kirch, P. (1995):Impacts of tourism on Archaeological resources in Hawaii, Annals of tourism research (a social sciences journal) Vol. 22, No. 1.

Kyrieleis, H. (1995): The values of archaeological sites from the Perspective of a Director of a Foreign Archaeological Institute, Conservation of archaeological sites in the Mediterranean Region Conference. The J. Paul Getty Tyrust.

Labovitz, S., Hagedom, R. (1976): introduction to social research.

Larkham, P. (1996): Conservation and the city. Routledge London and New York.

Lean, M. (1995): Introduction to the panel on the values of the archaeological sites, Conservation of archaeological sites in the Mediterranean Region Conference. The J. Paul Getty Trust.

Lewcock, R. (1990): Conservation in Practice, Architectural and Urban Conservation in the Islamic World, papers in progress. Vol. 1. The Aga Khan Trust for Culture.

Mahadin, K., Dunn, E., Fethi, I., Rifa'I, T. (1993): The Preservation of Jordan's Cultural Heritage, Symposium on the conservation of architecture heritage in Jordan and the Arab World. The Aga Khan unit for Islamic Studies.

Parrot, A. (1955): Sameria the Capital of the Kingdom of Israel. Philosophical Library, New York.

Paszucha, M. (1995): Managing Places, Historic Cities and Sustainable Tourism (The protection and promotion of the world's heritage). ICOMOS- U k.

Phillips, B. (1976): social science strategy and tactics. Third edition.

Ralston, I., Thomas, R. (1992): environmental assessment and archaeology.

Ratcliffe, J., Stubbs, M. (1996): Urban Planning and Real Estate Development. The natural and built environment series 8. UCL Press limited.

Stern, S. (1998): Conservation of Culture as a Source of Social and Economic Development, Culture in sustainable Development. La Programmation Integree dans les Sites Archeologiques, Seminar international, Rome 14 Dec. 1998.

Solar, G. (1995): The values of archaeological sites from the Perspective of a Conservator of Sites, Conservation of archaeological sites in the Mediterranean Region Conference. The J. Paul Getty Trust.

Stirling, A. (1995): Keynote Address, Historic Cities and Sustainable Tourism (The protection and promotion of the world's heritage). ICOMOS- U k.

Sullivan, S. (1995): the conservation of archaeological sites in the Mediterranean Region, An international conference organized by the Getty Conservation Institute and J. Paul Getty museum.

Sullivan, S. (1998): A Model for the Management of Archaeological Sites, European Workshop for Archaeological Sites Management. La Programmation Integree dans les Sites Archeologiques, Seminar international, Rome 14 Dec. 1998.

Teo, P. , Huang, S. (1995): Tourism and heritage conservation in Singapore, Annals of tourism research (a social sciences journal), vol. 22, no. 3.

Tollan, N. M. F. (1993): Restoration of a monument as an entrance for up-grading the cultural areas- case study Cairo-, Symposium on the conservation of architecture heritage in Jordan and the Arab World. The Aga Khan unit for Islamic Studies.

Torre, M. (1995): The conservation of Archaeological Sites in the Mediterranean Region, An International Conference. The Getty conservation Institute -Los Angeles.

Torre, M., Lean, M. (1998): The Archaeological Heritage in the Mediterranean Region, European Workshop for Archaeological Sites Management. La Programmation Integree dans les Sites Archeologiques, Seminar international, Rome 14 Dec. 1998.

Torre, M. (1998): Culture and Development at the World Bank, Culture in sustainable development- partnerships. The World Bank and the J. Paul Getty Trust. La Programmation Integree dans les Sites Archeologiques, Seminar international, Rome 14 Dec. 1998.

Torre, M. (1998): The power of culture- the action plan- the intergovernmental conference on culture policies for development, held at Stockholm.

True, M. (1995): Introduction to the Visits to the Archaeological sites, Conservation of archaeological sites in the Mediterranean Region Conference. The J. Paul Getty Trust.

UNESCO. (1995): Our creative diversity. World commission on cultural and development. Abstracts for chapters 7,8 and 9. United Nations. La Programmation Integree dans les Sites Archeologiques, Seminar international, Rome 14 Dec. 1998.

Vaccaro, A. M. (1997): Pompeii archaeological area-summary file, La Programmation Integree dans les Sites Archeologiques, Seminar international, Rome 14 Dec. 1998.

Van Huyck, A. (1990): The Economics of conservation, Architectural and Urban Conservation in the Islamic World, papers in progress. Vol. 1. The Aga Khan Trust for Culture.

Verbeke, M. J. (1995): Involving People, Historic Cities and Sustainable Tourism (The protection and promotion of the world's heritage). ICOMOS- U k.

Wallace, J., Higgin, M. and Raemaekers, J. (1999): Architectural conservation and environment sustainability: conflict or convergence, Journal of Architectural conservation, vol. 5 no. 2.

Watta, D. (1993): Lessons from Graeco-roman Gerasa's Monuments in Today's Reconstruction and Reinterpretation of Jerash, Symposium on the conservation of architecture heritage in Jordan and the Arab World. The Aga Khan unit for Islamic Studies.

Webb, M., Goodland, R. (1987): the management of cultural property in World Bank-Assisted Projects, World Bank Technical paper , no. 62.

WHO. Guide for local authorities on Developing Sustainable tourism, a tourism and environment publication, World tourism organization

World Bank. (1998): Culture and development action network- working group meeting brief.

Yousef, M. A. (1997): Conservation of cultural heritage: a community approach, The reconstruction of Palestine (urban and rural development). Edited by: A. B. Zahlan.

Zancheti, S. M., Jokilehto, J. (1997): Values and Urban Conservation Planning: Some Reflections on Principles and Definitions, Journal of Architectural Conservation, vol. 3 ,no.1.Donhead Publishing subscription.

Zayadine, F. (1967): Samaria- Sebaste: Clearance and Excavations, Annual of the Dep. of Antiquities of Jordan, vols x11 and x111. Dep. of antiquities- Amman 1967-68.

أبو رباح، عبد الرحمن (١٩٩٨): توجهات جديدة في السياحة الفلسطينية المستديمة، القدس الأسبوعي ١٩٩٨/١/٩٨، ٢٢/١/٩٨، ٨/١٢/١٩٩٨، ١٨/١٢/١١

أبو رباح، عبد الرحمن (١٩٩٨). السياحة الفلسطينية: مفاهيم، رؤية، آفاق. منشورات المجلس الأعلى للسياحة - القدس.

بشندي، سعاد (١٩٩٨): التنمية المستدامة كمدخل للحفاظ على المناطق التاريخية ، مراكز المدن العربية .. إعادة التأهيل - عمرانيا حضريا - اجتماعيا - اقتصاديا . المعهد العربي لإنماء المدن.

الخواجا، حمدي (١٩٩٧). الوضع الراهن لقطاع السياحة في فلسطين ومدى استجابته لمتطلبات التعاون الإقليمي المرتقب، المركز الفلسطيني للدراسات الإقليمية- رام الله.

Appendix (4.1)

Questionnaire

An –Najah National University
Faculty of Graduate Studies
Department of Urban and Regional Planning

Questionnaire No:.....
Month:.....
Place:.....

Questionnaire

“Management of the Cultural Heritage of Sabastia”

Dear tourist:

I am “ZAHRA’ ALI ZAWAWI” I am doing this research as part of the requirement for the MA. Degree in Urban and Regional Planning at An-Najah National University. This questionnaire aims to study the tourists needs, attractions, facilities and the connection path between the archaeological site and the historical site,. This data will be used for academic purposes and will not reveal the identity of the respondents.

Please put an (X) in the suitable place.

1.Age

2.Sex male () female ()

3.Level of education

- () Below Secondary Stage
- () General Secondary Certificate
- () Community College
- () University
- () MA.
- () Ph.D.

4.Job

- Looking for job () housewife ()
- Government ()
- Private sector () retired ()

5.Nationality

- American () European () Asian () African ()
- Australia () Palestinian () Israelis () Arabs ()

6.Reasons of the visit

- Educational () cultural () recreational ()
- Religious ()

7.Is It your first time visiting Sabastia?

- Yes () no ()

8. Was it in your plan to visit Sabastia?

Yes () no ()

9.If yes, Who plan it for you?

- () travel agency
- () your university
- () your work
- () you and friends
- () other

10.If no, why?

- () it is on the trip line
- () I paid for the ticket in the airport

11.what sites are you going to visit?

12. What attracted you here?

	Excellent	Good	Fair	Poor
Church of St. John the Baptist				
Forum				
Basilica				
Stadium				
Hellenistic tower				
Theater				
Temple of Augustus				
City gate				
Columned street				
Roman tomb				
Church of the invention of the head of St. John the Baptist				
Tourist guide				
Prices of gifts and souvenirs				
Quality of gifts and souvenirs				
Prices at tourist restaurant				
Services at restaurants				
Availability of recreation places to spend free time				
Social life at tourist sites				
Treatment of inhabitants of				

tourism sites				
Security				

13.did you visit the Historical site?

Yes () no ()

14.if no, why?

I don't know about it			
I don't have time			
No facilities or attractions existing there			
Political problems			
The connection path between the two site is not suitable for a tourist town			
The connection path between the two site is not suitable for buses to go from up to down and the opposite			
Afraid to face problems with the residents			
The guide of the trip didn't tell us about it			
Problems in the guidebooks and the interpretation modes			
The site is not well conserved or upgraded to be a tourist attraction			

15. If yes, what is your evaluation of the following?

	Doesn't exist	Good	Fair	Poor
Church of St. John the Baptist				
Roman tomb				
Ottoman houses				
Tourist guide				
Social life at tourist sites				
Treatment of inhabitants of tourism sites				
Facilities and Service				

- () private sector
- () retired
- () other, explain

6.Does your work depend / relate to tourism

Yes () no ()

7. If yes,

- () you own a shop
- () owner of a restaurant
- () working in a restaurant
- () you are a guide
- () working in Tourism Police
- () working the National Park Office
- () in Ministry of Tourism and Antiquity

8.Location of your work

- () in the old town
- () in the archaeological site or near
- () other cities

9.Do you in, any way, benefit from tourism, explain?

-() yes () no

10.how often you see tourists visiting the old town?

11.which way do they come from?

- () the connection path between the two sites walking
- () the connection path between the two sites by car
- () the connection path between the two sites by minibus
- () from the Main Road directly to the old town
- () from the Main Road after visiting the Archaeological site

12.What monuments or sites they usually come to visit?

- () Mosque (It was St. John the Baptist Church- Crusader period)
- () the Ottoman Palaces
- () the Roman tombs
- () the old town and its traditional historical houses and paths
- () all

13.what facilities they use?

- () the Park
- () the shops
- () other
- () all

14.How much time do they spend?

15.How do they come? As:

- (☐) individuals
- (☐) groups
- (☐) small group (by Taxi)

16.their Nationalities

- (☐) Palestinian
- (☐) Arabs
- (☐) Israelis
- (☐) American
- (☐) European
- (☐) African
- (☐) Asian
- (☐) Mixed
- (☐) others

17.In comparison with the Archaeological site do you see that the number of the tourists visiting the old town:

- (☐) more than the Archaeological
- (☐) less
- (☐) the same
- (☐) can't be compared

18.If the number of the tourists is less than who are visiting the archaeological site. What is the reason?

Loss in facilities and attractions			
No facilities or attractions			
The residents don't accept to see the visitors (residents attitude)			
the old town is not Conserved well to be a tourist attraction			
The tourists never heard about it			
Problem in the advertising, promotion and marketing for the old town			
The tourist who visit the archaeological site can't come to the old town by bus because it can't pass the path between the two sites			

Appendix (4.3)

Questionnaire

An –Najah National University
Faculty of Graduate Studies
Department of Urban and Regional Planning

Questionnaire No:.....
Month:.....
Place:.....

Questionnaire

“Management of the Cultural Heritage of Sabastia”

Dear Guide:

My name is “ZAHRA’ ALI ZAWAWI” I am doing this research as part of the requirement for the MA. Degree in Urban and Regional Planning at An-Najah National University. This questionnaire aims at studying the connection path between the archaeological site and the historical site and the number of tourists visiting the town. This data will be used for academic purposes and will not reveal the identity of the respondents.

Please put an (X) in the suitable place.

1.Age

2.Sex male () female ()

3.Nationality

Israelis () Arabs () others ()

4.It is your first time in Sabastia

Yes () No ()

5.If yes, what sites are you planning to visit?

	Agree	Disagree	Don't know
Church of St. John the Baptist			
Forum			
Basilica			
Stadium			
Hellenistic tower			
Theater			
Temple of Augustus			
City gate			
Columned street			

Roman tomb			
Church of the invention of the head of St. John the Baptist			
Ottoman palaces			
Cultural landscape			

6. are you going to visit the Historical site?

-() yes -() no

7. If yes, what sites you are going to visit?

	Agree	Disagree	Don't know
Roman tomb			
Church of the invention of the head of St. John the Baptist			
Ottoman palaces			
Cultural landscape			

8.If no, what are the reasons?

	Agree	Disagree	Don't know
You don't have time			
You don't know about it			
You think that it will not attract the tourists or you			
It is not mentioned in the guide books or in the brochures			
Political aspects			
No good access to the historical site from the archaeological site			

7.what kinds of tourists do you take to visit the historical site

- () all kind of tourist
- () pilgrimage tourists to visit the church
- () who are looking to see the Ottoman Architectural buildings
- () who are interested to in to see old buildings

Appendix (4.4)

Questionnaire

An -Najah National University
Faculty of Graduate Studies
Department of Urban and Regional Planning

Questionnaire No:.....
Month:.....
Place:.....

Questionnaire

"Management of the Cultural Heritage of Sabastia"

Dear Sir/Mam:

My name is "ZAHRA' ALI ZAWAWI" I am doing this research as part of the requirement for the MA. Degree in Urban and Regional Planning at An-Najah National University. This questionnaire aims at studying the connection path between the archaeological site and the historical site and the number of tourists visiting the town, This data will be used for academic purposes and will not reveal the identity of the respondents.

Please put an (X) in the suitable place.

1.Name

2.Age

3.Occupation

4.From your occupation can you specify/give the number of the tourists visiting Sabastia

Yes () No ()

5.If yes, how many?

.....

6.Do you see that this number suitable for the site importance, explain?

7.What can you in your occupation help in increasing the number of the tourists?

8. Do you have the ability to influence tourism decision-making?

Yes () no ()

9. If yes, what can you do?