

BADIA RESEARCH & DEVELOPMENT CENTRE		FIELD UNIT	H1
Principal Topic:	TOURIST SITES		
Location:	Various - see list attached		
Related Topics:	1.	Ecotourism	
	2.	Conservation	
	3.	Sustainability	
Questions:	1.	How well visited is this site?	
	2.	Is it an attractive site?	
	3.	Could it improve its appearance and operation?	
	4.	Could it improve its marketing?	
Hypotheses:	1.	The site is important	
	2.	The site is in need of management	
	3.	The site could develop more ideas for interpretation etc	
	4.	The site could improve its literature	
METHODS:		EQUIPMENT:	
1.	Visit the site and apply the Site Analysis	Site Analysis sheet (FRS-9)	
2.	Complete a Site Services Provision sheet (SSP)	SSP sheet (FRS-10)	
3.	Carry out a Risk Assessment (RA)	RA matrix (FRS-12)	
NOTES:			
The purpose of this study is compare and contrast different sites while in Jordan. A list of suggested sites is given in the main Classroom Study Units book.			

## FRS - 9: SITE ANALYSIS

### Introduction:

The purpose of the Impact Assessment recording sheet (FRS-6) is to focus student observations on a number of selected sites so that they can:

- (a) Obtain detailed case studies based on their own observations.
- (b) Assess what makes the site appealing or successful (or otherwise).
- (c) Draw comparisons between different sites.

Some suggested sites in the Badia:

RESERVES	ARCHAEOLOGICAL	OTHER
Azraq Wetland Shaumari Wildlife Burqu'a	Umm al-Jimal Jawa Azraq Roman fort Qasr Amra Qasr Kharaneh Qasr Useyakhim Ruins inside cluster villages (e.g. Sabha, Umm al-Quttayn)	Safawi Pumping Station Azraq Lodge (RSCN) Villages Al-Dahek Rajiv dam Selected farm sites Open basalt desert Open reg desert

### SWOT Analysis

Students might also be encouraged to undertake SWOT analyses as a matter of course at every place that they visit:

**Strengths:** (e.g. long life-span, good location near airport)

**Weaknesses:** (e.g. sensitive vegetation; exposed; flash flood risk)

**Opportunities:** (e.g. flat ground, sheltered, informal building construction)

**Threats:** (e.g. vehicle damage; mining; unplanned development)

## FRS-9: TOURISM STUDIES: SITE ANALYSIS

### Initial Impact:

What were your initial impressions on walking from the bus to the site (e.g. modern, organised, commercialised, clean/tidy, impressive etc.)

EXTERNAL	INTERNAL

### Services:

Use the attached sheet to record all services available at the site: (add others as necessary)

### Promotional/marketing material:

Locate and analyse any material (e.g. leaflets, posters - even websites) that you can find about this facility in terms of the quality of:

Appearance:	
Design:	
Images:	
Information:	
Clarity:	
Usefulness	
Languages:	
Souvenir Value:	

Accessibility (Location):

Consider the following factors:

Nearest Urban Centres	
Nearest Tourist Accommodation Centres	
Road Network (Buses & self drive)	
Other Tourist Attractions	
Hospitals or Medical Centres	

Accessibility (Visitor groups):

How easy is the site for different types of visitor?

GROUP	COMMENTS
Suitable for young people?	
Suitable for older people?	
Suitable for disabled people?	
Suitable for visually impaired people?	
Are there signs in different languages?	
Other?	

**Management:**

What is your assessment of this facility's management? Use a score of 1 - 5 where 1 is very poor and 5 is excellent:

MANAGEMENT OF:	SCORE	COMMENTS
VISITORS		
THE SITE		
SAFETY		

**Risk Assessments:**

1: Complete a Risk Assessment for this facility (on a separate sheet if necessary):

Risk:	To whom/what:	Prob*	Cons*	Poss outcome:

≠ use the scoring system for **Probability** and **Consequence** on the Risk Matrix given in the Risk Analysis section of the CD

2: For every identified risk suggest how it might be minimised or eliminated.

**Space for additional comments:**

**Environmental Assessment:**

To what extent do you consider that this facility impacts on the surrounding area (locally and regionally) in terms of:

Visual Impact:	
Noise Impact:	
Wildlife Impact:	
Atmospheric Imp:	
Economic Impact:	
Other Impacts:	

**Cost-Benefit:**

You are not in a position to assess the financial cost-benefit but you can consider who gains and who loses because the facility is here. Think of this in the widest possible terms to include people, wildlife, landscape, businesses etc.

THESE GAIN:	THESE LOSE:

**Overall Assessment:**

1: How would you rate the staff of the site on a scale of 1 - 5, where 5 is excellent?

<b>Welcoming</b>	
<b>Helpful</b>	
<b>Knowledgeable</b>	

2: So as to compare with other places that you visit how would you rate your experience of this particular facility?

Very Poor	Poor	Average	Good	First Class
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**FRS-12: RISK ASSESSMENT CALCULATION SHEET**

LOCATION:

	Risk Index
<b>STEP 1: Identify the risks:</b> 1 2 3 4 5	

**STEP 2: Calculate the Risk Index for each risk:** \_\_\_\_\_

Risk Index = Probability x Consequence

		CONSEQUENCE				
		Trivial	Minor	Severe	Major	Fatal
PROBABILITY		1	2	3	4	5
Improbable	1	1	2	3	4	5
Possible	2	2	4	6	8	10
Likely	3	3	6	9	12	15
Very Likely	4	4	8	12	16	20
Certain	5	5	10	15	20	25
		Trivial	Action	Urgent Action needed		

<b>STEP 3: Who (or What) may be affected by the identified risks?</b> 1 2 3 4 5
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<b>STEP 4: What might the result be?</b> 1 2 3 4 5
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<b>STEP 5: What could be done to minimise the risk?</b> 1 2 3 4 5
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