

# Sustainable Urban Development in Historical Cities using the Heritage Trail Approach: A Case Study of the Old City of Karak, Jordan

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## Abstract

The last two decades have witnessed many discussions, studies, and policies and the application of several models linking tourism and cultural heritage as major contributors to local sustainable urban development. In the Jordanian context, cultural heritage tourism has a particular relevance. Due to its diverse legacy of cultural and heritage sites that attests to its rich history as a crossroads of civilizations. Against this background, the World Bank funded an extensive program of rehabilitation and improvement of five historic cities in Jordan<sup>1</sup>. One of the most important actions is based on a structure of thematic heritage trails, with the aim of supporting the visit of the historic core. This paper emphasizes the sustainable development of historical areas based on their potential as cultural tourism sites. It examines the concept of using a "heritage trail" as a primary, multifunctional, urban rehabilitation axis that would enhance the connectedness and integration of the direct heritage action project area with the larger historical urban fabric as well as a major contributor to local sustainable urban development. To test this theoretical approach, the paper investigates three nodes of interaction stimulated by the heritage trail: conservation and rehabilitation, and interpretation. To illustrate the validity of the proposed approach, this paper discusses the heritage trail as an approach used in the Cultural Heritage, Tourism and Urban Development Project (CHTUDP) in the historical core of the Old city of Karak, Jordan as a case study.

**Keywords:** Karak, Old City of Karak, Tourism and Urban Development Project (CHTUDP), City Revitalization Project (CRP), Cultural heritage tourism, heritage Assets, Heritage Trail

## 1. Introduction

The last two decades have witnessed many discussions, studies, and policies and the application of several models linking tourism and cultural heritage as major contributors to local sustainable urban development<sup>2</sup>. Although many charters and conventions on cultural heritage preservation proliferated, it was not until 1976, when the Charter of Cultural Tourism was published, that the positive and negative effects of cultural tourism on historic sites were defined and the bases for integrating cultural assets into social and economic planning while respecting cultural heritage were laid.

From the perspective of cultural heritage preservation, the economic value of the physical heritage is of primary concern inasmuch as it is linked to its direct use, including tourism. It goes beyond the need for increasing the access of paying tourists to heritage places to preserving the lifespan of 'heritage': it is about how tourism revenues are distributed, particularly where it concerns the 'owners' of the heritage; about using part of these revenues for conservation purposes; and finally about raising the awareness about the heritage value of the site and the need for its sustainable use and conservation. This perspective stems from the logic that a well-protected and presented heritage brings additional indirect returns to the community and economy that surround it, and a reputed heritage site increases the reputation and hence the market value of the local production that benefits from the reputation of the site.

Cultural heritage tourism plays an important sector to community economic development. It involves the actions that should be taken to identify, assess, decide and enact decisions regarding Cultural Heritage assists<sup>3</sup>. Different countries have different approaches to determine their Cultural Heritage. In general, the heritage law of a country defines what constitutes Cultural Heritage for that country. Furthermore legal definitions in many countries are often very narrow and may not be applicable to all elements of cultural expression. The manifestations of Cultural Heritage can be grouped into the following two broad categories (UNESCO, 1999): Tangible heritage: Physical manifestation or symbol of cultural expressions or traditions of the societies that are living or lived in the area. Monuments, traditional buildings, archaeological sites, landscapes, routes, historic cities, etc. are examples of tangible heritage; and the intangible heritage, which are

<sup>1</sup> The Government of the Hashemite Kingdom of Jordan has received financing from the World Bank toward the cost of the Cultural Heritage, *Tourism and Urban Development Project* (CHTUDP), that intends to promote tourism development in five key historically and culturally important cities: Jerash, Karak, Madaba, Salt and Ajloun and thereby create the conditions for local economic development.

<sup>2</sup> [http://www.icomos.org/tourism/tourism\\_charter.html](http://www.icomos.org/tourism/tourism_charter.html)

<sup>3</sup> [www.ipedr.com/vol5/no1/110-H10064](http://www.ipedr.com/vol5/no1/110-H10064) (October 6, 2015)

the non-physical manifestation of cultural expressions and traditions of a society that has its roots in the cultural values and practices of the previous generations. Memories, narratives, written documents, festivals, commemorations, rituals, traditional knowledge, social practices, values, craftsmanship, etc. are examples of intangible heritage. In this study, heritage is taken to include tangible and intangible heritage as both significantly contribute to 'place-making' and to giving it spirit. Culture has become a basic resource from which the themes and narratives essential to 'place-making' can be derived, often seen as tying the physical assets and the living culture together (Gottdiener, 2000). Culture has now become an essential element of the tourism industry (Ritzer, 1999; Urry, 2001), which has become one of the largest and fastest growing segments of global tourism (WTO, 2004). Tourism and culture both play an important role in shaping the environment and the users' perception based both on physical assets, and a series of experiences built around those assets (Wilson, 2002). In this sense, tourism is seen as the major commodification force that is responsible for transforming culture heritage assets into a manipulated and packaged product in such a way so as to be easily consumed by the public (Cohen, 1988). However, the commodification of cultural heritage assets presents a number of issues for their sustainability, and, accordingly, the sustainability of these areas' development. The marketing and commodification of heritage assets for tourism requires more than just promotion of a selected group of assets, it should also cover their presentation, conservation and revitalization practices and strategies employed for visitor management to balance conservation, host community and tourism needs; it has to be tackled from many different perspectives in order to adequately involve economic, social and economic dimensions.

This paper presents a review of the literature on the sustainable development of historical areas based on their cultural heritage value. In addition, it investigates "The use of cultural resources as a catalyst to stimulate regional tourism product development". Specifically, the purpose was to examine examples of where visitor experience had been enhanced and heritage assets conserved through the interpretation of 'in situ' heritage, the linking of heritage sites by 'heritage trails' and the adaptive re-use of heritage buildings.

## **2. Historic Background of Karak**

Karak is believed to have originated from the late Bronze or early Iron Age around 1,200 BC. Mentioned in the Old Testament as Kir Hareseth, Kir Heres and Kir of Moab, it was once the most important city of the Kingdom of Moab. The city is mentioned in the Old Testament in reference to the relations which existed between Mesha, King of Moab, and neighboring Israel and Judah, around 350 BC. While the Roman and Nabatean periods were not clearly registered, Karak regained its prominence during the Crusader period when the first phase of the modern castle was constructed. Originally known as Crac des Moabites or La Pierre du Desert, the fortifications were built by Payen, Lord of Karak and Shobak. The Castle formed the most eastern part of the then Latin Kingdom of Jerusalem, ruled by King Baldwin of Jerusalem. The Crusader period saw continuous clashes between the Christian forces and those of the emerging Moslem Arabs to control of the trade routes between Arabia and Syria. The clashes culminated in the Battle of Hittin in 1187 when Salah Eddin regained the Castle and City as well as establishing hegemony over the region. In 1264 Baybars and later Qalawun of Egypt added further towers to the Castle. These survived until in 1840 when, as a reprisal against the people of Karak, Ibrahim Pasha of Egypt in the course of war captured and destroyed much of the fortifications. The majority of urban Karak was leveled in the last century as a reprisal removing any clear traces of previous settlements or buildings.

The modern Karak does not have an evident urban tradition apart from the Castle with its towers and city walls. Nowadays, Karak appears as an historical urban settlement placed on top of a hill beside a landmark castle, whose form is largely related to its defensive function and topographical location. Karak is isolated from the surrounding settlements by its elevation and by a network of wadis which contribute to its character and form. Around the historic core, there are the surrounding settlements of Marj and Thallajah. New Karak farther to the east was included in the Municipality jurisdiction more recently. The historic core is the commercial and governmental centre of the region and a market town to surrounding farms and villages. Its attraction as a centre is strong and this is reflected in the quality and variety of the services it provides.

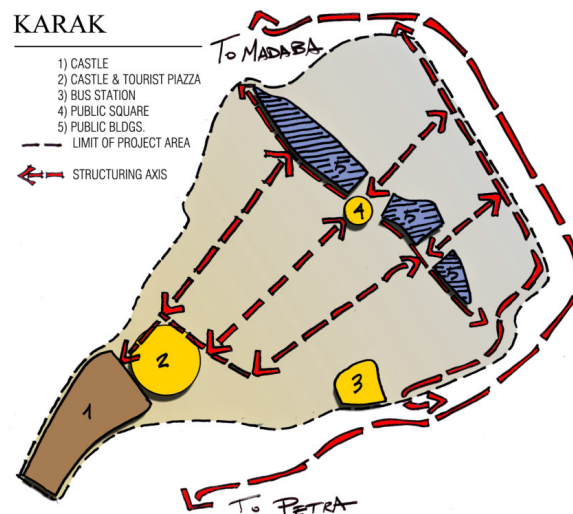


Figure 1. Urban Structure of Old city of Karak

The urban form of the settlement is well defined as an anthropomorphic scheme characterized by the castle acting as the generator (head) of a trident road layout (Al Qal'a Street, Al Malik Al Husayn Street and Al Khider Street). These elements concur in the definition of both the urban structure of the historical core (body), and the functional distribution of economic and social activities within the city (Figure 1). The castle is the chief point of interest to the visitor, covering a significant portion of the area of the historic core. It is a "typical Crusader construction with long dark, stone vaulted galleries lighted only by arrow slits from which large heavy arches lead off into other gloomy rooms". While the rich historical past of Karak is nowadays visible in the castle, the walls and the towers, below the city there are other archaeological endowments, presently inaccessible beneath the historical layers built on them. The different levels may include remains from the Moabite, Roman, Byzantine and Medieval periods.

Karak Governorate, which covers an area of 3,217 Km<sup>2</sup>, is located in the southern region of Jordan. Karak city, in Karak Sub-District within the Qasabat Karak District, is the main city in the Governorate and falls under the jurisdiction of the Greater Karak Municipality. In 2004 Karak counted a population of around 20 thousands and in the last decade experienced a demographic dynamic similar to the national level. Karak is characterized by a young population: around 50% are below 19 years and as such are school, college, or university students. The average annual household income of Karak Sub-District is just a little bit higher than the Governorate average; the poverty rate has declined in the last years by 10.52% from 1997.

### 3. Jordan - Cultural Heritage Tourism and Urban Development Project (CHTUDP)

The Jordan (CHTUD) Project represents the latest development in a long-term partnership with the Government of Jordan:

- Tourism Project: 1976-83 (\$6 million);
- Second Tourism Development Project: 1997-2004 (\$32 million)
- CULTURAL HERITAGE TOURISM AND URBAN DEVELOPMENT PROJECT (CHTUD): approved January 29, 2007 (\$56 million): Following the experience of the Second Tourism Development Project (1997-2004) which is near completion, the Government of Jordan has expressed its interest in implementing the CHTUD as follow-up investment project to improve the attractiveness and tourism potential of its secondary cities that will improve conditions for local economic development in those historic cities. The Jordan Cultural Heritage, Tourism and Urban Development Project represents the latest development in a long-term partnership with the Government of Jordan. The CHTUD has been designed with two key development objectives:
  - a) creating conditions for sustainable urban revival and increased tourism in the historic centers of selected secondary cities; and
  - b) Improving the national framework for tourism and cultural heritage.

The historic cities of Ajlun, Jerash, Karak, Madaba, and Salt have been identified as likely candidates for developing a network of cultural cities.

Table 1. Action project areas for CHTUDP, in Karak city

PROJECT ACTIONS	JD	US\$	%
K.01 Upgrading of the city core street network.	1,913,394	2,700,621	31.16
K.01a Rehabilitation of al Malk al Hussaym Street	151,246	213,473	2.46
K.01b Rehabilitation of Salah Ad-din al Ayyubi Atreet	1,112,435	1,570,124	18.11
<b>K.02 The new “heritage walk” along the eastern side of Karak</b>	<b>1,308,560</b>	<b>1,846,941</b>	<b>21.31</b>
K.03 Redevelopment of the bus station	1,331,216	1,878,918	21.68
Capacity building		457,650	5.28
Total cost of Karak CRP		8,667,727	100.00%

The primary objective of (CHTUDP) is to treat Jordan’s cultural assets as economic assets and integrates them into the life of the community to achieve longer-term viability and more solid sustainability. While sharing this same broad aim across all CHTUD projects in five secondary cities in Jordan (Jerash, Karak, Madaba, Salt and Ajloun) the intervention in each city varies according to local characteristics. In The Old City of Karak, the distinctive physical morphology of the Old City historical core extends its heritage value beyond the importance of each building. To take advantage of this, the "heritage trail" has been developed as an approach to CHTUDP, based on the richness of Old City of Karak as a field of heritage (Table 1). The main goal of the project in Old City of Karak has been to achieve local community sustainable development rather than just scattered tourism-oriented projects.

A number of balanced urban regeneration and historical preservation projects have been carried out as part of the CHTUD project as sub-Action Projects, which are related to local-economic developments. The major objectives of CHTUD project are to improve the *environmental quality standards* within Historical Karak, to respond to the *changing societal values*, to reinforce a *sense of community*, and to improve the economic profile of the old city.

This paper investigates the strengths in the ‘Cultural Heritage and Urban Development’ project (CHTUD) applied in Old City of Karak, in order to explain the role of the ‘heritage trail’ as a sustainable development tool, which have the potential to convey the natural or cultural heritage values of the Old City of Karak; thus help to strengthen the economic, social, aesthetic needs, and maintain the cultural identity and integrity. The case of The Old City of Karak offers a prototype of development that any similar case can emulate.

A heritage trail is a direct concept of a ‘bottom- up’ planning approach towards the sustainable development outcomes. This approach give a larger role to the local communities to set their own goals and make decisions about their local values, experiences and resources in the future. ‘Bottom-up’ policy approach indicates challenges and opportunities for destination communities to work with the public and private sectors (Chang et al., 1996, p. 287). However, ‘Interaction’ is the key to either bottom-up approach, whether it is the user approach or the actor-centered approach. Both of these are based on regulating the type of interactions between the three components of tourism in heritage fields: site, locals, and tourists. To examine the role of the 'heritage trail' as a driving force that has the ability to protect heritage sites, enhance locals' and tourists' awareness, locals' identity and pride, and strengthen their sense of place. This paper investigates the three components of tourism in the Old City of Karak:

1. The cultural and heritage assets of the Old City of Karak,
2. the character of the local people and their activities,
3. Tourists' characteristics and interests.

Next, it addresses the interrelationships found among three key areas of interactions linked along the heritage trail, those of:

- conservation and physical rehabilitation practices,
- the interpretation of the historical core, and
- CHTUD local-economic development, in light of sustainable urban development principles.

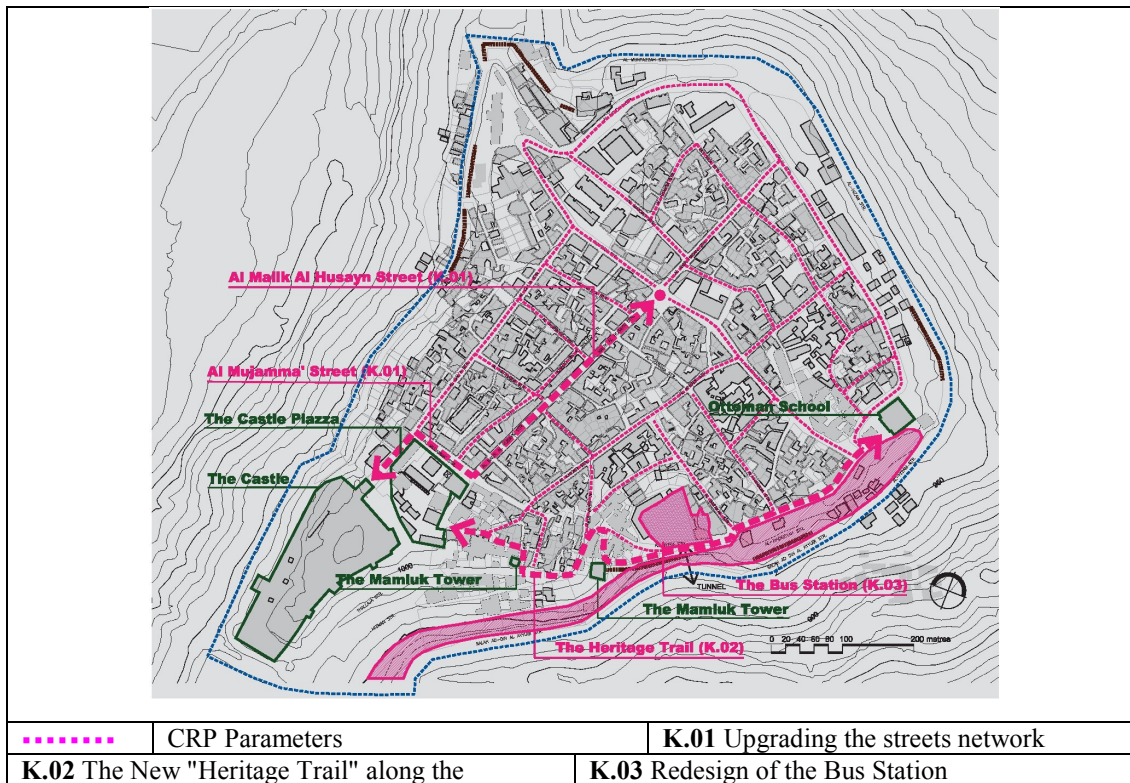


Figure 2. City Revitalization Program (CRP) Plan

#### 4. Project Action Area- The Old City of Karak

The target area of the City Revitalization Project (CRP) is the historic core of Karak (Figure 2). The perimeter is determined on the basis of the physical morphology, as the limit marked by the cliff, with an extension of approximately 56 hectares. Within this perimeter, the most comprehensive actions of the program are concentrated on two urban structures.

#### 5. Heritage Assets within and around the Project Action Area

The Project Action Area is surrounded by a number of heritage assets whose setting and historic character will be affected by the proposed new development (Figure 3). Likewise, these heritage assets and other important assets located immediately within and around the site provide the opportunity to enhance the development and add to the character of the Old City of Karak, and therefore must be taken into account (Table 2). In addition, some heritage assets located adjacent to the project action area are Landmark Buildings Category A Listed, Other buildings are also designated as being Traditional Buildings Category B of Local Importance. These buildings are generally referred to as being 'Locally Listed'. Other buildings within the historic city core Building category C-D.

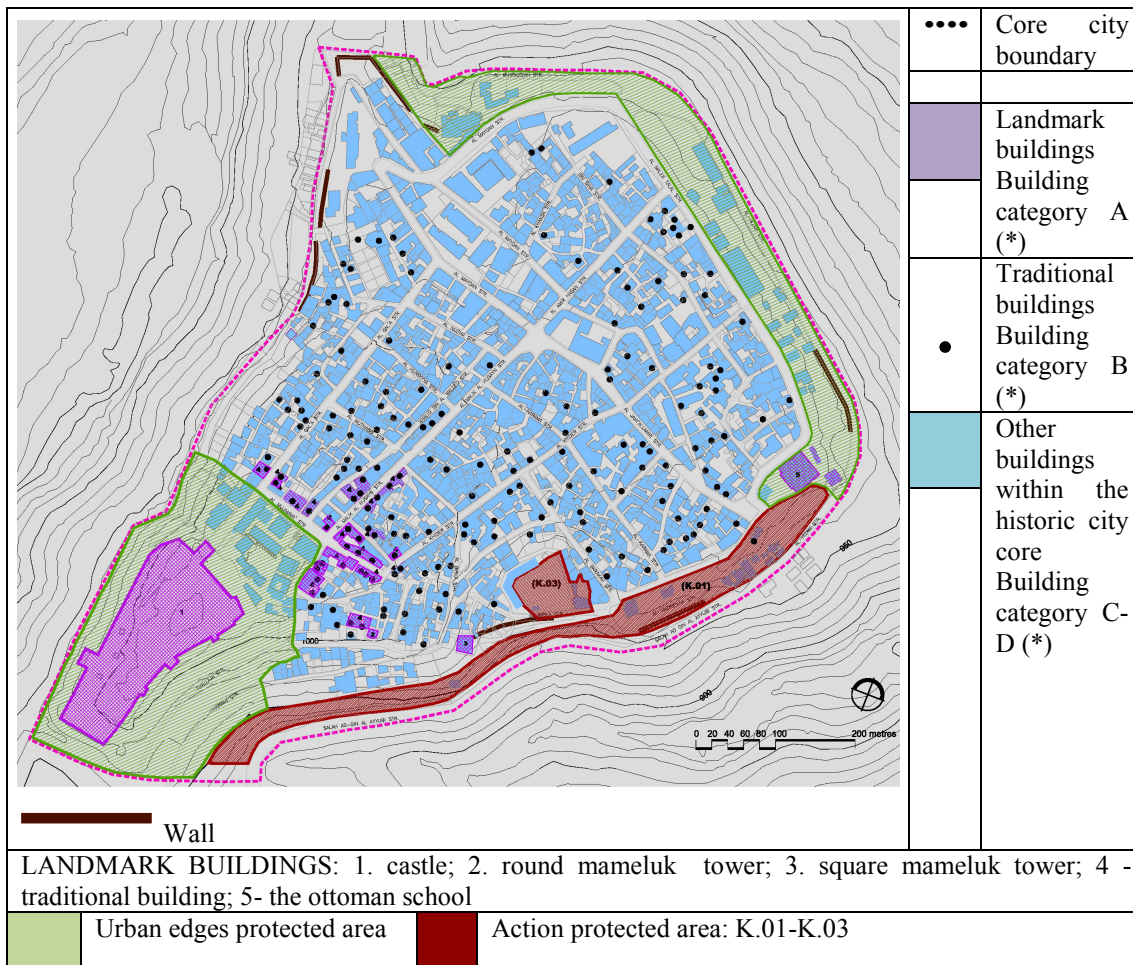




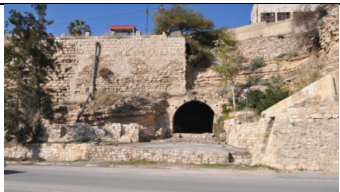



Figure 3. Karak Historic Core Plan: Landmark Buildings & Buildings of Local Importance, March 2005

In summary, the significance of the Old City of Karak’s historic environment can be summarized as:

Table 2. Key monuments as nodes within the Action Project Site

1		Map 1	
<p><b>Karak Castle:</b> The Castle formed the most eastern part of the then Latin Kingdom of Jerusalem, ruled by King Baldwin of Jerusalem. Crusader. The castle believed to be constructed on top of Moabite fortress, dating from 1136 CE. The Castle is located inside the walls of the old city. It is the main attraction in Karak, covering almost one third of the area of the Old City. In terms of cultural assets, the Castle, its piazza and the city walls are the main venue for any cultural event taking place in the city. An example is the Karak Festival, during which the local Karak Folkloric Group presents folkloric songs and dances, seminars and debate are held and bazaars exhibit the products of the community- based organizations. Currently the Municipality is considering holding ‘Karaki Nights’ events featuring traditional wedding dances and ceremonies, local traditional poems, and traditional games such as Seijah, Al-Tab, and Al-Mankala.</p>			
2		Map 2	
Burj al Banawi			
<p>built on the northwest corner by the Mamluk ruler Al-Dhaher Baybars in the 13th century</p>			
3		Map 3	
Al-Dhaher Baybers Tower			
<p>built on the northwest corner by the Mamluk ruler Al-Dhaher Baybars in the 13th century</p>			
4		Map 4	
Old City of Karak Wall			
5		Map 5	
Archeological Tunnel			
<p>Archeological Tunnel on the southeastern, which was once the main gate for the Moabite Kingdom</p>			
6		Map 6	
Ottoman School: restored 19 <sup>th</sup> c Ottoman building			

## 6. Heritage Trails Interpretation

The level of heritage trails development in Jordan suggests that these products are perceived as being useful tools in aiding local authorities and partners in satisfying their sustainable development objectives. Therefore, the Heritage Trail Sub-Action Project, in the Old City of Karak, sets out a rationale framework that is based on utilizing the Old City of Karak's unique and authentic historic environment and culture as economic drivers, which in turn, provides an important reason for their conservation and enhancement. In this sense, trails, which are flexible and multi-faceted products, are expected to help audiences explore, understand and appreciate Old City of Karak's heritage in ways that are broader and more fulfilling than just simple recreational experiences. Heritage trail should be planned to give people the essence of a place, increase a sense of local pride and should be placed at the core of Old City of Karak's business agenda. In other words, people's experiences of Old City of Karak must be enhanced.

Visitors should be encouraged to think more deeply about the Old City of Karak, its history, local people and the qualities that give it identity and a sense of place. Thus, the inherent attractiveness and heritage of the Old City's (e.g., parks, monuments, historic sites, visitor centres, and trails) plus narratives are the best keys that can be employed to interpret heritage. Heritage interpretation helps people to enjoy a satisfying and meaningful experience at natural and cultural heritage sites. More benefits of heritage interpretation are: provokes curiosity, broadens horizons, reveals deeper meanings, touches emotionally, encourages stewardship, addresses and inspires visitors and explains why a place is special.

There are many ways of thinking about effectiveness in trails interpretation. Definitions of effectiveness may be linked with specific purposes and responses such as affecting visitors' learning or emotional behavior or meeting a desired behavioral outcome. Interpretation in Elgin should be outcome led. In simple terms interpretation for old city heritage trail should contribute to one of the following five purposes:

1. Improve and enhance the visitor experience of the Old City of Karak Centre;
2. Provide greater access to the local heritage;
3. Create a sense of ownership of and pride in the historical and environmental legacy within the Old City of Karak particularly by the younger generation;
4. Create the opportunity to conserve and improve the historical and social environment;
5. Improve the economic opportunities within the Old City of Karak Historic Centre.

## 7. Main Project Elements

The design of the new Heritage Trail is based on the following criteria:

- Creation of an architecturally significant covered walkway which will enhance the symbolic significance and environmental quality of the connection between the urban poles of the Ottoman School and the Mohabite Castle.
- Implementation of a pilot project which will introduce both functional and formal solutions which will set quality standards for future urban rehabilitation initiatives within the historic city core.
- Creation of an urban promenade linking Karak's major historical urban landmarks and the proposed new Bus Station within the framework of a recognizable morphological pattern.

## 8. Project Interventions

The intervention will consist of:

- Land preparation (excavations and filling, demolitions and removal of all non-required elements and debris)
- Refurbishment of damaged below-grade utilities.
- Continuous sidewalk paved with modular concrete elements including the provision of adequate surface sloping so as to allow storm water down flow to nearby storm water drainage system devices.
- Sidewalk curbs in local natural stone, including special ramped pieces for handicapped access.

## 9. The Evolution of the Heritage Trail in the Old City of Karak

Heritage trails are a means of organizing the visitor experience by providing a purposeful, interpreted route that can be followed by foot, by car, bicycle or horseback and: "that draws on the natural or cultural heritage of an area to provide an educational experience that will enhance visitor enjoyment. It is marked on the ground or on maps, and interpretive materials is normally available to guide the visitor" (Silbergh et al. 1994:123). Trails can assist in increasing access to the Old city historic core, in marketing an under-visited destination, in easing congestion in popular sites, or in interpreting a variety of historic periods or themes within a region. Heritage trails, as defined above, are a relatively new phenomenon in Jordan. The Creation of "heritage trail" in the old city of Karak is proposed to be among the most successful actions in terms of sustainability and local as well as international visibility.



The creation of this pedestrian approach to the Castle along the Old city wall will have a very important impact on Karak’s revitalization, since it will increase the opportunities of interaction between the tourists arrived at Karak only to visit its famous Castle and the Old city with its commercial activities. This will stimulate a growth in business volumes and value added generated by the additional tourist expenditures. The heritage trail is designed as a new urban axis based on a pedestrian path along the southeastern portion of the old city historic wall, linking the Ottoman School to the renovated main Bus Station, passing by the renovated Archeological Tunnel on the southeastern, which was once the main gate for the Moabite Kingdom. Through the tunnel, the trail is developed to encompass a range of different heritage themes including artwork, local handicrafts, and other indigenous issues of Karak local people. This tunnel is located on the Salah Al-Din Street, and goes up towards Al-Birkeh redeveloped buses station. In this station, a new tourist pole of economic, cultural and entertainment activities (such as cafes, restaurants, bazar, handicraft centre, etc.) has been established for both the host community and visitors.

Next, the heritage trail is designed to wind along the buses station along an attractive landscape and towards key monuments that are the Mameluke Squared Tower and round Tower that were built on the northwest corner by the Mamluk ruler Al-Dhaher Baybars in the 13th century. The Squared Tower (Al-Dhaher Baybars Tower) will be reused as a visitor information center (Figure 4). Next, it is the Karak Castle, the rich historical past of Karak, located on a chief point of interest to the visitor, covering a significant portion of the area of the historic core, covering almost one third of the area of the Old City. It is a “typical Crusader construction” with long dark, stone vaulted galleries lighted only by arrow slits from which large heavy arches lead off into other gloomy rooms”. Finally, the recently renovated Castle Piazza, where visitors can enjoy the stunning topography of the surrounding landscape which is an ideal backdrop for a continuous urban promenade (Figure 5).

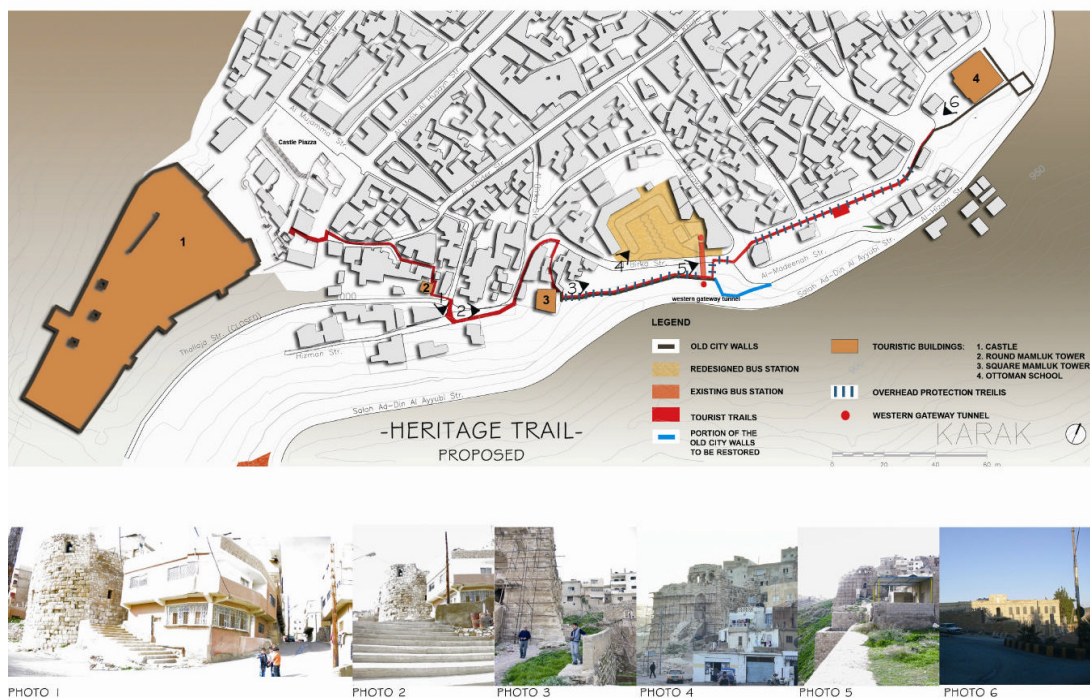


Figure 4. The new “heritage trail” along the eastern side of karak



The Heritage Trail will provide an alternative pedestrian approach to the Castle characterized by an outstanding panoramic view onto the surrounding landscape and enhance the role of the renovated main Bus Station as an important enclave for urban social gathering whilst acting as the new gateway to the historic core.



Figure 5. the outstanding panoramic view onto the surrounding landscape in the Action Project Area

## 10. Research Methodology and Findings

The process of developing the Heritage trail within the Old City of Karak has identified a wide range of tangible elements such as the built and natural heritage to those that are more intangible, celebrating the identity and distinctiveness of place and communities, through the telling of stories. This process has revealed that although, the Great Karak Municipality which as a local authority is the owner and main provider of the trail, but the Ministry of Tourism and Antiquities is the main managers of trails. Increasingly they are catalysts for trail development, occupying a central role in the coordination and management of provision, utilizing their local knowledge and community links to deliver appropriate sets of expertise for specific projects. To explore trails as tools for achieving policy outcomes, the research methodology initially involved web-based searching of Local Cultural Strategies (LCS) for hits on 'trails'. This revealed the involvement of a variety of departments and council officers in their provision. For the most part these officers had responsibility for tourism, leisure and culture and to a lesser extent had expertise in environmental planning and urban regeneration.

Further investigation of LCS reveals that trails are initiated by a lead department that usually reflects the overall priorities of a specific authority. As such, the Ministry of Tourism and Antiquities departments and officers are steering the whole development of the Old Karak "Heritage Trail". Therefore, tourism great focus is on the provision of trails as an opportunity for creating new tourism products and a device for linking and

marketing diverse leisure attractions, so as to achieve greater goal in key locations or longer stays in the area. The technical unit in charge of supervising the overall implementation of the heritage trail determined the objectives that shall be met that were twofold: to explore the national and global policy initiatives driving the development of trails and to understand the rationale supporting trail provision.

Table 3 illustrates policy drivers grouped under four headings: social; economic; environmental; cultural. These are not a fully comprehensive listing of policy drivers but are a sample to suggest the range and diversity of national and global initiatives and key documents that shape trail development. These are superimposed on the local government context, which highlights the importance of partnerships, cross-sector working, best value indicators and the diversity of funding sources used for trail development and improvement.

The table below groups the rationales identified in the LCS under the headings: social; cultural, economic and environmental, reflecting the nature of the service objectives. However, it is useful because it reflects the involvement and interests of the directorates within the authority and demonstrates the commitment of local authorities to the pervasive cultural planning perspective.

Table 3. Trail Objectives and Rationale

Social	Cultural	Economic	Environmental
Life-long learning	Preservation & renovation	To attract funding and build stakeholder network	Rural renaissance / sustainability
Community engagement / participation	Celebratory	Destination image	Spatial planning and monitoring
Social inclusion	Identity	New visitor attractions and recreational opportunities	Visitor management
sense of cohesion	Linking cultural attractions	Branding / marketing diverse attractions	Conservation built and natural heritage
Widening accessibility	Context for the public art	Regeneration	Protection (landscape; archaeology)
Health / safety benefits	Story telling		

Respondents identify access, life-long learning and social inclusion as the most important rationales for trail provision. Interpretation can be tailored to specific user groups and thematic storytelling can stimulate interest. Cultural attractions are often incorporated on the route and respondents perceive that this enhances their accessibility. Respondents identified two key areas of development reflecting current strategic priorities of local authorities. These are trails that focus on purposeful walking is attractive to many people who would have the interest in learning more about heritage and their environment. Local authorities are approaching this through the development this new heritage trail which connect the major key monuments in the direct project action area and in the old city core around. The economic benefits of tourism are also a major driver. In traditional tourism destinations, local authorities are often seeking to add value through the development of additional attractions (Such as pole of touristic activities and natural landscape) to encourage longer stays in the area and to differentiate their core product. The LCS revealed that trails usually have complex rationale and contribute to more than one objective. As such, the Old City of Karak Heritage Trail is developed on the basis of the rationale outlined below:

1. To explore, understand, record and celebrate character and diversity (Cultural)
2. To contribute to the destination image (the Old City of Karak) (Economic)
3. To encourage, promote and provide sustainable physical and intellectual access to the heritage (Cultural/Social)
4. To develop a sense of cohesion and community identity (Cultural/Social)
5. To value local people's heritage (Cultural/Social)
6. To support and build on heritage activities undertaken by voluntary organizations (Social)
7. To ensure that links between heritage and tourism are exploited (Economic)
8. To encourage sustainable tourism (Environmental)
9. To celebrate and promote heritage in new and imaginative ways. (Cultural)
10. To improve the environmental quality of the public space (Environmental/Social)

The rationales have been mapped against the objectives in Table 3, to show their range and complexity. There is no indication given as to their relative importance, consequently, it is difficult to see how an interdisciplinary team can employ resources and develop appropriate strategies to realize these goals.

25 semi-structured interviews were undertaken with cultural officers from local authorities representing all tiers of local Karak communities, who have responsibility for contributing to the development of LCS and the implementation and management of trails. The objectives were to:

1. Build up typologies of trail provision
2. Explore trail development: key drivers and future prospects
3. Identify arrangements for cross-sector and partnership involvement in trail provision
4. Arrangements and methodologies for monitoring and evaluation

### 11. Trail Typologies

From the audit and interviews it is apparent that trails vary in terms of scale, presentation format, governance, purpose, usage, partnerships and management, development, costs and evaluation methodologies. The Old City of Karak Heritage Trail is planned as a sophisticated trail that encompasses the Criteria in Table 4.

Table 4. Characteristics of Trail Typologies

Criteria	Sophisticated
<b>Scale</b>	<ul style="list-style-type: none"> <li>• Large scale or network encompassing sub-trails and attractions</li> <li>• Closely linked to other trails and tourism attractions</li> <li>• Branded trails with common identity</li> </ul>
<b>Presentation format</b>	<ul style="list-style-type: none"> <li>• physical presence</li> <li>• Heavy promotional activity through a range of media</li> <li>• Full color Brochure</li> <li>• Branding linked to signage and interpretative devices</li> <li>• Wide range of interpretative devices</li> <li>• Website with extensive links</li> <li>• Professional designers and interpretative consultants used</li> <li>• Visitor centres</li> </ul>
<b>Governance</b>	<ul style="list-style-type: none"> <li>• Dedicated trail manager, possibly with a remit that extends across a number of trails</li> <li>• Defined skill sets and expertise</li> <li>• Clear reporting structures and responsibilities</li> <li>• All tiers of local government and national agencies</li> </ul>
<b>Purpose</b>	<ul style="list-style-type: none"> <li>• Primarily environmental and economic benefits relating to tourism impacts</li> <li>• Social, community, cultural benefits are secondary</li> <li>• Complex rationale and range of outcomes</li> </ul>
<b>Usage</b>	<ul style="list-style-type: none"> <li>• Wide range of users reflecting rationale and benefits</li> <li>• Primary emphasis on expanding tourism (regional; national; international)</li> <li>• Primary tourist attraction</li> <li>• High awareness among gatekeepers</li> <li>• High visitor numbers</li> </ul>
<b>Partnerships and Management</b>	<ul style="list-style-type: none"> <li>• Large number of partners and funding agencies</li> <li>• National and international funding agencies</li> <li>• Professional expertise brought in</li> <li>• Formal relationships defined by contractual obligations</li> <li>• Acknowledged on documentation</li> </ul>
<b>Development</b>	<ul style="list-style-type: none"> <li>• Lead times in excess of 3 years</li> <li>• Multi phased</li> </ul>
<b>Costs</b>	<ul style="list-style-type: none"> <li>• Large capital and management budgets</li> <li>• National and International funding including EU Structural Funds</li> <li>• Examples:</li> </ul>
<b>Evaluation</b>	<ul style="list-style-type: none"> <li>• Limited</li> </ul>

Characteristics of trail typologies help to:

- Unite disparate sites through the development of a coherent and enticing story;
- Increase the volume of domestic and international visitors and encourage longer stays in the region;
- Use a proportion of the funding to enhance heritage attractions in the area.

### 12. Conclusion

The Old City of Karak Heritage Trail is a very significant project, which draws together many of the features of

the Old City of Karak's heritage. It will showcase the Old City in a manner which has never been attempted in such an integrated way before. It will only work with the support of the communities, industry bodies and various levels of government. The Old City of Karak Heritage Trail is introduced as a flexible and multi-faceted tool for social, environmental, cultural and economic benefits.

The cultural remit for local government has expanded since the widespread adoption of a cultural planning perspective. This emphasizes that strategic development of core services is best achieved by ensuring that cultural considerations are present in all processes of planning and development. This approach highlights the significance and flexibility of trails, since they can be judiciously designed to deliver complex social, economic and environmental outcomes using existing cultural resources cost effectively.

The audit of trails, content analysis of local cultural strategies and interviews with cultural officers suggest that there are complex rationales underpinning trail development, and that a wide variety of internal and external stakeholders are responsible for the design, funding and implementation of this provision. Whilst a cultural planning perspective has not been universally adopted, cultural officers play a key role in shaping the trail offer, contributing to cross sector working and the development of partnerships.

Typologies are offered to distinguish purpose, usage, scale and governance of trails and the approaches used for their development, presentation and management. The research highlights the growing sophistication of trails and exemplifies good practice. Key challenges for cultural officers were considered to provide a realistic assessment of the relative importance of stated rationales; substantiate the efficacy of trails as tools for achieving diverse outcomes; design evaluation methodologies to enable evidence based policymaking and engage more effectively with commercial organizations that may be able to fund further development of the sector. Finally, trail provision is highly fragmented and the author suggests that consideration be given to the development of a national body who could provide advocacy to policy makers, advise on best practice, develop umbrella branding, raise public consciousness, undertake benchmarking and develop practical evaluation methodologies.

In the light of national trends, this action project has in fact been designed to stress the importance of using local resources and of the urban regeneration-related practices. Further researches are urgently needed to tackle the subject of branding and marketing these local and regional products and services, that are used as one of the means to present authenticity and to increase visibility and diversify of the old city of Karak. Future researches shall tackle how to promote the old city's tourism portfolio aiming at attracting and retaining more visitors into the region.

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