

# サステナブルな観光開発 ～中東・ヨルダン編～

2021年3次隊 杉村勇輔  
任地：ヨルダン・サルト  
職種：観光



زهرة السلط  
إمارة صلالة - تحت الحماية - منظمات

# 自己紹介

■ **名前**：杉村勇輔（すぎむらゆうすけ）

■ **出身**：東京都

■ **経歴**：大学卒業→民間企業で半年だけ働く→市役所の観光課で5年半、福祉課で1年勤務→JOCV現職参加。

■ **配属先**：ヨルダン・サルト歴史博物館

■ **活動内容**：**世界遺産・サルトの街の観光プロモーションを行っています。**

例えば、SNSにイベントや風景写真を投稿して街のPRをしたり、観光客にアンケートをとったりしています。

■ **好きなもの**：テニスと本とラーメン。  
飽き性なので毎月趣味が変わります。



# 任地のサルト市とは

- 首都アンマンから車で30分
- 19世紀末～20世紀初頭に通商の要路として栄えた古都
- ヨルダンの中では比較的影の薄い観光地

2021年7月に世界文化遺産登録



# サルト 紹介映像



Harmony Trail

# ちよつとここで…

街歩きが  
とにかく楽しい！



～隊員目線～  
サルトの魅力紹介



# 隊員目線 サルトの魅力紹介



急勾配に建物が  
迷路のように密集  
→毎日探検気分！



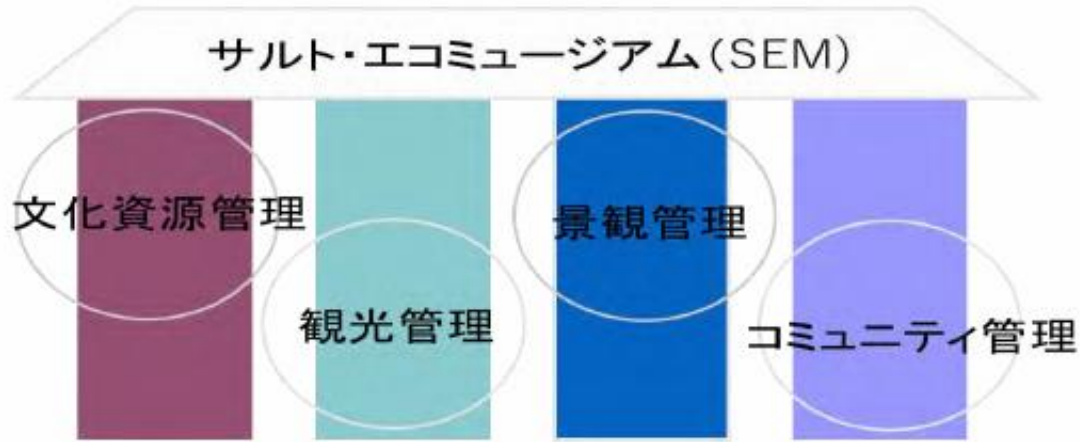
# 隊員目線 サルトの魅力紹介



地元グルメも  
いっぱいあります！



# サルト観光開発の現状



種類	文化資源管理	観光管理	景観管理	コミュニティー管理
機能	文化資源に関する調査、データベース構築などにより、文化資源の保存、保全、継承、そして創造を管理する	コア博物館、サテライト、ディスカバリートレイルからなる観光システムの構築、観光マーケティングとプロモーション、収益管理システムを管理する	景観を構成する歴史的建造物を含む全ての要素を評価、保存/保全する。ガイドラインなどにより、新たな建設活動をコントロールする	エコミュージアムへの住民の参加を促す仕組み、観光の利益がコミュニティーに還元される仕組みを作る

図 1.3 エコミュージアム管理システム

20年以上も前から、  
日本政府はサルトの支援に携わってきた



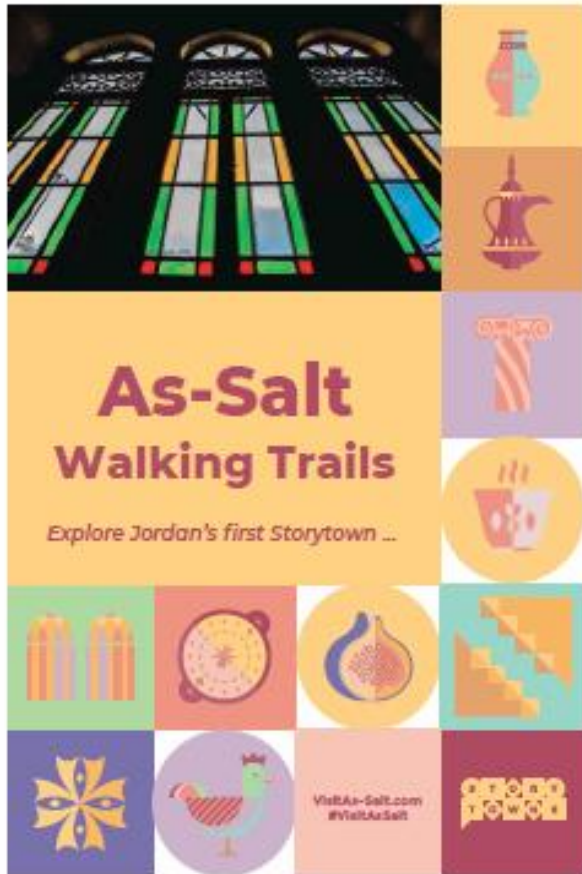
サルト歴史博物館前には  
JICAの記念プレート



# サルト観光開発の現状

## 【観光マップ】

JICAがつくったトレイルとマップがもととなり、改訂を続けながら発行中



### Harmony Trail

**1 Historic Old Salt Museum (Abu Jaber House)**  
 With a visit to one of the most beautiful, historic houses in As-Salt, the Abu Jaber House commemorates the city's prosperity at the end of the 19th century. It has been converted into the Historic Old Salt Museum, which gives a glimpse of the city's history and heritage.

**2 Al Ain Plaza**  
 Take in the colors, smells, textures and sounds of Al Ain Plaza, As-Salt's downtown area. It was originally a meeting point for traders, and today residents meet here to chat or play the traditional game of mangra. Al Ain means 'spring' in Arabic and the plaza is so named because water from a nearby mountain spring used to pool here and rocks came to collect their water from it.

**3 As-Salt Great Mosque**  
 This is the oldest mosque in As-Salt and the original building was constructed in the 13th century from mud and straw. The Ottomans rebuilt the mosque in the 1860s and then in 2007, what remained of the Ottoman structure was renovated and expanded into the new mosque you see today, which reflects a mix of modern and traditional architecture. The second floor has an area for women to pray, and part of it is reserved for the mosque's shrines. Women must take off their shoes before entering the mosque and female visitors must wear head cover.

**4 The English Complex**  
 The complex was established in 1849, and served as a hub for various activities. The complex contained a school for children, the first hospital in Jordan, the Church of the Good Shepherd and a school for religious lessons. It treated patients during the two world wars, functioned as a clinic and the great earthquake that struck the city in 1927. The complex was built on the ruins of Roman baths, which has been used for a range of purposes including medical, educational, and religious.

**5 Qasbi House**  
 This scenic house was built in 1864. It reflects 19th century developments in merging urban design with traditional Ottoman house style. The main architectural characteristics are the famous ceilings with mosaic arches. The house has been granted to As-Salt Greater Municipality to be used as headquarters for As-Salt City Development Project.

**6 Al Khader Church**  
 Al Khader Orthodox Church and the shrine within it are the most visited place in As-Salt. The church is located at the end of Al Khader Street, a winding road along which can be found a variety of shops. The holy shrine was built over the remains of an old chapel that dates from 1850, when people believe many miracles have happened. In 2006, it is believed the body of St. George appeared while he was praying. It took up to 10 months to move. Muslims as well as Christians pray here.

**7 The Small Mosque**  
 The Small Mosque is the oldest standing mosque in As-Salt. Located at the end of Hamman Street, it was built in the first quarter of the 20th century by master Hajj Sulaiman Abu al-Hoson and financed solely by donations from the local community.

**8 Roman Orthodox Church and School**  
 The church was built in the 16th century and the building has a school. It was the first private school in As-Salt and welcomed both Muslim and Christian students and teachers.



**MAP KEY**

- Walking Trails
- Historic Trail
- Daily Life Trail

**9 Latin Church**  
 Italian architect and priest John Morlan, who planned many churches in Palestine, designed and constructed this church, the first Latin Church in Jordan. The basement was used to store supplies for the Turkish army and citizens of As-Salt. The complex also had a school that has run continuously since its founding in the middle of 19th century.

**10 Al-Hammam Coffee House**  
 Explore the city's first proper coffee house, serving coffee and herbal drinks alongside homemade sweets and biscuits inspired by Salt homes. The cafe is situated in a house that was built in 1881. You can't miss the original tiled floor and stone niches, which are spectacular features of this cozy place.

### Daily Life Trail

The trail starts with a visit to the following attractions, before moving on to Hamman Street.

**1 Al Ain Plaza**

**2 Historic Old Salt Museum (Abu Jaber House)**

**3 As-Salt Great Mosque**

**4 Hamman Street**  
 Hamman Street is a bustling pedestrian street in the heart of As-Salt that has long been the city's main market street. It is also the oldest street in As-Salt and was named after a Turkish both (hammam) that used to sweet cheese in the 18thc, which were flavoured by locals. The both is now gone, but the name lives on. It has been the main shopping district in As-Salt for over 90 years, built between 1860-1880. Hamman Street is a paved pedestrian zone. The community of As-Salt has preserved and supported its independent business owners, including traditional sweets shops, butchers, perfumers, and spice shops along the street you will find:

**Al-Eshayeh phoenakaria) Store:** Al-Eshayeh is a store that connects Hamman Street to Al Khader Street. Eshay means 'shopkeeper' in Arabic, and in its heyday this street was populated by shopkeepers and repair shops.

**Knashk shop:** The people of As-Salt historically made Knashk without cheese. During the 1970s expansion of As-Salt, many people immigrated from Syria and Palestine, bringing with them their customs and influence. As a result, many new kinds of sweets appeared, and Knashk with cheese is now common.

**Outfit shop:** This is one of many few shops in Jordan that make outfit all year round, a swear associated with Ramadan. It's a part-time like party is traditionally stuffed with cheese or nuts and their feed or baked, and finally dipped in sugar syrup. At this shop you can make your own outfit and stuff it with your filling of choice.

**Mandirani Cafe and Small Restaurants:** Located in a renovated heritage space that was built in the 1800s, and with their unique decor, traditional music, and local flavors, visitors are engaged in the traditions and heritage of As-Salt the minute they begin the climb up the walkway that leads to the cafe and restaurants.

**Awamam shop:** This shop, established in 1881 and sells local sweets, including flat, stretchy dough balls called awamam.

**Greengrocery Local shop:** have daily for all their needs, including pantry ingredients, vegetables, and more.

**Perfume shop:** Salt people use perfume in day-to-day life and for special occasions. This shop can mix up your perfume of choice.

**Tobacco shop:** This shop sells natural tobacco, which doesn't contain synthetic materials. Locally tobacco is known as 'heari'. It was grown in the outskirts of the city. A traditional scale is still used here to weigh the tobacco.

**Altar (Spice Shop):** Locals buy herbs and spices from the altar and many people continue to use herbs for their medical use. For example, sage is used to treat digestive problems and thyme is taken to treat respiratory ailments.

**Vegetables market:** The vegetable shop is full of fresh vegetables and active sellers. Traditionally, buying vegetables was the market task. Grapes, figs, and mushrooms are grown in the area. Most come from the As-Salt Valley.

# サルト観光開発の現状



【トレイルガイド】  
公益財団による、英語対応の観光ガイドを継続実施中。  
ホームビジット有：約7,000円  
ホームビジット無：約4,000円

シーズン中は、半年に約200件の申込

# サルト観光開発の現状



**【職業訓練】**  
ヨルダンの観光庁が主催で、若者を対象とした職業訓練を毎年実施。観光産業の担い手増加を目指す。





## サルト歴史博物館 来館者推移

2018年：19,000人

2019年：19,753人

2020年：8,653人

2021年：19,188人

2022年：131,653人

★コロナ  
規制緩和  
★世界遺産  
登録

前年比  
約7倍

# ちよつと休憩



# これまでに携わった、 サステナブルな観光開発の事例

①公式Instagramの運用

②来館者アンケートの実施

③職員のITリテラシー向上



# 背景

# ①公式Instagramの運用



Al-Balqa' / صفحة مديرية سياحة البلقاء  
Tourism Directorate page

3,268 件の「いいね！」・フォロワー3,880人

WhatsApp

「いいね！」済み

メッセージ



Al-Balqa' / صفحة مديرية سياحة البلقاء  
Tourism Directorate page

3d · 地球

His Highness Prince Al-Hussein visited the Institute of Public Administration Thursday 23-2-2023 in the presence of Deputy... See more

Rate this translation



Al-Balqa' / صفحة مديرية سياحة البلقاء  
Tourism Directorate page

Feb 17 · 地球

A part of the meeting of the Directorate of Tourism of Al-Balqa Governorate, with the presence of the Youth League... See more

translation



You, ثابت شحاده and 9 others



You, ثابت شحاده and 9 others

配属先の公式 Facebookは以前からあったものの、会議の報告等が主な投稿内容で、観光振興に繋がるものではなかった。

# ①公式Instagramの運用



balqa\_tourism\_as\_salt\_city

Edit profile

Ad tools



63 posts

1,287 followers

22 following

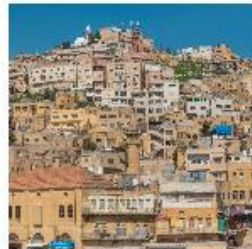
Balqa Tourism Directorate  
Government organization

This is the official Instagram page of Balqa Tourism Directorate(As-Salt City)

الصفحة الرسمية لمديرية سياحة البلقاء.

[www.facebook.com/mota.ALbalqa](http://www.facebook.com/mota.ALbalqa)

- 2022年5月、新たにInstagramアカウント開設
  - 写真調達はボランティア、アラビア語作文はCP
  - 週2のペースで更新
  - フォロワー 1,300人、月間ビュー数 11,000
- ⇒重要なサルトのPRツールへ





# ①公式Instagramの運用

Test 10

\$2 per day for 3 days ⇒ \$6 total

Started boost on 1/17

Audience ⇒ Automatic

	Day 0	Day 1	Day 2	Day 3
Reach	463	4,219	6,727	9,040
	↑	3,756	↑ 2,508	↑ 2,313
Like	72	112	155	185
	↑	40	↑ 43	↑ 30
Followers	887	901	921	939
	↑	14	↑ 20	↑ 18
Profile visits	6	77	147	183
	↑	71	↑ 70	↑ 36

有料投稿にした際は、  
閲覧者、いいね、フォロワー  
数の伸び具合の推移をデータ  
でまとめて、今後の配属先の  
予算付けの参考としてもらう。

Test 11

\$2 per day for 5 days ⇒ \$10 total

Started boost on 2/19

Audience ⇒ Automatic

	Day 0	Day 1	Day 2	Day 3	Day 4	Day 5
Reach	459	3,450	6,705	10,027	13,118	16,042
	↑	2,991	↑ 3,255	↑ 3,322	↑ 3,091	↑ 2,924
Like	69	129	205	256	306	352
	↑	60	↑ 76	↑ 51	↑ 50	↑ 46
Followers	940	966	989	1010	1038	1057
	↑	26	↑ 23	↑ 21	↑ 28	↑ 19
Profile visits	11	99	193	260	327	385
	↑	88	↑ 94	↑ 67	↑ 67	↑ 58

## ②来館者アンケートの実施



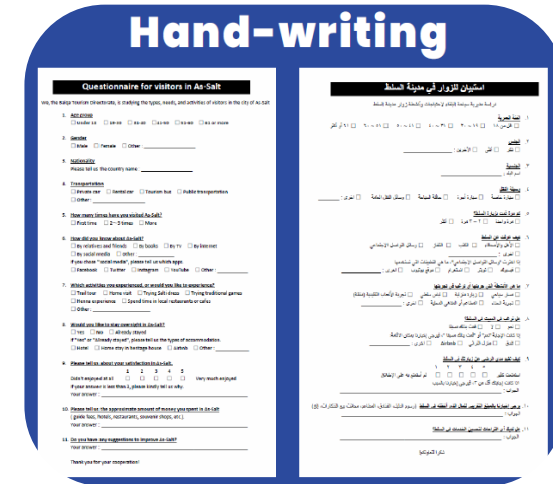
観光客はたくさん来ている。でも彼らのニーズを把握できていない。



紙媒体のアンケートは2019年に実施していたが、集計の煩雑さなどから定着せず…。

## ②来館者アンケートの実施

- Google Formsを用いた、観光客のニーズを測るアンケート
- 2022年9月～11月の約2ヶ月実施
- 250人の回答  
(ヨルダン40%、外国人60%)
- 2022年12月に中間結果報告
- 2023年度版は現在内容協議中

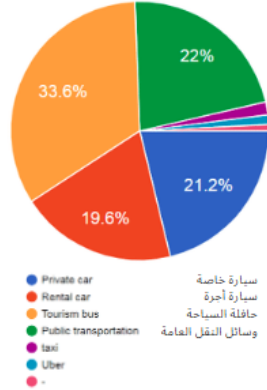


## ② 来館者アンケートの実施

### RESULTS

#### 4. Transportation وسيلة النقل

Both Jordanians and foreigners  
الأردنيون والأجانب



### النتائج

Analysis of the difference between Jordanians and foreigners  
تحليل الفرق بين الأردنيين والأجانب

	Jordanians أردنيين	Foreigners أجانب
Private car سيارة خاصة	20 (22.5%)	23 (20.0%)
Rental car سيارة أجرة	1 (1.2%)	48 (29.1%)
Tourism bus حافلة السياحة	34 (40.0%)	50 (30.3%)
Public transportation وسائل النقل العامة	26 (31.9%)	27 (16.4%)
Other أخرى	2 (2.4%)	7 (4.2%)

>>> For foreigners, more use of cars, and less use of public transportation compared to Jordanians.

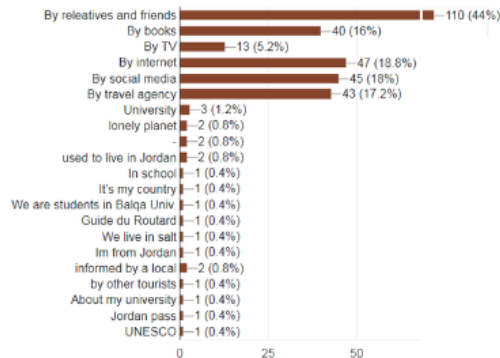
يستخدم الاجانب السيارات الخاصة بشكل أكبر لزيارة المدينة، ووسائل النقل العام بشكل أقل مقارنة بالأردنيين.

### RESULTS

#### 6. How did you know about As-Salt?

كيف عرفت عن السلط

Both Jordanians and foreigners  
الأردنيون والأجانب



### النتائج

Analysis of the difference between Jordanians and foreigners  
تحليل الفرق بين الأردنيين والأجانب

	Jordanians أردنيين	Foreigners أجانب
Relatives and friends الأهل واصدقاء	62 (72.9%)	48 (29.1%)
Books الكتب	5 (5.9%)	35 (21.2%)
TV التلفاز	7 (8.2%)	6 (3.6%)
Internet إنترنت	7 (8.2%)	40 (24.2%)
Social media وسائل التواصل الاجتماعي	29 (34.1%)	16 (9.7%)
Travel agency وكالة سفر	5 (5.9%)	38 (23.0%)
Other أخرى	11 (13.0%)	10 (6.1%)

>>> Foreigners use internet and books rather than social media to catch the information. On the other hand, social media is an effective tools for Jordanians.

يستخدم الأجانب الإنترنت والكتب بدلاً من وسائل التواصل الاجتماعي للحصول على المعلومات. من ناحية أخرى، تعتبر وسائل التواصل الاجتماعي أداة بحث فعالة للأردنيين.

### ③職員のITリテラシーの向上



QRコード、Webアンケート、  
年間のイベントカレンダーの  
作成方法をレクチャー  
& マニュアル作成

# ③職員のITリテラシーの向上

The screenshot shows an Excel spreadsheet with a table of visitor data and a bar chart. The 'Select Data' button in the Chart Tools ribbon is circled in red. A red circle also highlights the bar chart, which is titled 'زوار متحف السلط التاريخي' (Historical Sultan Museum Visitors). The chart shows visitor counts for four years (2011, 2012, 2013, 2014) with two categories: 'غير اردنيين' (Non-Arab) and 'اردنيين' (Arab).

السنة	العدد	الاردنيين	غير الاردنيين
2011	39168	17198	21970
2012	8553	7225	1428
2013	20753	13080	7673
2014	19000	13182	5818

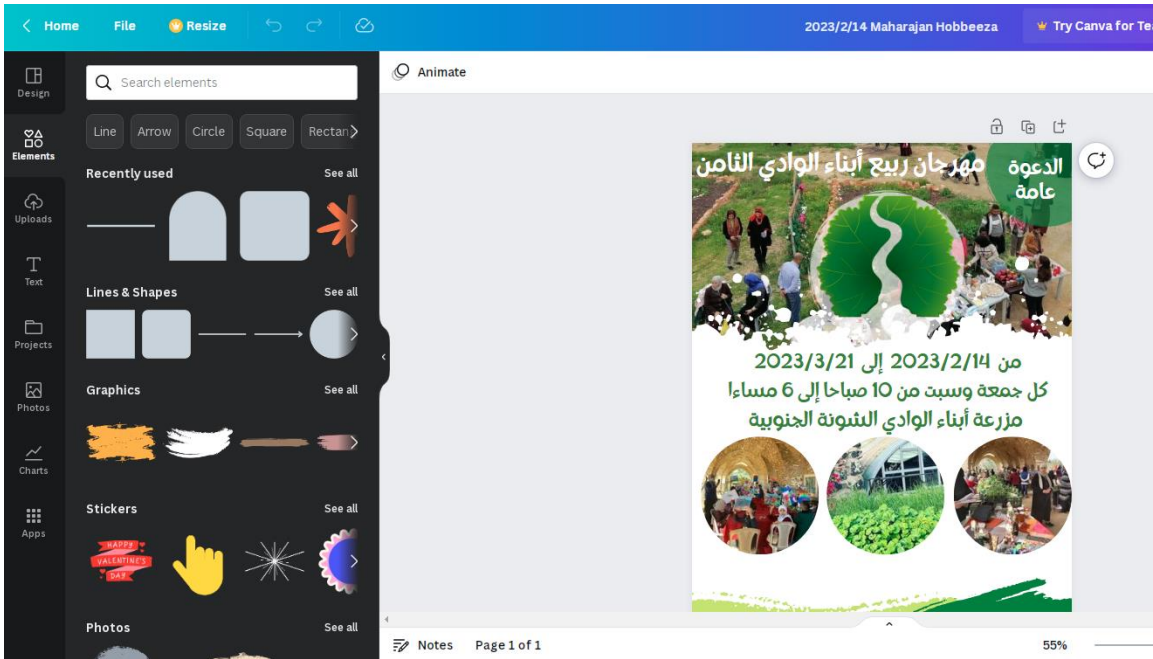
- 全てがWord管理の配属先で、Excel管理に随時移行
- マニュアル作成

12. Go back to Sheet1.

Click the graph, then Design, then “select data”.

# ③職員のITリテラシーの向上

チラシやニュースレターは、  
 パワポの代わりに  
 無料デザインアプリ使用



### ③職員のITリテラシーの向上

そのほか、ウェブ会議を繋いであげたり、PCの不具合直したり、カメラマンになったり……  
(隊員あるある)





# 萩市写真展紹介



**ここで質問です！**

# ラマダン（断食月）に撮った写真



**観光プロモーション事業は続けたい。**

**でも職員たちは元気がない。。。  
(そもそも職場にいない人も)**

**あなたならどうする？**

**皆さんの考えを教えてください！**



# ひとつの正解があるとは限りません。 **BUT** 先方の文化を尊重することは大事



のんびりでも、  
一緒にやること



# サステナブルな観光開発 ～中東・ヨルダン編～

2021年3次隊 杉村勇輔  
任地：ヨルダン・サルト  
職種：観光

شكرا على استماعكم

ご清聴ありがとうございました。



زهرة السلط  
إمارة صلالة - تحت الحماية - منظمات