

**UNDERSTANDING THE LIVELIHOOD OF LOCAL
PEOPLE IN SALT CITY AND THEIR
AWARENESS/PERCEPTION TOWARD HERITAGE, LIFE
AND TOURISM DATA PRESENTATION AND ANALYSIS**

(Part One)

Ali Salem Hyasat*

Abstract: -

This study aimed to identify the livelihood of local people in Salt as well as their awareness/perception on the heritage, life and tourism. Quantitative research methodology has been developed to meet the research aims and objectives. The quantitative technique was used based upon the opinion of local people living in traditional and non-traditional houses in As Salt City by filling two questionnaires for each house. The questionnaire was distributed to (350) houses and each house was required to fill up two copies of the questionnaire¹.

The result of this study revealed that most of residents from both type of houses had positive thinking and perception toward heritage, life and tourism in As Salt City. Moreover, tourism is considered as an important sector to the local community with its socio-economic impacts, and residents in Salt would like to see more tourists coming to their city. However, residents in Salt were aware about the value of their city regarding its traditional heritage and cultural, and they respected the soul of Salt, therefore, they would like to keep it as it is.

Employment and income generation are relatively low compared to other cities in Jordan, such as Amman, especially for residents who lived in traditional houses. Therefore, such kind of area should be flourishing with more tourism business to be driven to As-Salt, which is an area that needs to be experienced so the residents can believe in more.

* Associate Professor, Faculty of Business, Al-Balqa Applied University, Salt, Jordan.

¹ The total number of the questionnaire has been distributed was 700, and the total number for traditional and non-traditional houses was 350, each house was required to fill up to copies (one for male and another one for female).

Although, tourism development in As Salt was somewhat appreciated by the residents, the local entities and the international projects organizations were somehow not. Moreover, it was found that low levels of participation were recorded even from the direct beneficiaries of these projects due to lack of knowledge and weak communication and follow up with the local community.

Keywords: - Tourism, Heritage, local Community. Jordan, As-Salt.

1. Introduction

Jordan is strategically positioned at the convergence of Europe, Asia and Africa, Jordan is a small country. It is around 460km in length and by 355km in width, a total of about 92,000 sq km (Kennedy, 2004). Jordan is bordered by Syria to the north, Iraq to the northwest, Saudi Arabia to the east and south and Palestine and Israel to the west (see figure 1-1).

Figure (1-1): Map of Jordan.



Source: MOTA

Without significant oil resources and consisting largely of semi-arid plateaux and desert, the service sector (including the tourism industry) has become an important part of Jordan's National Economy (JNE)².

Over the past two decades, tourism has emerged as one of Jordan's most rapidly growing economic activities, ranking second in terms of foreign exchange earnings³. This has led to an increase in the level of contribution of this sector to the JNE reaching almost 12% in the year 2010. According to the Jordan National Tourism Strategy (JNTS) 2011-2015, about 40,000 people were directly employed in the tourism sector. It is believed that employment generated by the indirect economic impact of tourism is several times greater than the direct employment generated. The Government of Jordan, through the execution of its Executive Development Program 2011-2013 (EDP), is trying to strengthen the competitiveness of the tourism industry by developing and diversifying tourism products, improving the quality of tourism services, exploring new markets, and increasing tourism-related investment. MOTA is working on comprehensive tourism development through public-private partnership in order to increase tourism revenues from JD 2.66 billion in 2009 to the JD 4.2 billion in 2015 targeted in the JNTS (JNTS, 2010).

Nevertheless, despite its advantages and its importance to the economy, Jordan's tourism sector was performing at a level far below its potential. There were many factors that contributed to lower visitor spending per arrival compared to the world average and to some of Jordan's closest competitors (Egypt and Lebanon for example). According to the JNTS (JNTS, 2010) this disparity was largely due but not limited to three main reasons:

1. Short length of stay.
2. Low visitor expenditure per day.
3. Uncoordinated visitor servicing after arrival in Jordan.

According to the classification of the MOTA, tourist attraction resources in Jordan were divided into three main types in Jordan. These are:

1. Historical and Cultural Heritage Sites.
2. Natural Sites.
3. Medical Sites.

² The service sector contributes almost 70% of the GNP.

³ The main foreign exchange is the Jordanian overseas remittances, especially those who work in the Gulf States. They provide Jordan around US\$ 3 billion each year.

Under each type there are several sites and tourist attractions including tourist services and facilities. This study concerned with the first type which has been mentioned above. As-Salt City provides a relevant example for this kind of tourist attraction resources (see section 1.2.1.4).

According to the Inception Report conducted by JICA (INJICA), As Salt City is unlike other tourist sites in Jordan, which are predominantly archaeological; As Salt City is characterized by historical buildings from the late 19th and early 20th centuries. The City is expected to develop a new type of tourism site, where tourists can experience the lifestyle and culture of the local community. As individual or small group tourism has been the most rapidly growing area of international tourism, developing As Salt City, therefore, will be important for diversifying tourism products in Jordan. Once successful, the model developed in As Salt City can be replicated in other cities in Jordan with a historical townscape and original culture, and thus contribute to increasing the competitiveness of Jordan in the global tourism market (INJICA, 2012).

However, a major plan by the MOTA was established to tap into the rich heritage of Salt and transform it into an attractive tourism destination for local, Arab and international tourists. The Salt City Trail Development Plan defines MOTA efforts to put Salt on the tourist map and outlines supporting initiatives that have been or will be implemented by donor agencies working in the area. These included the World Bank-funded Third Tourism Development Project, JICA and USAID. The Salt City Trail was a part of a national initiative to develop tourism trails around Jordan, of which Salt will be the model for developing city trails (MOTA, 2009).

The launch of As Salt City Trail plan came after extensive planning and assessments in Salt, which MOTA conducted in close coordination with the local community, including decision makers, associations, leaders, families, women, and business owners. The planning, which was conducted with support from the USAID, helped to determine the potential and requirements in order to meet the needs of the community and best serve tourism, (MOTA, 2009).

As previously stated, recently MOTA, USAID and JICA have been working on tourism development and boost in As-Salt City. The ministry has been working to renovate and conserve traditional buildings such as mosques and the houses of wealthy merchants, in order to give tourists a taste of the Kingdom's urban heritage and how life was at the turn of the 20th century when the foundations of the country were being built. The ministry has been also working with

the USAID to promote local investment in the area, encouraging As-Saltis to develop shops, cafés, restaurants or other ventures that could benefit from the Kingdom's growing tourism sector, (MOTA, 2009).

According to the (World Bank and MOTA, 2005) report, in general, the residents were aware of their city's importance in Jordan as well as its distinctive old buildings and streets and they also cared very much for the preservation of its heritage and archaeological sites. Given this, there was a widespread feeling of resentment among residents as for the fact that Salt has been left out from the tourist map of Jordan, and blame for this is laid on Ministry of Tourism's shoulders. Thus, currently there was no significant number of tourists coming to Salt. Therefore, the supply of tourism related facilities was poor. Moreover, as for tourism as economic activity, there was a prevalent lack of awareness about its benefits and some expect that some problems may arise among the residents as results of envy and exclusion from activities seen to be important in the City.

Furthermore, Alhammad (2012) stated that the favorable attitude of the local population towards tourism generates positive interactions with tourists, promoting their satisfaction. This particularly important in the developing world where tourism projects aim to include and benefit local communities. Moreover, gaining insights into the locals' attitudes is the crucial point of tourism development and sustainability (Nunkoo and Ramkissoon, 2010). Planners are now challenged with understanding how the public perceives and feels about tourism in order to gain local support for tourism projects and initiatives (harrill, 2004).

There was still some lack in research and literature in general that discussed heritage in Salt and local people's perception toward tourism in general and integrated local people with tourism in particular. Therefore, this study was prepared to fill this gap. The study was conducted to provide a better understanding of the livelihood of local people in Salt as well as their awareness/perception on the heritage, life and tourism. However, this study is conducted under an official tender released by the Japan International Cooperation Agency (JICA).

1.2. Study Aims and Objectives

As previously mentioned, the main aims for this study were to provide a better understanding of the livelihood of local people in Salt as well as their awareness/perception on the heritage, life and tourism. Therefore, the study was designed to meet with the study main aims through a questionnaire which contained the following objectives:

1. To identify the characteristics of local people in Salt.
2. To recognize the way people in Salt feel about their houses.
3. To identify the method of transportation that is mostly used in Salt.
4. To explore the attachment to Salt and their perception to the townscape.
5. To examine the perception of Salt residents towards tourism.
6. To inspect the way that residents in Salt plan for their future.
7. To recognize the attribute of non-traditional houses in As Salt City.

1.3. Study Design and Methods

Tourism attached within the conservative cultural community is a more sensitive issue than other areas of urban forms, especially when it comes to sites and cities that are still breathing with people living within their walls and under their roofs. This is the case with the people in Salt and their own daily life. Therefore, to get a comprehensive and general knowledge about this topic and to achieve the main aims and objectives of this research, a quantitative research methodology was adopted.

1.3.1. Data Collection Techniques

This study was based on applying quantitative research methodology. A quantitative method has been used to meet the main aims and objectives for the survey based on developing a questionnaire that targeted residents of Salt, in order to have general understanding of their livelihood, perception, and awareness about tourism in Salt.

Questions were asked to residents who live in traditional and non-traditional houses in As Salt City about their livelihood, perceptions, and awareness of tourism (see appendix 1). By using the random sample technique the researchers disrupted more than (600) questionnaires to traditional houses residents, only (350) out of those questionnaires have been filled up by the respondents and collected by the researchers (see 1.3.3). Moreover, in order to compare between traditional and non-traditional houses, the researchers disrupted also around (400) questionnaires to non-traditional houses residents, and only (350) questionnaires have been collected. However, (700) is the total number of the questionnaires was filled up and collected by the researchers.

The questionnaire technique was chosen for its considerable ability in generating more holistic in-depth exploration and understanding of a specific community. The quantitative approach applied in this research gives a closer chance to gain insight into a community perspective. Moreover, the questionnaire distributed was translated into Arabic to avoid the language barriers

of understanding the English version and in order to make sure that the research is collecting more accurate data from respondents. Furthermore, the literature review, statistical data and all documents have been collected by the researchers.

1.3.2. Research Sampling

The total number of population for this study was all residents in Salt who were willing to participate. The questionnaire was mainly distributed in and around the Dawn Ton of As Salt City. However, from almost (500) questionnaires (two copies for each house which counted 1000 questionnaires) handed to the respondents only (350) questionnaires were collected (also two copies from each house). Therefore, the total of (700) was analyzed for this study. The list of sample for the survey was based on the random sampling technique in order to meet the main aim and objectives of the survey.

1.3.3. Data Collocation Limitations

This study was targeting residents in Salt who live in both types of houses (traditional and non-traditional). However, there was no problem to get the questionnaire filled by residents who live in non-traditional houses. On the other hand, the researchers found many difficulties to get the targeting number of the questionnaire from residents who live in traditional houses. These difficulties were mainly because of the following:-

- The total number of the traditional houses in Salt is limited compared to non-traditional houses. According to the MOTA the total number of traditional houses recoded in Salt is (657).
- A significant number of the traditional houses are lived by foreigners, and they were not interested in answering the questionnaire or they were a fried to answer it.
- Moreover, a significant number of Jordanian who are lived in traditional houses were not interested to answer the questionnaires as they complained about the situation in tourism and they believed that they will not get any benefit for filling the questionnaires. In another words, they had very bad experience about such kind of studies as they complained.
- Jordanian people in general do not like to be asked, beside this the questionnaire itself for this study was slightly long and most of the respondents did not fill it because of this reason.
- A significant number of the traditional houses were empty.

On the hand, there were no difficulties faced the researchers in terms of the non-traditional houses, this was also because of the following reasons:-

- The total number of this type of houses was much larger than the traditional one.
- Maybe it was the first time for most of them to be sampled for such kind of studies.
- Most of residents who live in this type of houses are well educated and they do understand and respect such kind of studies.
- As a result of this study, the average ages of residents who live in this type of houses are smaller than those who live in traditional houses (see 3.1.1).

1.3.4. Data Analysis

Data was analyzed using a review of all discussion from the questionnaire answers. The data was reflected on answering the fundamental questions of the research for the questionnaire, and it was analyzed to achieve the aims and objectives of this report.

The collected data of the questionnaire was analyzed using the SPSS statistical program through performing cross sectional analysis to provide a better understanding for the answers of the respondents.

The SPSS software was used to conduct analyses for the surveys. However, SPSS Program is a software package used for statistical analysis. It is now officially named "IBM SPSS Statistics" (<http://en.wikipedia.org/wiki/SPSS>). SPSS (originally, Statistical Package for the Social Sciences, later modified to read Statistical Product and Service Solutions) was released in its first version in 1968 after being developed by Norman H. Nie, Dale H. Bent and C. Hadlai Hull. SPSS is among the most widely used programs for statistical analysis in social science. It is used by most of the social sciences researchers, such as market researchers, health researchers, survey companies, government, education researchers, marketing organizations and so on. (<http://en.wikipedia.org/wiki/SPSS>)

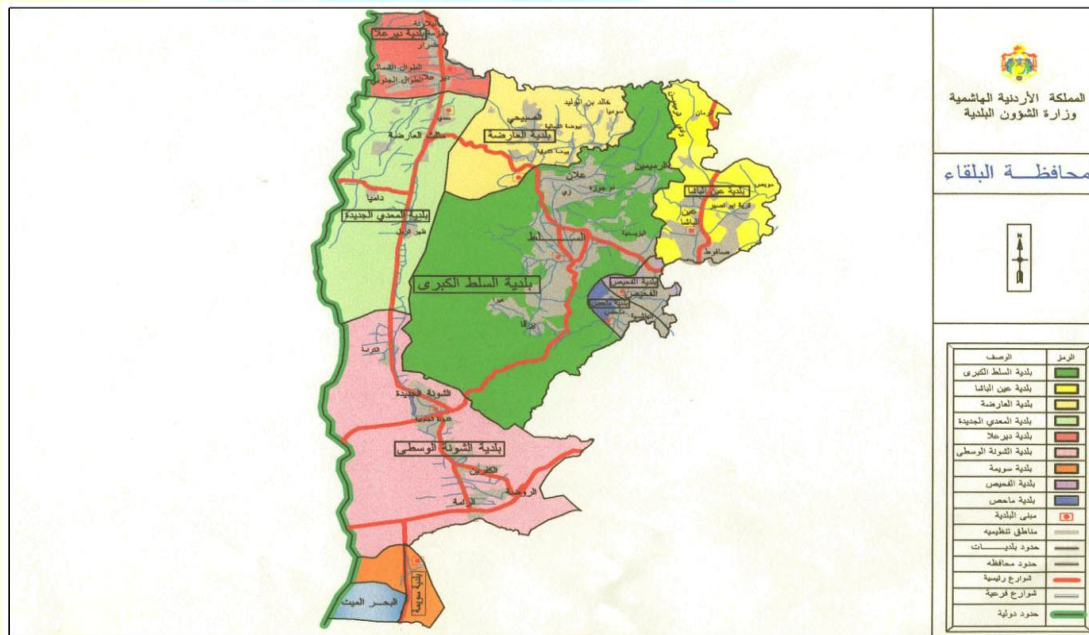
As previously mentioned, the survey aimed to understand the livelihood of residents in Salt as well as their perception/ awareness towards tourism and heritage in As-Salt city by examining some for mentioned important factors. After presenting the data that have been collected through a questionnaire the survey was analyzed through cross sectioning the type of the house (traditional or non-traditional) with all answers of the questions in the questionnaire. Traditional houses residents might have different points of views than non-traditional houses residents.

1.4. As Salt City Background

1.4.1 Location

Located 25 km. northwest Amman, As-Salt is an ancient agricultural town and administrative centre in west-central Jordan. It is on the old main highway leading from Amman to Jerusalem. It is situated in the Balqa highland, about 790–1100 meters above sea level, the town is built in the crook of three hills separated by deep valleys where it was the home of some predators, which were dangerous on citizens in the region and their possessions such as cattle, and also it was infested with caves and caverns that shelter the predators. One of the three hills (Jebal Al Qal'a) is the site of a 13th century ruined fortress. However, Salt is the capital of the Balqa Governorate see figure (1.2), (Alhammad.F, 201).

Figure (1--2): Map of Balqa' Governorate



Source:

MOTA

The geographic location gave the city a unique climate and a fertile land with ample springs. All such conditions were the reason behind people interest in different periods to settle in the area and form agricultural communities and build urban fabrics (Khraisat1997).

1.4.2. Historical Background

As an ancient town, As-Salt was once the most important settlement in the area between the Jordan valley and the eastern desert. Because of its history as an important trading link between

the Eastern desert and the West, it was a significant place for the region's many rulers,(Alhammad.F. 2012).

The Romans, Byzantians and Mameluks all contributed to the growth of the town but it was at the end of the 19th and the beginning of the 20th century, during Ottoman rule, when As-Salt enjoyed its most prosperous period (Al-Adarbeh, N, 2010).

Al-Salt has a profound old history. The archaeological discoveries in Al-Salt unveiled several occupational levels of early settlements during the Chalcolithic, Neolithic and Iron Ages, and during the Roman, Byzantine and Islamic periods till present (Khraisat1997) & (Al Ta'i 2004). Al-Salt name came from a non-Arabic origin converted from the word "*Sanat*" which means "*Shajar Al Sindian*" Oak Tree. However, according to Assyrian documents the first name of Al-Salt was Gadora or Tell Gador, located south east the city, a Semitic root of "*Gadar*" which means a wall in Arabic "*Gidar*" (Khraisat1997).

The City was mentioned in its different names by several travelers and historians who visited Al-Salt including Burchhardt (1812), Condor (1881), Schumacher (1891), Oliphant (1880), Merrill (1270-1875), Ibn Al Atheer (1232), Abu Al Fida'a (1332), Al Kalkashandi (1418) and Ibn Sai'd Al Mughrabi (1243) where they indicated its importance during different periods and described its features and population (Khraisat1997, Daoud 1994, & Tarawneh 1992).

As-Salt lived a period of significance throughout the Nineteenth Century and the beginning of the Twentieth Century during the Ottoman rule in Jordan. A position placed As-Salt during that period, as the principal governing center for the province and the neighboring areas. Moreover, As-Salt was a top candidate to be the capital of the proposed independent state of East Jordan, however, Amman was selected instead due to its center position in the region, and thus have seen extensive development as a capital, where As-Salt has preserved its traditional nature and culture (Al Ta'i 2004).

The main archaeological treasures and features of As-Salt includes; the Castle of As-Salt, the Tell, the Cemetery or Khirbet An-Nabulsi, Safout, Khirbet Zayy, Ain Al Basha, Khirbet As-Souq, Khirbet Ayyoub, Khirbet Hazeer, Khirbet Ad-Dir, Dir Alla, Al Zarah, and Bethany or the Baptism Site (Al Ta'i 2004, Al-Adarbeh, N, 2010).

1.4.3. Population

According to the Jordan Department of Statistics (JDS, 2011) As-Salt Qasabah District has a population around 133 thousand and almost 94 thousand in Salt Sub-District (see table 1.1). The

youth with less than 20 years old represents almost %45 of the total population in As-Salt City. Male represents %51 of the population and female represents %49, and in general the employment rate among the population represents % 34 and %10 represents female employment. Most of the employment was public sector based and in the Jordanian Armed Forces with %16. Moreover, the workers in the trade reached almost %13, education %11 with a notification that female employment was mostly represented in the educational sector with %34 (USAID et al 2009, Al Adarbeh, N, 2010, and JDS, 2011).

Table (1.1): Number of Statistics Population for Balqa Governorate included As-Salt City

AREA	NUMBER OF POPULATION
Balqa Governorate	418600
Salt Qasabah District	132790
Salt Sub-District	93580
Al-Ardha Sub-District	11830
Allan Sub-District	16920
Ira & Yargha Sub-District	10460
Shoonah Janoobiyah District	46840
Dair Alla District	56180
Ain Albasha District	155850
Fuhais & Mahes District	26940

Source: JDS, 2011

1.4.4. Tourism in As Salt and its Values

The City of Salt gained its popularity the most by its yellow sandstone buildings that were built by the successive culture that came and lived in Salt over the years, especially in the Ottoman period. These splendid yellow sandstone buildings incorporate a variety of local and European styles. Typically, they have domed roofs, interior courtyards and characteristic tall, arched windows. Perhaps the most beautiful is the Abu Jaber mansion, built between 1892 and 1906,

which has frescoed ceilings, painted by Italian artists, and is reputed to be the finest example of a 19th century merchant house in the region. (<http://en.wikipedia.org>).

Tightly built on a cluster of three hills, Salt has several other places of interest, including Roman tombs on the outskirts of town and the Citadel and site of the town's early 13th century Ayyubid fortress which was built by al- Ma'azzam Isa, the nephew of Saladin soon after 1198 AD. There was also a small museum and a handicraft school where you can admire the traditional skills of ceramics, weaving, silk-screen printing and dyeing. Salt's Archaeological & Folklore Museum displays artifacts dating back to the Chalcolithic period to the Islamic era as well as other items relating to the history of the area. In the folklore museum there was a good presentation of Bedouin and traditional costumes and everyday folkloric items. (<http://en.wikipedia.org>).

Furthermore, Salt City has much tourism potential especially by presenting Ottoman-era charm. It has more than 900 heritage buildings, many of which date back to the period of Ottoman rule in Jordan, and the city, is also known for its narrow winding stairways and scenic viewpoints. While most tourist sites in Jordan are archaeological sites, tourism resources in As Salt City are urban heritage consisting of historical townscape and lifestyle. It is also valuable as "Living Heritage", where local people follow traditional lives.

However, the visitor of As-Salt can feel wisdom of pride of its homogeneous cultural landscape that represents both Islam and Christianity. This is prevalent in the city from its rich landscape of rolling natural hills and majestic cultural fabric mounted with minarets of old Ottoman mosques and bill tours of churches, see figure 1.3 (Al Adarbeh, N, 2010).

Figure (1.3): General View of the Downtown of Al-Salt



Source: MOTA, 2012.

In January 2004 the Department of Antiquities of Jordan submitted an official nomination of Al-Salt to the "Tentative List" of the World Heritage in order to qualify As-Salt for inclusion in the World Heritage List. As-Salt was nominated in the "Cultural" category (UNESCO 2004, Al Adarbeh, N, 2010). The nomination of As-Salt is based on the criteria of selection published in the Operational Guidelines. However, to be included on the World Heritage List, sites must be of outstanding universal value and meet at least one out of ten selection criteria (UNESCO 2008, Al Adarbeh, N, 2010).

As-Salt was nominated under the criteria iii, IV, and V of the Operational Guidelines for the Implementation of the World Heritage Convention as follows (Al Adarbeh, N, 2010):-

1. (iii) Bear a unique or at least exceptional testimony to a cultural tradition or to a civilization which is living or which has disappeared.
2. (iv) Be an outstanding example of a type of building, architectural or technological ensemble or landscape which illustrates (a) significant stage(s) in human history.
3. (v) Be an outstanding example of a traditional human settlement, land-use, or sea-use which is representative of a culture (or cultures), or human interaction with the

environment especially when it has become vulnerable under the impact of irreversible change.

Nevertheless, the World Heritage Convention defines the outstanding universal value as (UNESCO 2008):

“Cultural and/or natural significance which is so exceptional as to transcend national boundaries and to be of common importance for present and future generations of all humanity. As such, the permanent protection of this heritage is of the highest importance to the international community as a whole. The Committee defines the criteria for the inscription of properties on the World Heritage List”.

According to Inception Report was connected by JICA in 2012 (IRJICA, 2012), there have been a series of efforts to conserve the living heritage in As Salt City since the 1980s. Attempts to make the city core of As Salt, which contains most of the historical buildings, listed as a World Heritage site started with a feasibility study in 1993. However, due to the lack of a comprehensive conservation management plan for the heritage site, these attempts have not yet borne fruit. At present, the main tourism project in As Salt is the As-Salt City Development (ASCD) project, which started in 2004 under the initiative of King Abdullah II. As Salt City was not a major tourist destination in Jordan at present. Since tourism has not been considered as a major industry in As Salt, the City does not have sufficient tourism infrastructure, and has not been conducted tourism promotion activities comprehensively.

In addition, persistent traffic jams as well as lack of parking spaces in the City have been impeded effective tourism promotion (INJICA, 2012). However, the number of tourists who visited As Salt City during the last five years was less than it should be see table (1.2), according to the MOTA (MOTA, 2012).

Table (1.2.): Number of Tourists who Visited Salt during the last five Years

Year	Number to Tourists
2008	4135
2009	4224
2010	4945

2011	3948
2012	⁴ 3277

Source: MOTA, 2012 based on the number of tourists who visited the Historic Old Salt Museum (HOSM).

1.4.5. Japanese Assistance to Tourism Sector in Jordan

According to IRJICA and MOTA, the Government of Japan has been assisting the tourism sector in Jordan since the National Tourism Development Strategy and Policy Project from 1994 to 1996. As Salt City was one of four cities assisted by Japanese Yen loans under the Tourism Sector Development Project (TSDP), implemented between 1999 and 2011. Under TSDP, a historical building was rebuilt into a museum called the Historic Old Salt Museum (HOSM). A JICA technical project called Tourism Development through Museum Activities Project (TDMAP) was implemented to help establishing an operation and management system for the HOSM, and a draft Salt Ecomuseum (SEM) plan was prepared for tourism development of As Salt City as a whole under the Special Assistance for Project Implementation (SAPI) of TSDP (IRJICA, 2012), see table (1-3).

Moreover, JICA has also assisted a series of training programs for government officials in the areas of museums and tourism in Japan and has sent experts in the related areas (IRJICA, 2012). Nevertheless, it appears that tourism development in As Salt City has lost its direction without a clear planning and management system. Since there was not enough involvement of the local community, present tourism development in As Salt City has left out an important element of Salt's value, namely intangible assets. Until the local community has an in-depth understanding of Salt's value, and was involved in the process of tourism development, developing tourism may have a negative impact on tourism resources in As Salt City through rampant commercialism and the erosion of precious cultural resources according to IRJICA, (IRJICA, 2012). However, this project seeks to overcome these issues by focusing to improve the understanding of the local community about the value's of As Salt City. The following two chapters involve the data presentations and an analysis of the outcomes of the survey was connected to implement the above mentioned project.

⁴ This number of tourists is until the end of November 2012.

Table (1-3): Japanese Assistance to Tourism Sector in Jordan

Activities	Project	Scheme	Date
Develop a master plan for tourism sector development in	National Tourism Development Strategy and Policy	Technical assistance	1994-96
Develop tourism infrastructure in four cities in Jordan, namely Amman, Salt, Karak and Dead Sea	Tourism Sector Development Project (TSDP)	Loan project	1999-2011
Provide technical assistance to operation and management of four museums constructed under	Tourism Development through Museum Activities Project (TDMAP)	Technical assistance	2004-2007
Introduce Ecomuseum concept, develop draft Ecomuseum plan, identify potential trails, develop maps	Mid-term supervision survey of TSDP and dispatch of a group of Japan Overseas Cooperation Volunteers (JOCVs)	Technical assistance	2007-2008
Technical assistance to HOSM.	Special Assistance for Project Implementation (SAPI)	Technical assistance	2008-2009
Formulate SEM Plan Assist opening of HOSM and provide advice on its operation and management	Dispatch an expert and a project formulation advisor	Technical assistance	2008-2010
Basic survey of cultural resources in As Salt City	Dispatch of a group of JOCV	Technical assistance	2009-2010
Development of Salt-brand products	Dispatch a JOCV	Technical assistance	2011-2012

Source: IRJICA, 2012.

2. DATA PRESENTATION

As mentioned earlier, this survey aims to provide a better understanding of the livelihood of local people in Salt as well as their awareness/perception toward heritage, life and tourism. After collecting (700) questionnaires divided equally between traditional and non-traditional houses (two copies for each type of houses see table 2-1 below), (350) questionnaires which is equivalent to (175) traditional and (175) for non-traditional houses, in order to allow the researchers to compare between both of them. This chapter presents the data collected through

those questionnaires in order to achieve the above mentioned main aims and objectives of the survey.

2.1. Basic Personal Information of the Respondent

2.1.1. Traditional or Non-Traditional Houses.

Respondents were required to determine whether their houses are traditional or not, answers of this question are shown in the table (2-1).

Table (2-1): frequency for traditional or not

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	non-traditional	350	50.0	50.0	50.0
	traditional	350	50.0	50.0	100.0
	Total	700	100.0	100.0	

Table (2-1) shows how the questionnaires were equally distributed between traditional and non-traditional houses by (350) questionnaires for each. Each house has got two questionnaires to be filled up which leaves us with (175) houses from each type.

2.1.2. Age

In order to stand on the ages of the respondents, they were required to determine their age categories, see table (2-2) to view their ages.

Table (2-2): frequency for age of respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 to 30	173	24.7	27.2	27.2
	31 to 40	134	19.1	21.1	48.3
	41 to 50	163	23.3	25.6	73.9
	51 to 60	99	14.1	15.6	89.5
	more than 60	67	9.6	10.5	100.0

	Total	636	90.9	100.0	
Missin	System	64	9.1		
g					
Total		700	100.0		

As can be observed in table (2-2), approximately (25%) of the respondents were in the age between (18 and 30) indicating that how young respondents in Salt are, and more than (23%) of them were in the age between (41 and 50), (19%) of respondents were in the age between (31 and 40), and (14%) of them were between (51 and 60) years old, while there were only less than (10%) of them over (60%) years old. However, this result is reflecting the average age of the Jordanian's population.

2.1.3. Sex

Because it was important for females to fill up one questionnaire in each house, respondents were also asked to determine their gender and this was because of that females might answer the questionnaire differently. Answers of this question are presented in table (2-3) below.

Table (2-3): frequency of sex

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	female	239	34.1	34.1	34.1
	male	461	65.9	65.9	100.0
	Total	700	100.0	100.0	

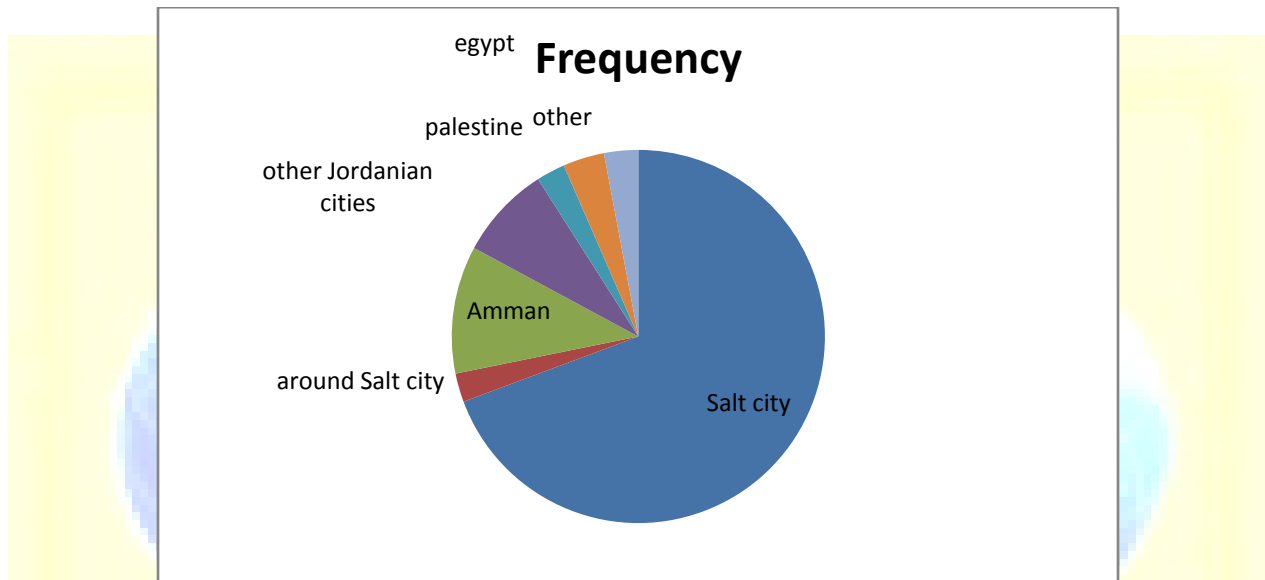
As can be noticed in table (2-3), almost (66%) of the questionnaires were filled up by males, and the remaining (34%) of them were filled up by females. Although , each house was supposed to fill up two questionnaires one of them for the male and the other for the female, but it was noticed that many cases witnesses the male filling up the two questionnaires, in additional some houses did not include any female in them. This result indicated that significant number of females in Salt are independent and they usually rely on their husbands/brothers or fathers to

make decision instead of them, and this is related to Jordanian`s people culture that males are mostly dominated in Jordan. However, the researchers in this case had nothing to do about it.

2.1.4. Birth

Respondents were asked to tell the city/country that they were born in. Following is a review of their answers.

figure (2-1): frequency of place of birth



As can be seen in the above figure (2-1), the vast majority of Salt residents were born in Salt city with (69%). On the other hand, residents who were born in Amman were not more than (11%) of the respondents, and there were (8%) of the respondents that were born in other Jordanian cities such as Irbid, Zarqa, Karak and others. Only (4%) of the respondents were born in Egypt and those are the foreigners who live in Salt. People who were born around Salt city and in other places such as Syria, America, and Germany were (3%) for each. Although, it is a fact that more than half of the Jordanian people are originally came from Palestine, but only (2%) of the residents who answered the questionnaires in Salt were born in it. This mainly because of that Salt City is known is a place of original Jordanian among the cities of Jordan, in addition to that most of Jordanian people which have came originally from Palestine and they live in Salt currently were born in Jordan due to the long time they have been in Jordan.

2.1.5. Job

Type of job is important basic information to identify, therefore, respondents answered the question as seen in table (2-4).

Table (2-4): frequency for job

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	retired	85	12.1	15.9	15.9
	public sector	144	20.6	27.0	42.9
	private sector	167	23.9	31.3	74.2
	do not work	138	19.7	25.8	100.0
	Total	534	76.3	100.0	
Missing	System	166	23.7		
Total		700	100.0		

As can be observed from table (2-4), (24%) of the respondents were working in the private sector in different careers and positions or they were working in their own businesses, while there were more than (20%) of the respondents that worked in the public sector and mostly they were school teachers or working in the military or civil defense. On the other hand, there were almost (20%) of the respondents were not working and they were mostly among females who either chose to stay at home or did not look for jobs, and this is mainly because of that males are the ones who have to provide and serve almost everything for their houses and children which is based on the culture in Salt in particular and in Jordan in general. Table (2-4) also shows that (12%) of the respondents were retired and those were mostly old people. It is worth to mention that almost (24%) of the respondents did not answer this question for no reason.

2.1.6. Place of Work

A question to know the place of work for the respondents was included in the questionnaire, hereby in table (2-5) a summary of their answers.

Table (2-5): frequency for place of work

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Salt city	285	40.7	57.8	57.8
	around Salt city	23	3.3	4.7	62.5
	Fuhais	13	1.9	2.6	65.1

	Amman	92	13.1	18.7	83.8
	other	80	11.4	16.2	100.0
	Total	493	70.4	100.0	
Missing	System	207	29.6		
Total		700	100.0		

Table (2-5) shows that more than (40%) of people in Salt were working in it, while (13%) of people in Salt work in Amman knowing that Amman is very close to Salt and it is the capital of Jordan that usually has better opportunities for people who are looking for a job. On the other hand, more than (11%) percent of people in Salt answered with other, mostly they were working in other Jordanian cities or they answer with other because they were retired. It is also worth to mention that almost (30%) of the respondents did not answer this question for also no reason.

2.1.7. Income

An optional question was included in the questionnaire to know the income of people in Salt. Following in table (2-6) are the answers of this question.

Table (2-6): frequency for income (optional)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5000 or less	351	50.1	73.4	73.4
	from 5001 to 10000	79	11.3	16.5	90.0
	from 10001 to 15000	20	2.9	4.2	94.1
	from 15001 to 20000	10	1.4	2.1	96.2
	more than 20000	18	2.6	3.8	100.0
	Total	478	68.3	100.0	

As seen in table (2-6), (68.3%) of the respondents answered the optional question that asked to know their income. The result of this question indicated that more than half of the respondents (50.1%) were having (5000 or less) per year which was the lowest income category, those who

were mainly working in the public sector and some of them in the private sector. (11.3%) of the respondents were having between (5001 and 10000) per year, while people that were having income between (10001 and 15000) were (3%) of the respondents and (2.6%) of them were having more than (20000) per year, while only (1.4%) of the respondents were having between (15001 and 20000) of income per year.

2.1.8. Education

To stand on the level of education of people who are responsible of houses in Salt, the respondents were asked to determine their level of education. Following is a presentation of their answers.

Table (2-7): frequency for education

		Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid	not educated	46	6.6	7.2	7.2
	primary	87	12.4	13.7	20.9
	secondary	256	36.6	40.3	61.3
	bachelor or higher	246	35.1	38.7	100.0
	Total	635	90.7	100.0	
Missin g	System	65	9.3		
Total		700	100.0		

As can be noticed in table (2-7), (36.6%) of the respondents had secondary education just slightly more than respondents who had bachelor or higher with (35%) which indicated that people in Salt are well educated. (12.4%) of the respondents had a primary education, while only (6.6%) of the respondents were not educated and they were among old people that were more than (61) years old. This result is also matching with the average level of education in Jordan that only (7%) of the Jordanian`s population are not totally educated. However, (65) respondents did not answer this question.

2.2. About the House

2.2.1. Date Started to Live in the House

Respondents were asked to determine the date they or their family have started living in the house, table (2-8) shows the presentation of their answers.

Table (2-8): frequency for the date they started living in the house

		Freque ncy	Percent	Valid Percent	Cumulative Percent
Valid	before 1869	78	11.1	12.6	12.6
	from 1869 to 1889	27	3.9	4.3	16.9
	from 1890 to 1909	26	3.7	4.2	21.1
	from 1910 to 1929	15	2.1	2.4	23.5
	from 1930 to 1949	36	5.1	5.8	29.3
	from 1950 to 1969	46	6.6	7.4	36.7
	from 1970 to 1989	109	15.6	17.6	54.3
	from 1990 to present	284	40.6	45.7	100.0
	Total	621	88.7	100.0	
Missin g	System	79	11.3		
Total		700	100.0		

As can be seen in the above table (2-8), as significant as (40.6%) the residents started to live in their house after (1990), while there were (11%) of the respondents their families started living in the house before (1869). On the other hand, (16%) of people in Salt started living in the house

between (1970 and 1989), while there were (7%) and (5%) of the respondents started living in their houses (from 1950 to 1969) and (from 1930 to 1949) respectively. While there were only (3.9%), (3.7%), and (2.1) of Salt's residents that started living in their house from (1869 to 1889), (1890 to 1909), and (1910 to 1929) respectively. However, (79) respondents did not answer the question.

2.2.2. Memories and Episodes about the House

Respondents were asked to tell about the type of memories or episodes they have about the house, answers were as follows in table (2-9).

Table (2-9): frequency for memories and episodes about the house memories (multiple answers)

		Responses		
		N	Percent	Percent of Cases
memories and episodes	birth memories	135	11.1%	22.1%
	family memories	304	25.1%	49.8%
	growth memories	125	10.3%	20.5%
	building memories	159	13.1%	26.1%
	business memories	79	6.5%	13.0%
	neighbors memories	209	17.2%	34.3%
	celebration memories	140	11.5%	23.0%
	other	62	5.1%	10.2%
	Total	1213	100.0%	198.9%

As can be noticed from the table above (2-9) that (50%) of the cases people were attached to their houses by memories and episodes about their families, while there were (34%) of the cases that included memories and episodes about neighbors. On the other hand, residents that had

memories and episodes about the building appeared in (26%) of the cases, while those that had memories and episodes about celebration and birth appeared in (23%) and (22%) of the cases correspondingly. Around (20%) of the cases residents had memories and episodes about their growth. However, business memories and other memories were only (13%) and (10%) correspondingly.

2.2.3. Persons Live in the House?

Residents of Salt were asked to determine the number of persons living in the house. Table (2-10) presents the frequency of their answers.

Table (2-10): frequency for number of people in the house

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3 or less	113	16.1	17.8	17.8
	4 to 7	410	58.6	64.5	82.2
	7 to 10	96	13.7	15.1	97.3
	more than 10	17	2.4	2.7	100.0
	Total	636	90.9	100.0	
Missing	System	64	9.1		
Total		700	100.0		

Table (2-10) shows that the highest percentage (59%) of houses in Salt were occupied by (4 to 7) persons, this result is matching with the average number of Jordanian`s families, while there were (16%) of houses that are occupied by (3 or less) persons. On the other hand, houses that were occupied by (7 to 10) people were not more than (14%). However, only (2.4%) of houses were occupied by more than (10) people.

2.2.4. Own the House

To explore the percentage of people that owns their houses, respondents were asked to answer the question (do you own the house?). See table (2-11) to view the answers.

Table (2-11): frequency of own the house

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no	288	41.1	44.7	44.7
	yes	356	50.9	55.3	100.0
	Total	644	92.0	100.0	
Missing	System	56	8.0		
Total		700	100.0		

It is notable from the above table (2-11) that (55.3%) of people in Salt own their houses, while the remaining (44.7%) do not own the houses they are living in, and this is quite large percentage which the result has indicated for people who are not owning their houses.

2.2.5. Desire to Sell the House

Those who own their houses were required to answer another question to investigate whether they are willing to sell it or not. The following table (2-12) presents their answers.

Table (2-12) frequency for desire to sell the house

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no	280	40.0	81.6	81.6
	yes	63	9.0	18.4	100.0
	Total	343	49.0	100.0	
Missing	System	357	51.0		
Total		700	100.0		

As can be seen in table (2-12), only (18.4%) of those who own their houses were willing to sell their houses, the remaining (81.6%) were not willing to sell their houses.

2.2.6. Favorite Part of the House?

Exploring what part of the house is mostly preferred by residents of Salt, respondents answered the question: what do you like in your house? Answers were as follows:

Table (2-13): frequency what people like in the house (multiple answers)

		Responses		
		N	Percent	Percent of Cases
points that people like in the house	like design	183	18.4%	29.2%
	like view	205	20.6%	32.7%
	like location	326	32.8%	52.0%
	like its history	182	18.3%	29.0%
	no interest	67	6.7%	10.7%
	other	30	3.0%	4.8%
	Total	993	100.0%	158.4%

As can be observed from table (2-13), (52%) of the people like the location of their houses, and there were (33%) of people in Salt that like the view from their houses, this result is fairly reasonable and acceptable since that most of locations in Salt City have a good and a nice view from any side you see it, while residents who like the design and the history of their houses were (29.2%) and (29%) respectively. However, around (11%) of the respondents were not interesting to answer this question, while there were (3%) of the respondents who answered with others and they did not specify what other could be.

2.2.7. Points they want to Improve

To shed the light on things that people in Salt want to improve in their houses they were asked the following question: which of the following points of your house you want to improve? Answers of this question were as follows.

Table (2-14): frequency analysis for what people want to improve in the house (multiple answers)

			Responses		
			N	Percent	Percent of Cases
what to improve	improve exterior		258	22.7%	41.1%
	improve interior		193	17.0%	30.7%
	improve floor		159	14.0%	25.3%
	improve openings		199	17.5%	31.7%
	improve structure		211	18.6%	33.6%
	no interest		70	6.2%	11.1%
	other		45	4.0%	7.2%
	Total		1135	100.0%	180.7%

It can be noticed from table (2-14) that (41%) of people in Salt want to improve the exterior facade, while there were (33.6%) residents want to improve the structure of their houses. People who wanted to improve openings were (32%), while respondents who wanted to improve the interior façade accounted for approximately (31%), and those who wanted to improve the floor were (25%) of the total answers. On the other hand, only (11%) of people showed no interest in what to improve in their houses. In the meantime, (7.2%) of people in Salt answered with other without specifying what they want to improve particularly.

2.2.8. Desire to Renovate

In order to explore the desire of renovation for people in Salt the following question was asked: if you got a government support, do you want to renovate? See table (2-15) to view the answers.

Table (2-15): frequency for desire of renovation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no	414	59.1	59.7	59.7
	yes	279	39.9	40.3	100.0
	Total	693	99.0	100.0	
Missing	System	7	1.0		
Total		700	100.0		

Table (2-15) shows that (60%) of people in Salt do not want to renovate their houses if they got a government support, the remaining (40%) wanted to renovate their houses in the case of government support.

2.2.9. Type of Renovation Wanted

Those who wanted to renovate their houses in the case of government support were asked to determine what kind of renovation they wanted for their houses. See table (2-16) to view their answers.

Table (2-16): frequency for what to renovate

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	exterior	51	7.3	29.1	29.1
	interior	25	3.6	14.3	43.4
	floor	3	.4	1.7	45.1
	openings	10	1.4	5.7	50.9
	full renovation	78	11.1	44.6	95.4
	other	8	1.1	4.6	100.0
	Total	175	25.0	100.0	
Missing	System	525	75.0		
Total		700	100.0		

As can be noticed from table (2-16) above, (44.6%) of the respondents who wanted to renovate their houses stated that they wanted full renovation, while there were (29%) of them stated that they wanted to renovate the exterior façade. Those who stated that they wanted to renovate interior façade were (14.3%), in the meantime, those who wanted to renovate openings, others, and floors were only (5.7%), (4.6%), and (1.7%) in that order.

2.2.10. Preferred style

To explore what style is preferred by people in Salt, they have been asked the following question: which of the following designs you want to make if you can repair your house? Answers of this question are demonstrated in table (2-17).

Table (2-17): frequency for preferred style

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	traditional	198	28.3	35.3	35.3
	modern	298	42.6	53.1	88.4
	no interest	52	7.4	9.3	97.7
	other	13	1.9	2.3	100.0
	Total	561	80.1	100.0	
Missing	System	139	19.9		
Total		700	100.0		

As seen in the table (2-17), (43%) of people in Salt have chosen modern style and (28%) showed interest in traditional style, while there were (7.4%) were not interested in repairing their houses, and in the meantime, only (2%) answered with other without specifying what others could be.

2.2.11. Know About Regulations of Salt Municipality

Respondents were asked about their knowledge of the regulations made by Salt municipality about demolition and restoration of buildings, the answers came as follows in table (2-18):

Table (2-18): frequency for knowing about regulations

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	I do not know	313	44.7	49.1	49.1
	does not exist anymore	26	3.7	4.1	53.1
	I know without details	184	26.3	28.8	82.0
	know little bit	62	8.9	9.7	91.7
	know details	37	5.3	5.8	97.5
	other	16	2.3	2.5	100.0
	Total	638	91.1	100.0	
Missing	System	62	8.9		
Total		700	100.0		

As shown in table (2-18), almost (45%) of residents in Salt do not know about regulations made by Salt municipality about demolition and restoration of buildings, while there were (26%) residents that know about the regulations but do not know details. On the other hand, (9%) of them knew a little bit about regulations while there were only (5%) of them who know details about the regulations. This result indicated the fact that Jordanian's people do not care much about regulations, however, they mostly rely on their relationships with other people who work in such kind of insinuations.

2.2.12. Advice for Demolition and Restoration

A question about who will be asked for the advice of demolition and restoration in Salt was included; table (2-19) presents the answers.

Table (2-19): frequency for advice

		Responses		
		N	Percent	Percent of

					Cases
advice for demolition	government advice	211	25.3%		34.0%
	architect advice	261	31.3%		42.0%
	family advice	121	14.5%		19.5%
	friend advice	71	8.5%		11.4%
	nobody	27	3.2%		4.3%
	other	34	4.1%		5.5%
	do not want	109	13.1%		17.6%
	Total	834	100.0%		134.3%

As can be observed from table (2-19), (42%) of the cases witnessed people who will ask advice from an architect, while there were (34%) of them that will ask advice from government, indicating that people in Salt generally prefer professionals or officials regarding this issue. On the other hand, in (20%) and (11%) of the cases people will take the advice from their families and friends respectively, while there were (18%) did not want to repair, restore, or demolish their houses, and only (4%) who would not ask anybody's advice.

2.2.13. Know Architect

Respondents were asked whether they know any architect, contractor, or craftsman, and the answers were as follows:

Table (2-20): frequency for knowing contractor

		Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid	no	457	65.3	73.9	73.9
	yes	161	23.0	26.1	100.0
	Total	618	88.3	100.0	
Missin g	Syste m	82	11.7		
Total		700	100.0		

Table (2-20) shows that (74%) of people in Salt do not know any contractor, architect or craftsman, while the remaining (26%) know some of them. However, names and contacts of those contractors, architects, and craftsmen are shown in (appendix 2).

2.2.14. Skills

Respondents were asked about those contractors, architects and craftsmen, to tell whether they have good skills or not. Their answers came as follows:

Table (2-21): frequency for good skills

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no	19	2.7	14.2	14.2
	yes	115	16.4	85.8	100.0
	Total	134	19.1	100.0	
Missing	System	566	80.9		
Total		700	100.0		

As can be seen in table (2-21), there were (86%) of those who know contractors, architects, or craftsmen think that they have good skills in what they do, while only (14%) thought that they do not have good skills.

2.2.15. Willingness to Receive Visitors

Investigating the willingness of people in Salt to receive visitors they were asked the following question: are you willing to receive visitors at your house? See table (2-22) to view their answers.

Table (2-22): receive tourists

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no	94	13.4	15.6	15.6
	yes	509	72.7	84.4	100.0
	Total	603	86.1	100.0	

Missin g	Syste m	97	13.9		
Total		700	100.0		

As shown in table (2-22), (84%) people in Salt were willing to receive visitors at their houses, while the rest (16%) of them were not. Although, Salt is a conservative in terms of its culture, but this result inducted that people in Salt are warm and welcome in regarding visitors.

2.2.16. Stay Overnight

Investigating what kind of tourists are allowed to stay overnight at their houses, the following question was included in the questionnaire: what kind of visitors are allowed to stay overnight at your house? Answers of the question are presented in table (2-23).

Table (2-23): frequency for type of tourists allowed to stay overnight

		Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid	friends	350	50.0	65.9	65.9
	local tourists	63	9.0	11.9	77.8
	foreign tourists	118	16.9	22.2	100.0
	Total	531	75.9	100.0	
Missin g	System	169	24.1		
Total		700	100.0		

As can be seen in table (2-23), (66%) of people in Salt allowed only friends to stay overnight at their houses, while there were (12%) who allowed local tourists to stay overnight at their houses, and (22%) allowed foreign tourists to stay overnight at their houses. However, this result is quite encouraging, which can be said that there are a good opportunity to develop tourism in Salt by integrating and encouraging the local people who would like to allow local and foreign tourists to stay overnight at their houses.

2.3. About Transportation

2.3.1. Transportation Means

In order to identify the method of transportation used by people in Salt, the following question was included in the questionnaire: what method of transportation do you use in Salt? Table (2-24) presents the answers.

Table (2-24): frequency of transportation (multiple answers)

		Responses		
		N	Percent	Percent of Cases
method of transportation	on feet	190	24.1%	30.1%
	by bus	186	23.6%	29.5%
	by taxi	162	20.5%	25.7%
	by car	243	30.8%	38.5%
	other	8	1.0%	1.3%
	Total	789	100.0%	125.0%

It can be seen in table (2-24) that (38.5%) of people in Salt used cars as their transportation in Salt. On the other hand, (30%), (29.5%), and (26%) of the sample were using feet, bus, and taxi respectively. However, there were only (1.3) of people in Salt were using other means of transportation such as Bicycles or Animals.

2.3.2. Own a Car

To investigate the percentage of people in Salt that own cars, they have been asked whether they own a car or not. Following is a summary their answers in table (2-25).

Table (2-25): frequency for owning a car

	Frequency	Percent	Valid Percent	Cumulative Percent

Valid	no	353	50.4	57.1	57.1
	yes	265	37.9	42.9	100.0
	Total	618	88.3	100.0	
Missin g	Syste m	82	11.7		
	Total	700	100.0		

As seen in the above table (2-25), more than half (57%) of people in Salt did not own a car, while there were (43%) of them that owned a car.

2.3.3. Park

Respondents were asked about the place they usually park their cars, answers of this question came as follows in table (2-26).

Table (2-26): frequency for the place of parking

		Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid	inside the house	70	10.0	27.3	27.3
	road side	172	24.6	67.2	94.5
	other	14	2.0	5.5	100.0
	Total	256	36.6	100.0	
Missin g	System	444	63.4		
	Total	700	100.0		

It is notable from table (2-26) that more than (67%) of the people who used cars were parking usually on the road side, while there were (27%) of them parked inside their houses or inside their buildings. On the other hand, only (6%) of them used other places for parking.

2.3.4. Feeling about Transportation

Respondents were required to describe their feelings about transportation in Salt; therefore, they have been asked the following question: which of the following expresses your feelings about transportation in Salt? See table (2-27) to view the answers of this question.

Table (2-27): frequency for feeling about transportation (multiple answers)

		Responses		
		N	Percent	Percent of Cases
transportation difficulties	transportation difficulty	155	16.1%	25.1%
	noise	161	16.8%	26.1%
	air pollution	109	11.4%	17.6%
	traffic	187	19.5%	30.3%
	all	279	29.1%	45.1%
	no interest	49	5.1%	7.9%
	other	20	2.1%	3.2%
	Total	960	100.0%	155.3%

Significantly (45%) of people in Salt have chosen all. However, the problem of traffic appeared in (20%) among the answers, while noise, difficulty, and air pollution appeared in (17%), (16%), and (11%) of the answers correspondingly. On the other hand, only (5%) and (2%) have shown no interest and other things correspondingly.

2.4. About Townscape

2.4.1. Knowing that Salt is known for its Traditional Places

To stand on to what extent people in Salt know that Salt is known for its valuable traditional places, respondents were asked the following question: do you know that Salt is known for its valuable traditional places? Answers of this question are demonstrated in table (2-28) bellow.

Table (2-28): frequency for known traditional places

	Frequenc	Percent	Valid	Cumulative
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		y		Percent	Percent
Valid	no	31	4.4	5.0	5.0
	yes	592	84.6	95.0	100.0
	Total	623	89.0	100.0	
Missin g	Syste m	77	11.0		
Total		700	100.0		

As shown in table (2-28), the vast majority of those who answered this question accounting for (95%) were aware that Salt is known for its valuable traditional places, only (5%) of them did not know about that. However, this result is natural because of that residents in Salt are strongly attached with their city.

2.4.2. The Way People Feel About Knowing Salt for its Valuable Historical Places.

Respondents were asked about the way they feel about Salt is known for its valuable traditional places. Their answers came as follows in table (2-29).

Table (2-29): the way people feel about known traditional places

		Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid	proud	562	80.3	88.5	88.5
	no interest	63	9.0	9.9	98.4
	other	10	1.4	1.6	100.0
	Total	635	90.7	100.0	
Missin g	System	65	9.3		
Total		700	100.0		

As can be seen in table (2-29), almost (89%) of the people in Salt feel proud that Salt is known for its valuable traditional places. While there were (10%) who had no interest of that, and only (1.6%) answered with others.

2.4.3. Conserving Traditional Townscape

Respondents were asked about the way they feel about conserving traditional townscape. Table (2-30) presents their answers.

Table (2-30): frequency for conserving traditional townscape

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very happy	390	55.7	61.4	61.4
	happy	180	25.7	28.3	89.8
	neutral	51	7.3	8.0	97.8
	unhappy	7	1.0	1.1	98.9
	very unhappy	7	1.0	1.1	100.0
	Total	635	90.7	100.0	
Missing	System	65	9.3		
Total		700	100.0		

It is notable from table (2-30) that (91%) of the respondents answered the question, and (56%) of whom were very happy with conserving traditional townscape, while there were (26%) of them who were happy with that. On the other hand, (7%) of them were neutral about that, and only (1%) of them were unhappy or very unhappy for each.

2.4.4. Knowing About Ecomuseum Concept

To investigate to what extent the Ecomuseum is known for people in Salt, they were asked about it. Table (2-31) below shows the details.

Table (2-31): frequency for knowing about Ecomuseum concept

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no	320	45.7	54.1	54.1
	yes	272	38.9	45.9	100.0
	Total	592	84.6	100.0	

Missin g	Syste m	108	15.4		
Total		700	100.0		

As can be seen in table (2-31), (46%) of people in Salt did not know about Ecomuseum concept, while (39%) knew about it. However, more than (15%) of the respondents did not answer the question.

2.5. Saltiness and Attachment to Salt

2.5.1. What Expresses Salt

Respondents were asked about things that express Salt in their opinions. Answers came as follows in table (2-32).

Table (2-32): frequency for what expresses Salt (multiple answers)

		Responses		
		N	Percent	Percent of Cases
express salt	Traditional town	470	14.1%	74.0%
	hills and valley	300	9.0%	47.2%
	traditional buildings and traditional townscape	263	7.9%	41.4%
	Hammam street	287	8.6%	45.2%
	yellow limestone	304	9.1%	47.9%
	detail design	258	7.7%	40.6%
	food and drinks	138	4.1%	21.7%
	handcrafts	157	4.7%	24.7%
	old mosques and churches	271	8.1%	42.7%
	traditional clothes	179	5.4%	28.2%
	traditional courtesy	259	7.7%	40.8%
	traditional customs	212	6.3%	33.4%
	traditional lifestyle	193	5.8%	30.4%

	other	53	1.6%	8.3%
	Total	3344	100.0%	526.6%

As can be noticed from table (2-32) that the vast majority (74%) of the respondents mentioned traditional town among their answers, meaning that the traditional town expresses Salt the most in their opinions. (48%) of the respondents thought that the yellow limestone expresses Salt, while those who believed that hills & valleys, and Hammam street express Salt, accounted for (47%), and (45%) respectively. Moreover, (43%) of the respondents believed that old mosques and churches express Salt. Traditional buildings and townscape, detail design and traditional customs were among the things that express Salt by (43%), (40%), and (33%) respectively. However, the rest of things that could express Salt appeared between (22%) and (33%) of the cases. Only (8%) of the respondents answered with others such as considering people of Salt express Salt the most.

2.5.2. Loss of Saltiness

To discover things that could cause loss of Saltiness respondent were asked the following question: Which of the following changes you think causes loss of Saltiness? See table (2-33) to view the answers.

Table (2-33): frequency for \$loss of Saltiness (multiple answers)

		Responses		
		N	Percent	Percent of Cases
loss of Saltiness	increase number of concrete buildings	320	18.4%	51.4%
	decrease number of historical buildings	254	14.6%	40.8%
	changing the use of buildings	176	10.1%	28.3%
	changing the traditional culture	196	11.3%	31.5%
	deterioration of environment	254	14.6%	40.8%

increase number of strangers	152	8.7%	24.4%
increase number of people immigrating to outside of Salt	171	9.8%	27.5%
increase people immigrating to Salt	133	7.6%	21.4%
other	83	4.8%	13.3%
Total	1739	100.0%	279.6%

As can be seen in table (2-33), increasing the number of concrete buildings appeared in (51%) of the cases as a factor that could cause loss of Saltiness. On the other hand, decrease the number of traditional buildings and deterioration of environment appeared in (41%) of the cases for each. Changing traditional culture, changing the use of buildings, increasing the number of people immigrating to outside of Salt (especially Christians), and increasing the number of strangers accounted for (31%), (28%), (27%), and (24%) correspondingly. However, other came only in (13%) of the cases and respondents did not specify what others could be.

2.5.3. Feel about Living in Salt

Respondents were asked about the way they feel about living in Salt which has historical importance, and their answers came as follows in table (2-34).

Table (2-34): frequency for feel about living in the traditional town (Salt)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very happy	337	48.1	53.4	53.4
	happy	205	29.3	32.5	85.9
	neutral	70	10.0	11.1	97.0
	unhappy	10	1.4	1.6	98.6
	very unhappy	9	1.3	1.4	100.0

	Total	631	90.1	100.0	
Missin	System	69	9.9		
g					
Total		700	100.0		

As can be seen in table (2-34), the vast majority (86%) had positive feeling about living in Salt by (53.4%) very happy and (32.5%) happy. While there were (11%) of them neutral about that and only (1.6%) and (1.4%) who were unhappy and very unhappy in that order.

2.6. About Tourism

2.6.1. Places Recommended To Visit by People

Respondents were asked to define places in Salt that would be recommended by them to the tourists, answers of this question can be summarized in table (3-35).

Table (2-35): frequency for recommended places (multiple answers)

		Responses		
		N	Percent	Percent of Cases
recommended places	historical museum	431	19.0%	68.4%
	archaeological museum	265	11.7%	42.1%
	Salt secondary school	264	11.6%	41.9%
	heritage trail	191	8.4%	30.3%
	restaurants serving local food	160	7.0%	25.4%
	Traditional Café	158	6.9%	25.1%
	Souk (Hamman-st)	286	12.6%	45.4%
	traditional buildings (houses)	209	9.2%	33.2%
	no recommendations	57	2.5%	9.0%
	natural views	188	8.3%	29.8%
other	65	2.9%	10.3%	

	Total	2274	100.0%	361.0%
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As can be observed in table (3-35), the majority of the respondents recommended the historical museum to be visited by tourists accounting for (68%). In the meantime, Hammam Street, archaeological museum, and Salt secondary school were recommended in (45%), (42%), and (42%) respectively. Furthermore, traditional buildings, heritage trail, and natural views were recommended in (33%), (30%), and (30%) of the cases respectively. While there were equally (25%) recommended restaurants serving local food and traditional cafe. However, only (10%) recommended other places, and also (9%) had no recommendations.

2.6.2. Feel about Tourists Coming To Salt

To explore the way people in Salt feel about tourists coming to Salt, they were asked the following question: How do you feel about tourists coming to Salt? Answers are presented in table (3-36) bellow.

Table (2-36): frequency for feeling about tourists coming to Salt

		Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid	very happy	320	45.7	50.8	50.8
	happy	204	29.1	32.4	83.2
	neutral	82	11.7	13.0	96.2
	unhappy	6	.9	1.0	97.1
	very unhappy	18	2.6	2.9	100.0
	Total	630	90.0	100.0	
Missin g	System	70	10.0		
Total		700	100.0		

According to what can be noticed from table (3-36), (75%) of the respondents had positive feelings about tourists coming to Salt by (46%) people that were very happy and (29%) that were happy, this result is also encouraging for the development of tourism in Salt. On the other hand,

only (1%) were unhappy and almost (3%) were very unhappy. However, (12%) were neutral about that, while there were (10%) who did not answer the question.

2.6.3. Desire to have more Tourists Coming to Salt

In order to know whether people in Salt want to have more tourists coming to Salt they were asked the following question: Do you want to have more tourists coming to Salt? See table (3-37) to view the answers.

Table (3-37): frequency for opinion on increase number of tourists

		Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid	no	49	7.0	8.9	8.9
	yes	499	71.3	91.1	100.0
	Total	548	78.3	100.0	
Missin g	Syste m	152	21.7		
Total		700	100.0		

As can be seen in table (3-37), the vast majority (71%) of the people in Salt wanted to have more tourists coming to Salt, while there were only (7%) of them did not want to increase number of tourists coming to Salt. However, (22%) of the respondents did not answers this question for no reason.

2.6.4. Projects Made by People who are originally from Salt.

Respondents were asked about the way they feel when someone originally from Salt but living outside of Salt starts tourism business in Salt. See table (2-38) to view the answers.

Table (2-38): frequency for opinions on projects made by people originally from Salt and living outside of Salt

		Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid	very happy	339	48.4	53.6	53.6
	happy	165	23.6	26.1	79.7

	neutral	93	13.3	14.7	94.5
	unhappy	9	1.3	1.4	95.9
	very unhappy	26	3.7	4.1	100.0
	Total	632	90.3	100.0	
Missin g	System	68	9.7		
Total		700	100.0		

As can be observed in table (2-38) that the vast majority (72%) of the respondents were very happy and happy accounting (48%) and (24%) respectively of people in Salt when someone originally from Salt but living outside of Salt starts tourism business in Salt. However, (13%) of people in Salt were neutral about that. On the other hand, only (4%) and (1%) of them would be very unhappy and unhappy respectively. However, (10%) of the respondents did not answer the question.

2.6.5. Projects Made by People not originally from Salt

Respondents were asked about the way they feel when someone not originally from Salt and living outside of Salt starts tourism business in Salt. See table (2-39) to view the answers.

Table (2-39): frequency for opinions on projects made by people not originally from Salt and living outside of Salt

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very happy	259	37.0	41.3	41.3
	happy	172	24.6	27.4	68.7
	neutral	126	18.0	20.1	88.8
	unhappy	38	5.4	6.1	94.9
	very unhappy	32	4.6	5.1	100.0
	Total	627	89.6	100.0	
Missin g	System	73	10.4		

g					
Total		700	100.0		

As seen in table (2-39), (37%) of people in Salt would be very happy when someone not originally from Salt and living outside of Salt starts tourism business in Salt, while there were (25%) of them that would be happy with that, which is slightly deferent from the above result. On the other hand, people who would be unhappy and very unhappy were (5%) for each. However, (18%) of the people were neutral about that, while more than (10%) of them did not answer the question.

2.6.6. Tourism Related Problems

Respondents were asked about tourism related problems that Salt has. Their answers came as follows in table (2-40).

Table (2-40): frequency for tourism related problems (multiple answers)

		Responses		
		N	Percent	Percent of Cases
tourism related problems	no tourists	202	12.7%	32.0%
	no enough promotion	323	20.3%	51.2%
	no enough parking	255	16.0%	40.4%
	insufficient services	271	17.0%	42.9%
	lack of tourist attraction	160	10.0%	25.4%
	invasion of privacy	125	7.8%	19.8%
	erosion of traditional culture	157	9.8%	24.9%
	no interest	50	3.1%	7.9%
	other	52	3.3%	8.2%
	Total	1595	100.0%	252.8%

It is obviously observed from table (2-40) that more than half (51%) of people in Salt believed that there were no enough promotion for Salt. In the meantime, insufficient services, no enough parking, and no tourists problems appeared in (43%), (40%), and (32%) respectively. Furthermore, lack of tourist attraction, erosion of traditional culture, and invasion of privacy appeared in (25%), (25%), and (20%) respectively. However, people who had no interest answering the question or those who answered other were equally (8%) for each.

2.6.7. Contribution to Tourism Development in Salt

People in Salt were asked about the way they contribute to tourism development in Salt, and their answers were as follows in table (2-41).

Table (2-41): frequency for contributions to tourism development in Salt (multiple answers)

		Responses		
		N	Percent	Percent of Cases
contributions to tourist development	help tourists if they are in trouble	388	31.4%	62.0%
	tell tourists stories about Salt	248	20.1%	39.6%
	renovate traditional buildings (houses)	260	21.1%	41.5%
	clean outside of house	249	20.2%	39.8%
	no interest	56	4.5%	8.9%
	other	34	2.8%	5.4%
	Total	1235	100.0%	197.3%

As can be seen in table (2-41), (62%) of the cases residents of Salt contribute to tourism in Salt by helping tourists if they are in trouble, this result reflects the fact that people in Salt are very helpful to foreigners and this is related to their culture, while those who contribute by renovating traditional buildings appeared in (42%) of the answers. In the meantime, residents that contribute

by cleaning outside house and telling tourist stories about Salt were almost equally by accounting for (40%) of the cases for each. Respondents who had no interest or answered others accounting (9%) and (5%) respectively.

2.6.8. Places to Recommend

Respondents were asked about the places they recommend to visit; their answers came as follows in table (2-42).

Table (2-42): frequency for recommended places (multiple answers)

		Responses		
		N	Percent	Percent of Cases
places to visit	Zai	343	7.1%	55.1%
	shrine of prophet Mohammad friends	342	7.1%	54.9%
	nabi Yosya	280	5.8%	44.9%
	churches	249	5.2%	40.0%
	Jala'd	241	5.0%	38.7%
	Om Alamad	182	3.8%	29.2%
	Rumemen	220	4.6%	35.3%
	Azraq	153	3.2%	24.6%
	Irbid	168	3.5%	27.0%
	Jerash	229	4.8%	36.8%
	Ajlun	211	4.4%	33.9%
	Zarqa	117	2.4%	18.8%
	Amman	180	3.7%	28.9%
	Um Qais	249	5.2%	40.0%
	DeadSea	283	5.9%	45.4%
	Wadi Shu'aib	261	5.4%	41.9%
	Petra	301	6.3%	48.3%
Aqaba	256	5.3%	41.1%	
Madaba	171	3.6%	27.4%	

	Karak	151	3.1%	24.2%
	Dana	169	3.5%	27.1%
	no interest	28	.6%	4.5%
	other	23	.5%	3.7%
	Total	4807	100.0%	771.6%

As seen in table (2-42), Zai and shrine of Prophet Mohammad friend appeared the most in the recommended places by people in Salt and they accounted for (55%) of the cases for each, this result is neutral because people in Salt are mostly have religious attitudes . While Petra, Dead Sea, Nabi Yosya, Wadi Shu'aib, Aqaba, Churches, and Um Qais appeared in (48%), (45%), (45%), (42%), (41%), (40%), and (40%) respectively. In the meantime, Jala'd, Jerash, Rumeimen, and Ajlun appeared in (39%), (37%), (35%), and (34%) respectively. On the other hand, there were a lot of places that were recommended by people in Salt and they were ranging from (19%) of the cases for Zarqa to (29%) for Um Alamad. However, only (5%) of people in Salt were not interested in the question and only (4%) recommended other places.

2.6.9. Community Activities

To investigate what kind of community activities that people in Salt participate in, respondents were asked the following question: What kind of community activity do you participate in? Answers of the question are presented in table (2-43).

Table (2-43): frequency for participated activities (multiple answers)

		Responses		
		N	Percent	Percent of Cases
participated activities	private activities	261	25.6%	42.2%
	family activities	256	25.1%	41.4%
	religious activities	187	18.4%	30.3%
	business activities	122	12.0%	19.7%
	no interest	76	7.5%	12.3%

	none of the above	74	7.3%	12.0%
	other	42	4.1%	6.8%
	Total	1018	100.0%	164.7%

As can be observed from table (2-43), in more than (42%) of the cases people in Salt participate in private activities, meanwhile, they participate in family activities in more than (41%) of the cases. Religious activities were done by (30%) of people in Salt, while (20%) of people in Salt participated in business activities. However, (12%) had no interest in the question and almost equal to that (12%) have not done any of the above mentioned activities, and (7%) of people in Salt have done other activities without mentioning what they could be.

2.6.10. Daily Communication with Neighborhood

Residents of Salt were asked about their daily communication with neighborhood, table (2-44) presents their answers.

Table (2-44): frequency for daily communication with neighborhood (multiple answers)

		Responses		
		N	Percent	Percent of Cases
communication with neighborhood	greetings	381	28.0%	61.4%
	coffee and tea	331	24.3%	53.3%
	invite people for lunch or dinner	201	14.8%	32.4%
	clean up near house	152	11.2%	24.5%
	help each other for inconvenience	241	17.7%	38.8%
	no interest	33	2.4%	5.3%
	other	21	1.5%	3.4%
	Total	1360	100.0%	219.0%

As can be seen in table (2-44), (61%) of people in Salt greet each others as a daily communication among other daily communication activities, and they drink coffee and tea together in (53%) of the cases, while they help each other for inconvenience in (39%) of the cases. However, the researchers believe that this result is identical with the daily life that people activities in Salt, as the local community in Salt is described as the most sociable local community among all cities in Jordan, and most of people know each other, beside that most of them are member of clans which means that they are relatives to each others. Moreover, (32%) of people in Salt communicate with each other through inviting each other for lunch or dinner in addition to other daily communication activities, in the meantime people in Salt clean up near house in (25%) of the cases. However, (5%) of them had no interest in this and (3.4%) of the cases used other communication activities.

2.6.11. Disaster Prevention

In order to spot the light on the mostly feared disasters, and what kind of disaster prevention should be taken into consideration in Salt, people in Salt were asked to answer the following question: Which of the followings do you care most in terms of disaster prevention? Table (2-45) bellow provides a presentation of their answers.

Table (2-45): frequency for disaster prevention (multiple answers)

		Responses		
		N	Percent	Percent of Cases
disaster prevention	fire	324	21.5%	53.0%
	earthquake	256	17.0%	41.9%
	mudslide	175	11.6%	28.6%
	crime	213	14.1%	34.9%
	traffic accident	277	18.3%	45.3%
	terrorism	184	12.2%	30.1%
	other	81	5.4%	13.3%
	Total	1510	100.0%	247.1%

As can be noticed in table (2-45), people in Salt obviously care the most for fire disaster prevention as it appeared in (53%) of the cases, meanwhile, traffic accident which is a fear for all

Jordanians not only in Salt has appeared in a respectable percentage accounting for (45%) of the cases, in the meantime, earthquakes appeared in (42%) of the cases (although, Jordan has not witnessed any of them since long time ago). On the other hand, crime, terrorism, and mudslide appeared in (35%), (30%), and (29%) of the cases respectively. However, other such as family fights and fights in general appeared in (13%) of the cases.

2.6.12. The Issue of Garbage

People in Salt were asked about what they do care about in terms of the garbage issue? Table (2-46) presents their answers.

Table (2-46): frequency for the issue of garbage (multiple answers)

		Responses		
		N	Percent	Percent of Cases
issue of garbage	do not throw garbage in public space	473	36.0%	77.0%
	teach manners for kids	318	24.2%	51.8%
	recycle	207	15.7%	33.7%
	increasing number of times they collect garbage	237	18.0%	38.6%
	no interest	44	3.3%	7.2%
	others	36	2.7%	5.9%
	Total	1315	100.0%	214.2%

As can be observed in table (2-46), the vast majority (77%) of people in Salt believe that people should not throw garbage in public space, and in (52%) they believe that such manners should be taught to kids. On the other hand, (39%) of the cases they believe that number of times garbage is collected should be increased, while recycling appeared in (34%) of the cases. However, (7%) of them have shown no interest in that, and (6%) of them answered with other.

2.6.13. Satisfaction Living In Salt

Table (2-47): frequency for satisfaction for living in Salt

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no	64	9.1	11.0	11.0
	yes	520	74.3	89.0	100.0
	Total	584	83.4	100.0	
Missing	System	116	16.6		
Total		700	100.0		

As obviously observed from table (2-47), the vast majority of people in Salt are satisfied living in Salt accounting for (74%), while those who were not satisfied accounted for (9%). However, almost (17%) of the respondents did not answer the question.

2.6.14. Reasons for Dissatisfaction

For those who were not satisfied living in Salt, they were required to answer a question to spot the light on their dissatisfactions. Answers of those came as follows in table (2-48). It is noteworthy to mention that some of people answered this question were satisfied about living in Salt, but they just meant to tell about disadvantages of living in Salt.

Table (2-48): frequency for dissatisfactions of living in Salt (multiple answers)

		Responses		
		N	Percent	Percent of Cases
dissatisfactions	lack of entertainment places and activities	33	14.2%	40.2%
	low income	44	19.0%	53.7%
	unemployment	25	10.8%	30.5%
	educational issues	9	3.9%	11.0%

social security	19	8.2%	23.2%
traffic issues	21	9.1%	25.6%
infrastructure	18	7.8%	22.0%
the housing problem	22	9.5%	26.8%
environmental issues	13	5.6%	15.9%
neighborhood problem	17	7.3%	20.7%
no interest	8	3.4%	9.8%
other	3	1.3%	3.7%
Total	232	100.0%	282.9%

As can be seen in table (2-48), in (54%) of the cases people were not satisfied living in Salt because of the low income, while there were (40%) of the cases who were dissatisfied because of the lack of entertainment places and (30%) were dissatisfied because of unemployment in Salt. On the other hand, the housing problem, traffic issues, social security, infrastructure, and neighborhood problems appeared in (27%), (26%), (23%), (22%), and (21%) respectively, while educational issues appeared in (11%) of the cases. However, (10%) of the respondents in Salt showed no interest and (4%) had other dissatisfactions without indicating what they could be.

2.7. About the Future

2.7.1. Continue Living in Salt

In investigating whether people in Salt want to continue living in Salt or not, the questionnaire contained the following question: Do you want to continue living in Salt? See table (2-49) to view the answers.

Table (2-49): frequency for desire to continue living in Salt

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no	41	5.9	7.0	7.0
	yes	541	77.3	93.0	100.0
	Total	582	83.1	100.0	
Missin	Syste	118	16.9		

g	m				
Total		700	100.0		

As can be seen in table (2-49), more than (77%) of residents in Salt wanted to continue living in it, while there were only (6%) who wanted to leave. However, (17%) of the respondents did not answer the question.

2.7.2. Reason to Continue Living in Salt or Not

Respondents were asked an optional question giving the reason why they want to continue living in Salt or do not want to. The respondents were asked to write their answers, hereby a summary of their answers separately between people who want to continue living in Salt and those who do not want to.

There are many reasons for people in Salt to stay in it and they have mentioned a lot of these reasons, those reasons can be summarized as follows:

- The majority of people in Salt want to stay because it is their hometown and birthplace, therefore, their souls are attached to the city and they like it.
- Many people believe that Salt is simple and very nice, it is even considered as the nicest city in Jordan and they love it for that.
- People in Salt like the traditional and historical value of Salt. They also like heritage and tourism in Salt as they claim.
- Another reason for people in Salt to stay in it is that because people in Salt are very nice to each other (especially neighbors) and simple in the way that they maintain traditions and customs.
- People in Salt are attached to it because it is the city of their ancestors and families.
- Lifestyle in Salt is special as they claim, therefore, they love living in Salt and want to continue living in it.
- Weather and climate in addition to the nature of Salt were important reasons for people in Salt to stay in it.

There were fewer reasons not to continue living in Salt compared to reasons for continue living in it, hereby is the summary of those reasons:

- Some people claim that Salt is boring considering that there are no enough entertaining places in it.
- Another reason for some people making them do not want to continue living in Salt, is problems with bad neighbors as they claim.
- Some of people in Salt just wrote that they do not like Salt; therefore, they do not want to continue living in it.
- Tribal fights and conflicts were also among the reasons for people that do not want to continue living in Salt.

2.7.3. Opinion Regarding the Town Development in the Future

Respondents were asked to write their opinions about the town development in the future, this question was also optional. Hereby is the summary of the written answers.

Opinions of residents of Salt did not deviate much from each other, where the vast majority of them had positive opinions about town development in the future like stating that it would be very good, great, nice, or recommended. Others were concerned more about pointing to the importance of this development like stating that it is very important, it must happen. However, some people claimed that the development of the town is very slow and needs more work and cooperation. On the other hand, only few people did not agree with the town development in the future like saying no, very slow, dissatisfied, or just leave Salt as it is. Moreover, there were some suggestions by people in Salt, and the suggestions are as follows:

- Some people emphasized that the development should be in the way that attracts tourists to Salt.
- Development should not change the traditional nature of the town.
- The development should be side by side with enhancing the livelihood of people in Salt.
- All concerned authorities should cooperate and contribute to this development.
- Development should not include any demolition they should renovate buildings if necessary.
- Work on increasing the population in Salt and build more high modern and stylish buildings.
- In order to have good development in the future, streets in the town should be widened.

2.7.4. Interest in Having Information about the Project

Respondents were asked whether they are interested in having further information about the project or not, their answers came as follows in table (2-50).

Table (2-50): frequency for interest in having information about the project

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no	86	12.3	15.0	15.0
	yes	486	69.4	85.0	100.0
	Total	572	81.7	100.0	
Missing	System	128	18.3		
Total		700	100.0		

As seen in table (2-50), (69%) of the respondents interested in having further information, while there were (12%) who were not interested. However, there were (18%) of the respondents who did not answer the question.

For those who have interest in having information, they were asked about the preferred feedback method, table (2-51) presents the answers.

Table (2-51): frequency for preferred feedback method

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	workshop/ seminar	164	23.4	30.7	30.7
	Send summary report through e-	112	16.0	20.9	51.6

	mail				
	Provide summary reports at public facilities like HOSM or city hall	164	23.4	30.7	82.2
	no need	54	7.7	10.1	92.3
	other	41	5.9	7.7	100.0
	Total	535	76.4	100.0	
Missing	System	165	23.6		
Total		700	100.0		

It can be observed in table (2-51), that people who prefer workshop/seminar and provide summary reports at public facilities were equally (23.4%) for each, while there were (16%) that preferred sending summary report through email. On the other hand, around (8%) had no need and (6%) preferred other method such as delivering the report to their houses. However, around (24%) of the respondents did not answer the question.

2.8. Questions According Attributes

This part is concerned only for non-traditional houses residents in order to investigate their opinions about traditional houses and whether they have ever lived in or not.

2.8.1. Lived in a Traditional Building or not

Respondents were asked to indicate whether they have lived in a traditional house or not, see table (2-52) to view the answers.

Table (2-52): frequency for lived in a traditional house or not

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no	176	25.1	60.5	60.5
	yes	115	16.4	39.5	100.0
	Total	291	41.6	100.0	

Missin g	Syste m	409	58.4		
Total		700	100.0		

It can be noticed in table (2-52) that, (61%) of non-traditional house residents in Salt have not ever lived in a traditional house, while there were around (39%) who have lived.

2.8.2. Think about Living in a Traditional Building

Respondents were asked to indicate the way they think about traditional buildings, table (2-53) presents the answers.

Table (2-53): frequency for thinking about traditional building

		Frequenc y	Percent	Valid Perce nt	Cumul ative Percent
Valid	I want to live in	137	19.6	45.1	45.1
	I am interested in	49	7.0	16.1	61.2
	I want to use it as a restaurant, shop or office	41	5.9	13.5	74.7
	I don't want to live in	37	5.3	12.2	86.8
	not interested	32	4.6	10.5	97.4
	other	8	1.1	2.6	100.0
	Total		304	43.4	100.0
Missi ng	System	396	56.6		
Total		700	100.0		

As seen in the above table (2-53), (45%) of non-traditional building residents want to live traditional house, while there were (16%) of them who were just interested in traditional buildings, in the meantime, (14%) of them want to use the traditional building as a restaurant,

shop, or office. On the other hand, (12%) do not want to live in. However, (11%) of them were not interested, and only (3%) answered with other. It is noteworthy to mention that (305) out of (350) respondents answered the question.

2.8.3. Why to Leave the Traditional House

Those who have lived in a traditional houses before were asked about the reason made them leave the house, see table (2-54) to view the answers.

Table (2-54): frequency for why to leave the traditional building

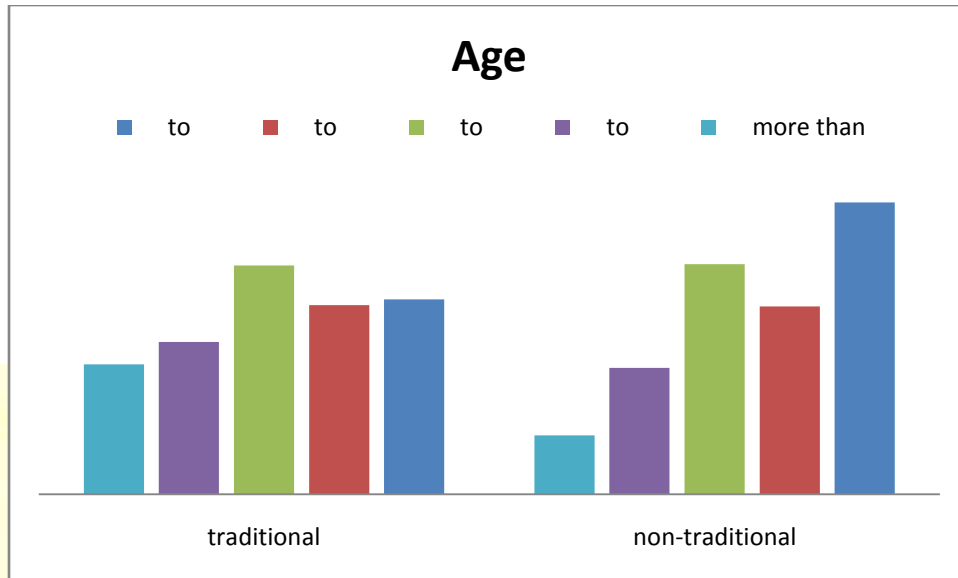
		Freque ncy	Percent	Valid Percent	Cumulative Percent
Valid	economic reason	24	3.4	27.0	27.0
	business reason	9	1.3	10.1	37.1
	family reason	23	3.3	25.8	62.9
	found a better house	17	2.4	19.1	82.0
	Building reason	9	1.3	10.1	92.1
	other	7	1.0	7.9	100.0
	Total	89	12.7	100.0	
Missin g	System	611	87.3		
Total		700	100.0		

As can be observed in table (2-54), (27%) of the (89) respondents who answered the question left the traditional house because of economic problems, while (26%) of the them left it because of family reasons, in the meantime, (19%) left it because they found a better house, meanwhile, people that left for business or building reasons were (10%) for each, only (8%) of the respondents answered with other.

3.1. Basic Personal Information of the Respondent

3.1.1. Age

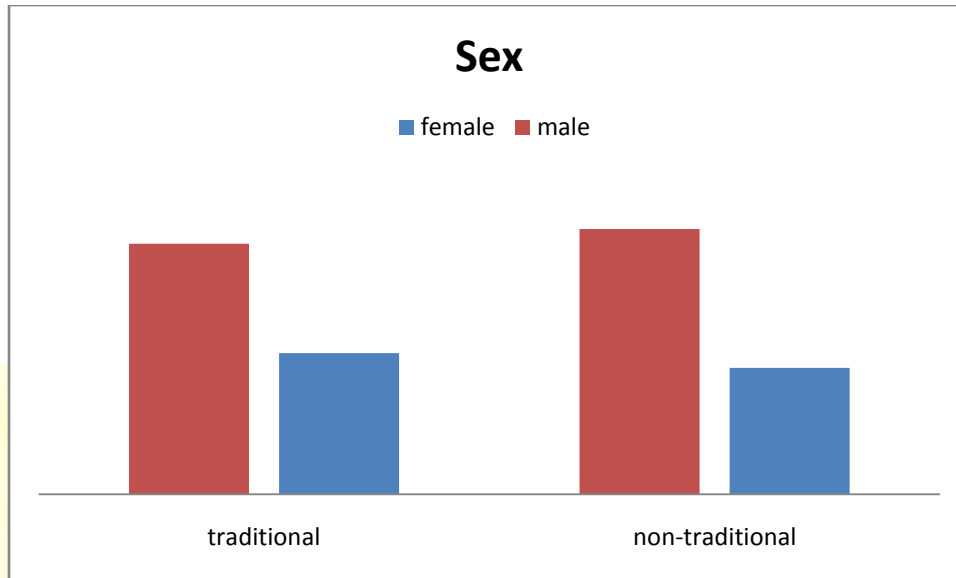
Figure (3-1): Cross tabulation for house type (traditional or not) with age of the residents of the house.



As can be seen in figure (3.1), there were more residents that age between (18 to 30) live in non-traditional house (33%) compared to (22%) live in traditional houses. However, the high percentage of young respondents in non-traditional houses could be explained by the newly married people who rent non-traditional houses. For other age categories the percentages was similar for traditional and non-traditional houses except for those who are more than (60) years old accounting for (15%) of traditional houses because there were many old people living in the traditional houses those who have inherited their houses from their ancestors, while there were only (7%) of non-traditional in the age more than (60) years old.

3.1.2. Sex

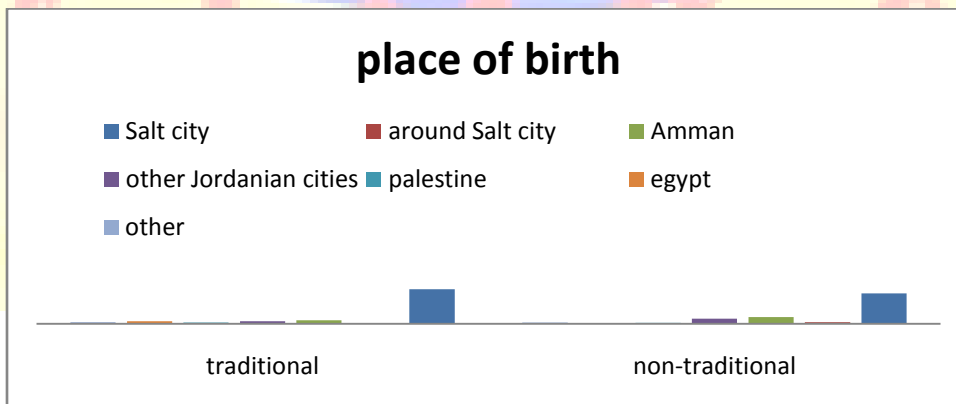
Figure (3.2): cross tabulation for type of house with sex



As can be seen in the above figure (3-2), the result was almost similar in both cases with some slight differences in which female percentage in traditional house was more than female percentage in non-traditional houses. However, it can be seen that females in both house types were much less than the percentage they should have as they were supposed to answer (50%) of the questionnaires, but there were many males who answered on behalf of females (for more explanation see 2.1.3) , in addition to those houses that were occupied by only males.

3.1.3. Birth

Figure (3-3): cross tabulation analysis for house type with place of birth

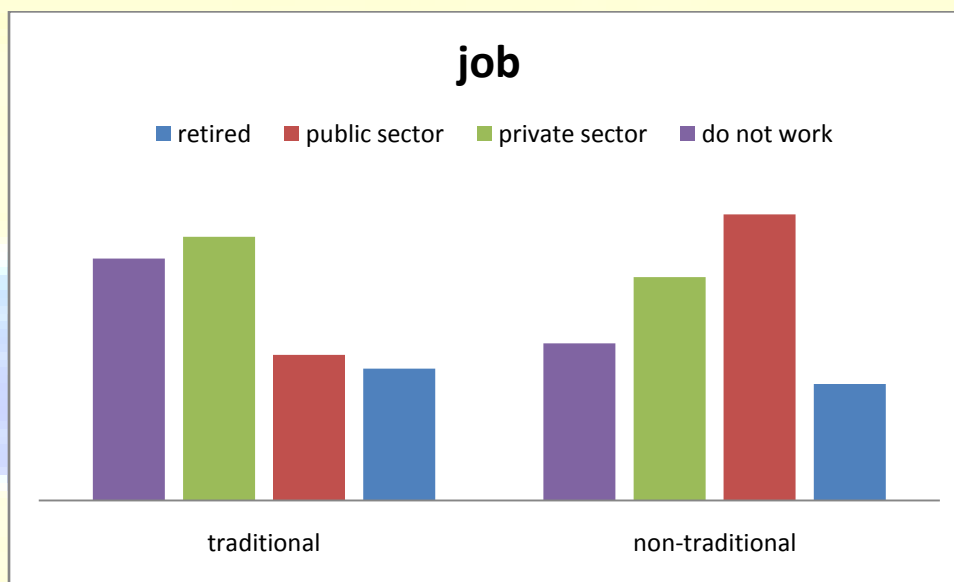


As can be observed in the above figure (3-3) that the vast majority of traditional houses residents were born in Salt accounting for (74%), compared to (65%) were born in non-traditional houses, this might be due to that traditional houses resident were mostly from Salt originally and their families lived in Salt since a long time ago. Moreover, traditional houses

residents that were in other places did not exceed (8%) for people who were born in Amman, while those were (14%) in the case of non-traditional houses. On the other hand, (6%) of traditional houses residents were born in Egypt (Egyptians), while those were only (2%) of non-traditional houses, this was due to the low rents for traditional houses for Egyptian workers to live in.

3.1.4. Job

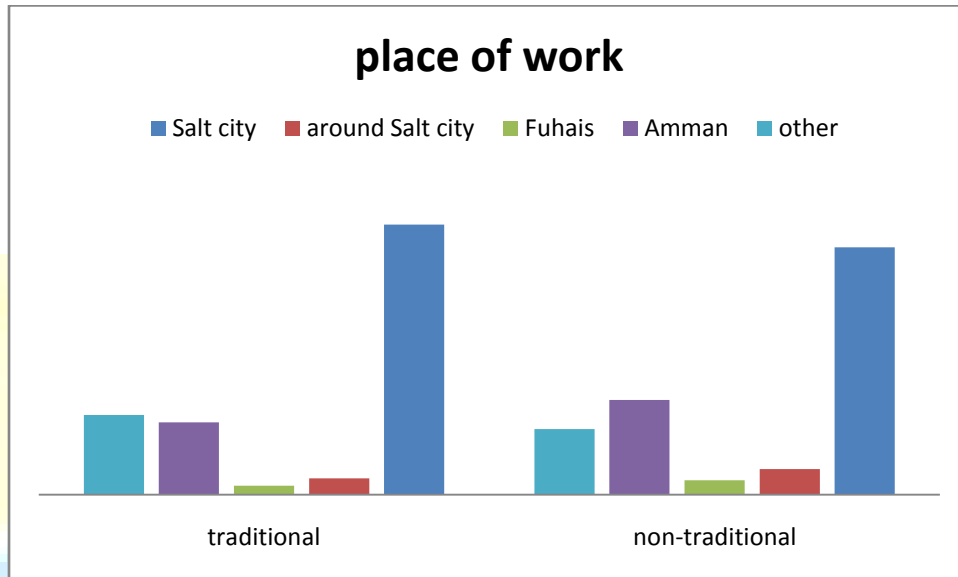
Figure (3-4): cross tabulation analysis for house type with job



As can be noticed from figure (3-4), traditional and non-traditional houses residents significantly differ from each other in terms of their jobs. However, (34%) of traditional houses residents work in the private sector by either being employees, workers, or business owners, in the in the meantime, there were only (29%) of non-traditional residents working in the same sector. On the other hand, people who were working in public sector in non-traditional houses were as many as (37%) of them, while those were only (19%) in the case of traditional houses residents. Furthermore, the percentages of unemployed (31%) and retired (17%) of traditional houses residents have exceeded the percentages of unemployed (20%) and retired (15%) in non-traditional houses respectively. These results show the difference in lifestyle and levels between traditional and non-traditional houses residents, especially the unemployment percentage indicated that traditional houses residents suffer from it more than their non-traditional counterparts.

3.1.5. Place of Work

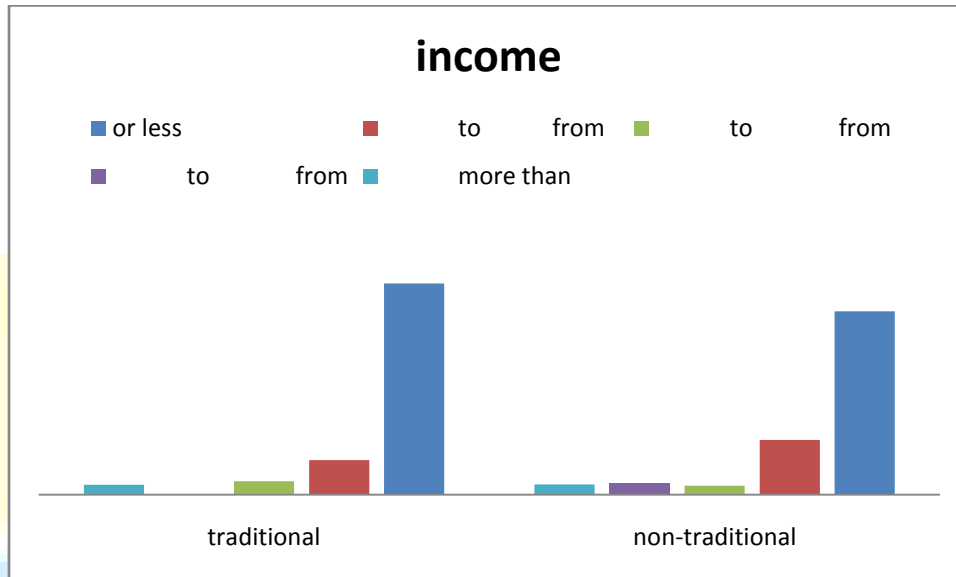
Figure (3-5): cross tabulation analysis for house type and place of work



As can be noticed from figure (3-5), the trend of the answers for both types of respondents (traditional and non-traditional houses residents) is nearly similar. However, there were some slight differences such as the percentage of those working in Salt city from traditional residents was (5%) more than non-traditional residents who work in Salt city by (60%) to (55%) and this was mainly due to the simplicity of some traditional houses residents that depend on small businesses in Salt for living or just being independent. Moreover, (21%) of non-traditional houses residents were working in Amman, while those were (16%) in the traditional residents. Additionally, (18%) of traditional houses residents answered with other, while those were (15%) among non-traditional houses residents. It is noteworthy to mention that those who answered others were mostly retired and some of them filled up the questionnaire on behalf of their dead parent. Only (4%) and (2%) of traditional houses were working around Salt city and in Fuhais respectively, compared to the (6%) and (3%) in the non-traditional houses respectively.

3.1.6. Income

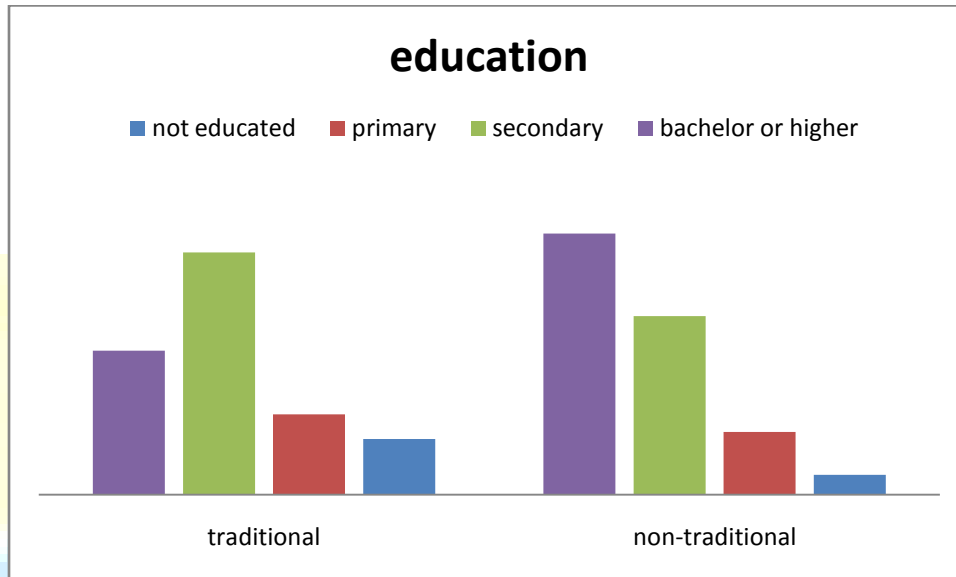
Figure (3-6): cross tabulation analysis for house type and level of income



As can be seen in figure (3-6), the level of income for non-traditional houses residents was higher than traditional houses residents by comparing the percentages. It can be seen that the vast majority of traditional houses earn less than (5000) per year accounting for (79%) of them, while those were (68%) of non-traditional houses. As shown in the above figure (3-6), people who earn between (5001 and 10000) in non-traditional houses accounted for (20%), while those were only (13%) in traditional houses. Furthermore, (5%), (4%), and (0%) of traditional houses residents were making from (10001 to 15000), (more than 20000), and from (15001 to 20000) respectively, in the meantime, those were (3%), (4%), and (4%) in the non-traditional houses respectively. As a result of this question, it can be said that non-traditional houses residents in general make slightly more income than traditional counterparts and this can be also because of the simplicity of their jobs and their options or can be due to some factors such as education.

3.1.7. Education

Figure (3-7): cross tabulation analysis for house type and education

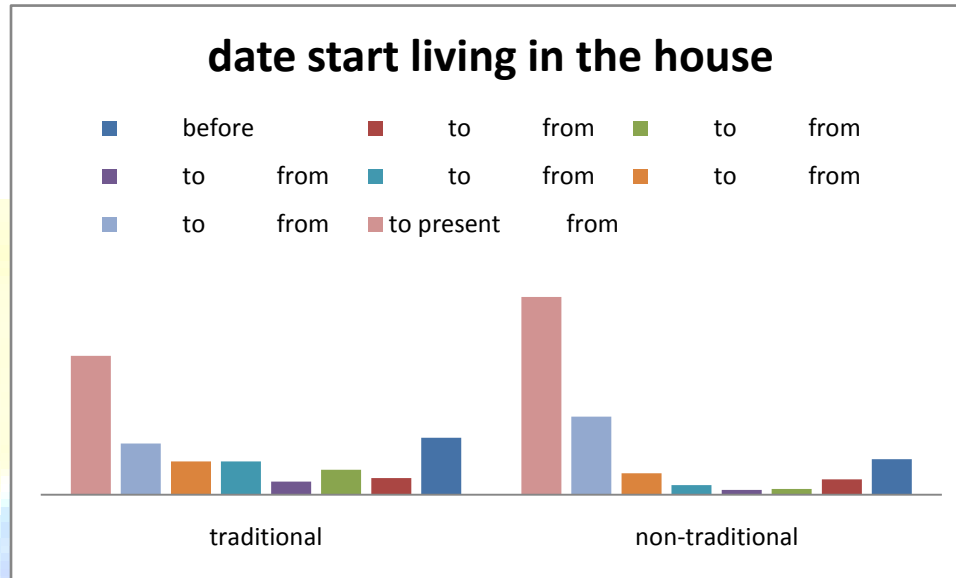


As shown in figure (3-7), the differences in education levels explain other differences in income, lifestyle, job, and place of work as there were (50%) of non-traditional houses residents are bachelor or higher degree holders, in the meantime this education level did not account for more than (28%) of traditional houses, this is mainly because of that education is relatively expensive in Jordan for some low income levels of people, which means that they cannot usually proceed their education. Moreover, (46%) of traditional houses residents were having secondary education only, compared to (34%) of non-traditional houses. However, those who had primary education only accounted for (15%) and (12%) of traditional and non-traditional houses respectively, while the not educated people were significantly higher in the case of traditional houses and they accounted for (11%) compared to only (4%) of non-traditional houses residents.

3.2. About the House

3.2.1. Date Started to Live in the House

Figure (3-8): cross tabulation for house type and date they started living in it



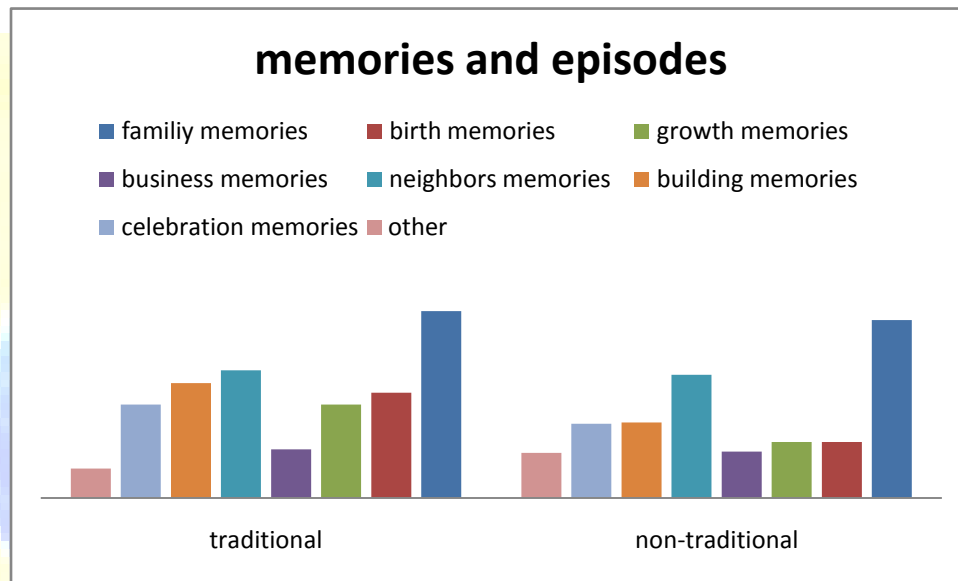
The following points can be observed the figure (3-8) above:-

- The highest percentage of non-traditional houses residents (54%) was those who started living in their houses from (1990 to present), compared to (38%) for traditional houses. However, this result it is expected because of that a very high percentage of non-traditional houses are either new or people move newly to them.
- Similarly, those who started living in non-traditional houses from (1970 to 1989) were (21%) compared to (14%) for traditional houses.
- (15%) percent of traditional houses families have been living in their houses before (1869), compared to (10%) of non-traditional houses. However, the researchers believed that this result is not reliable in terms of non-traditional houses, because of that there were no non-traditional houses were built at that time, therefore, the researchers suggest excluding this result for this part of the question.
- There were (9%), (7%), (5%), and (4%) of traditional houses families started living in their houses respectively between (1930 and 1949), (1890 and 1909), (1869 and 1889), and (1910 and 1929), in the meantime, those percentages were only (3%), (2%), (4%), and (1%), in the case of non-traditional houses. However, these differences refer to the

same reason that non-traditional houses families have newly started living in those houses unlike traditional houses families that inherited their houses long time ago.

3.2.2. Memories and Episodes about the House

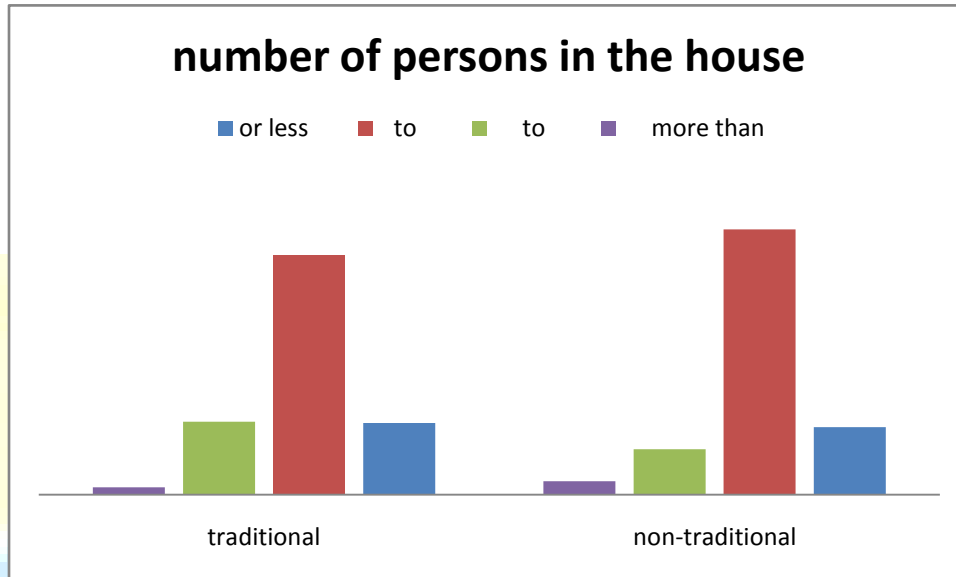
Figure (3-9): cross tabulation for house type with memories and episodes about the house



As can be seen in the above figure (3-9), the nature of memories and episodes about the house was different for non-traditional houses from traditional houses especially in birth and growth memories, and those were (29%) and (25%) respectively for traditional houses compared to only (15%) for each in the case of non-traditional houses. This can be referred to the inheritance of the traditional houses which indicates that there were many people in them who have been born and grown up in traditional house, and so they have memories and episodes about it. Other memories were similar for both houses types, except for building memories which was normal to be more in traditional houses by (31%) compared to (20%) for non-traditional houses because traditional houses are always unique for most of the people especially those who live in them.

3.2.3. Number of Persons in the House

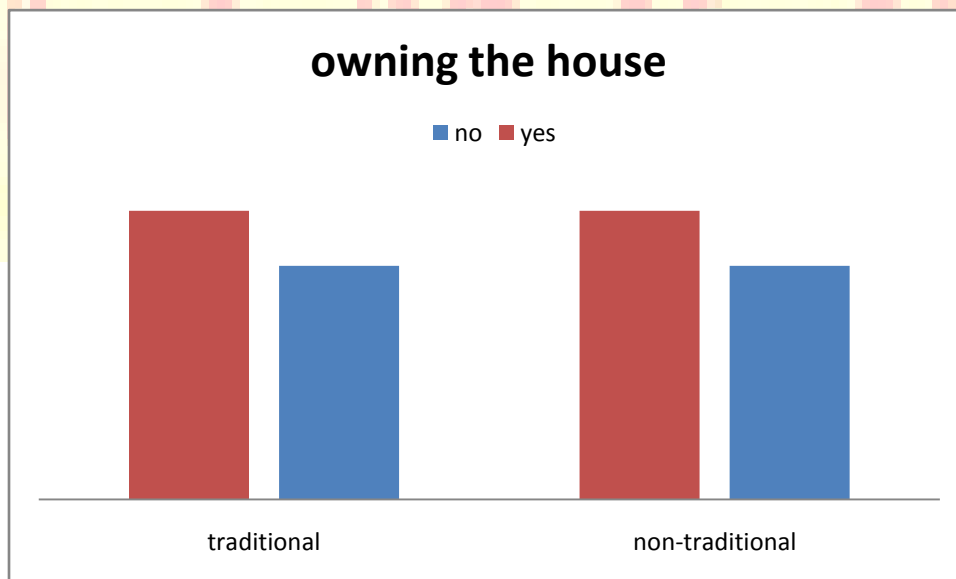
Figure (3-10): cross tabulation for house type with number of persons in the house



As can be seen in figure (3-10), the majority of traditional and non-traditional houses families were counting between (4 and 7) persons for each family by (61%) for traditional houses and (68%) for non-traditional, this is normal because the average of number of persons in Jordanian families is between (4 and 7). However, other age categories were approximately the same.

3.2.4. Own the House

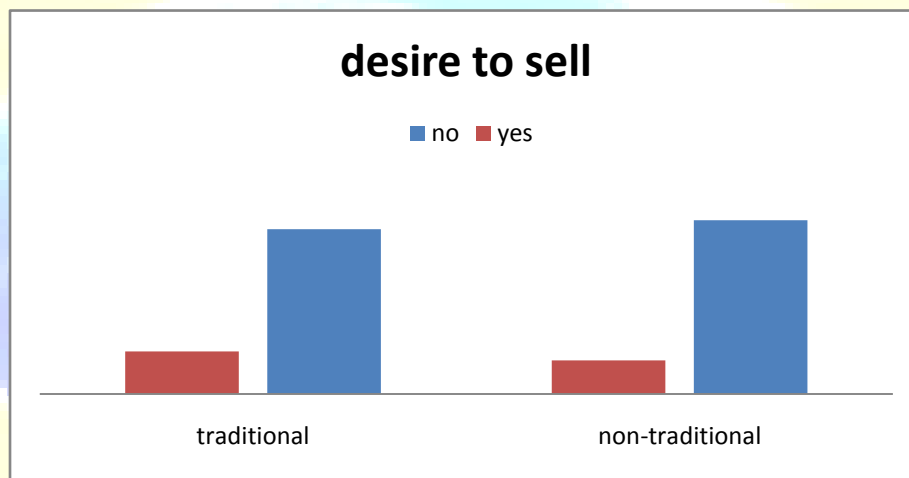
Figure (3-11): cross tabulation for house type with own the house or not



It can be obviously observed from figure (3-11) that the percentage of people who own their houses is exactly the same for each house type (traditional and non-traditional) accounting for (55%) of houses residents. And this is also a common issue that might be similar in most Jordanian cities, which people build or buy houses more than renting them, maybe except for Amman.

3.2.5. Desire to Sell the House

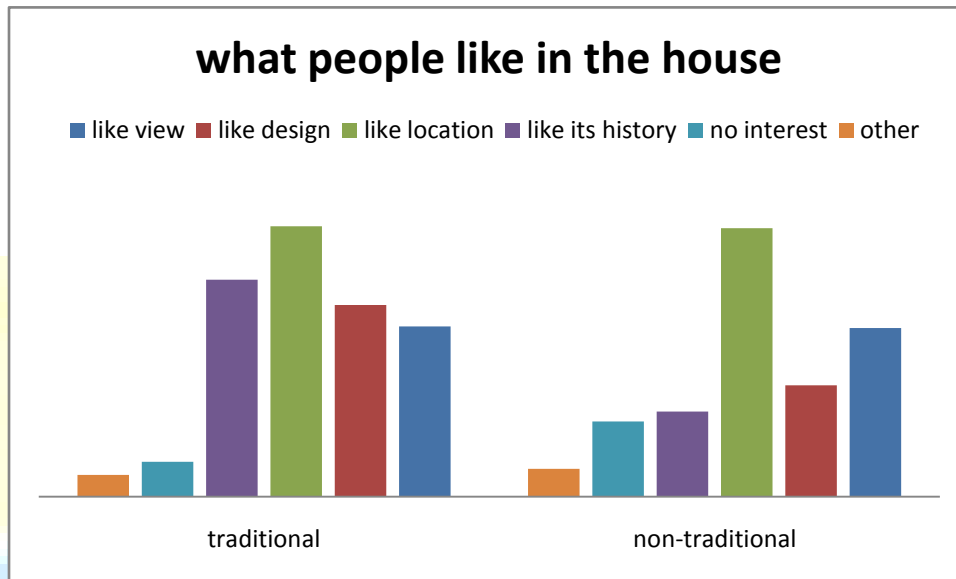
Figure (3-12): cross tabulation for house type with desire to sell the house



As can be seen in figure (3-12), the desire to sell the house is low for both type of houses, although traditional houses owners have slightly higher desire to sell the house by (20%), compared to non-traditional houses with (16%). This result indicates that the way people in Salt from both types of house were attached to their houses. However, the desire to sell the house for traditional houses mostly comes from the belief that the house can bring high price because of its traditional value, knowing that some people in traditional houses and also non-traditional houses are desperate to find any source of money that could enhance their life and allow them to do many things in mind.

3.2.6. What Do You Like In the House?

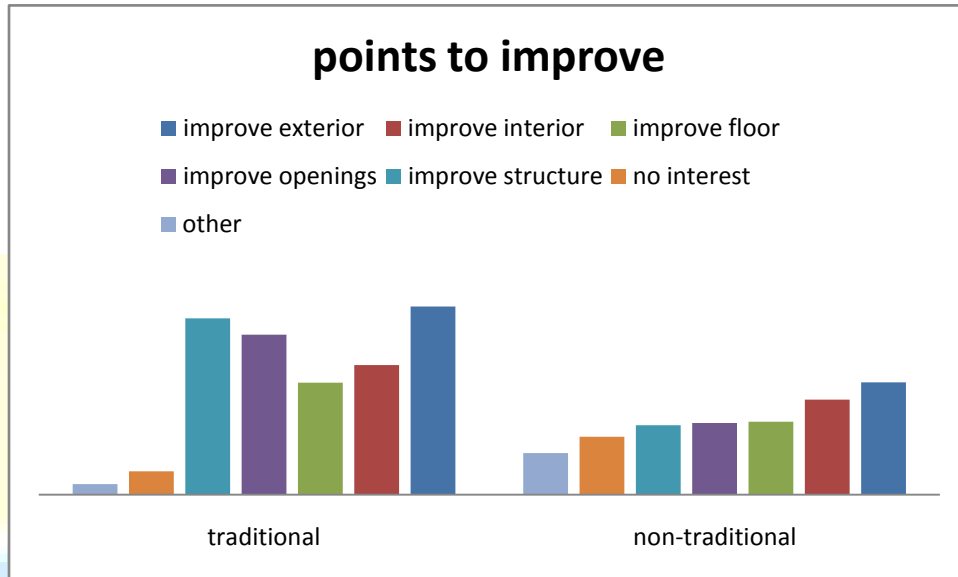
Figure (3-13): cross tabulation for house type with what people like in the house



As shown in figure (3-13), more than half of both houses residents of both types like the location of their house among things they like in it. However, it was expected for traditional houses residents to like the history of their houses more than non-traditional houses, and that refers to the heritage and historical value of traditional houses and old buildings in Salt, the percentage was (42%) for traditional houses, while it was only (16%) of the case of non-traditional houses. Design of the house appeared in (37%) of traditional house answers, in the seam time design has only appeared in (21%) of the cases for non-traditional. However, other percentages seem to be the same in traditional and non-traditional houses except for (no interest) which higher in non-traditional houses accounting for (14%) compared to traditional houses accounting for only (7%), and this was mainly because traditional house residents are more attached to their houses and linked with it more than non-traditional houses.

3.2.7. Points they want to Improve

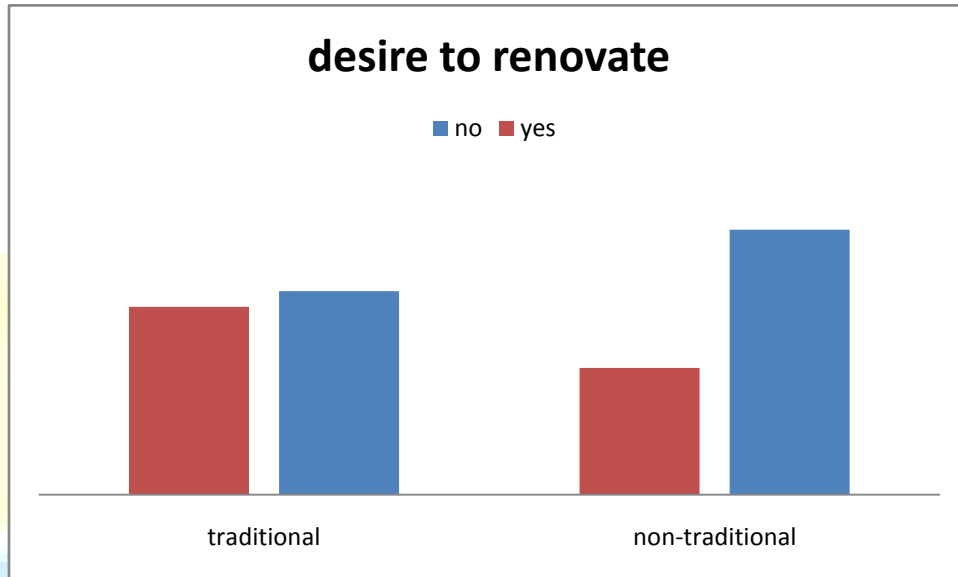
Figure (3-14): cross tabulation analysis for house type with point to improve



As can be seen in figure (3-14), traditional houses significantly want to improve all points in their houses more than non-traditional houses, there were only two points that higher in non-traditional houses which were no interest and other. It is shown in figure (3-15) that exterior appeared the most among the answers of traditional houses with (51%) mainly because they want the traditional house to look better from the outside as a touristic place, while it was only (31%) for non-traditional houses. Additionally, in (48%), (43%), (35%), and (30%) of traditional houses people wanted to improve structure, openings, interior, and openings respectively, while on the other hand those points appeared in (19%), (19%), (26%), and (20%) respectively in the case of non-traditional houses. However, those who answered with no interest appeared in (16%) of non-traditional houses answers compared to (6%) for traditional houses, and this shows that how traditional houses residents are more care about improving their houses because these houses have traditional and historical value.

3.2.8. Desire to Renovate

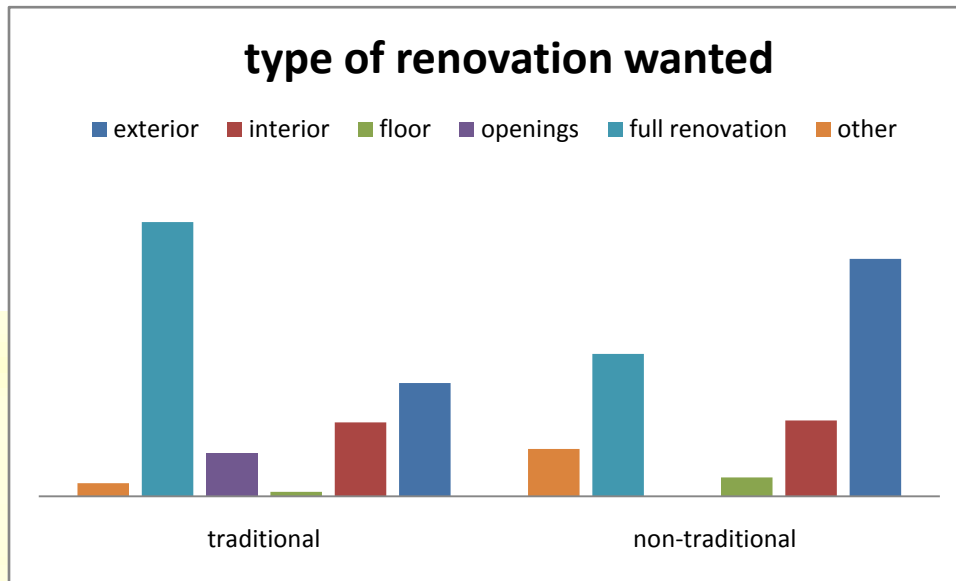
Figure (3-15): cross tabulation analysis for house type with desire to renovate



It can be noticed from figure (3-15) that although people that want to renovate their houses in traditional houses were significantly higher than their non-traditional counterparts, but the percentage is still lower than expected to be as low as (48%) and (32%) for traditional and non-traditional houses respectively. However, traditional houses are basically old and for sometimes neglected, therefore, the need for renovation in traditional houses is higher, additionally; some traditional houses residents want to do things that help the development of tourism in Salt as an ancient town, and therefore, they want to renovate their houses.

3.2.9. Type of Renovation Wanted

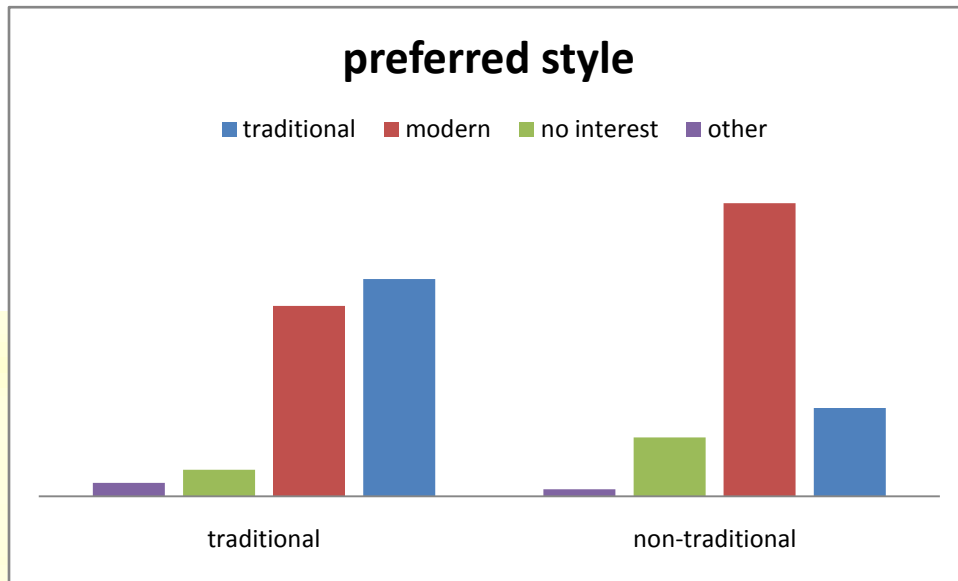
Figure (3-16): cross tabulation for house type with type of renovation wanted



It can be noticed from figure (3-16) that more than half of traditional houses residents (53%) want full renovation for their houses, while those were only (27%) in non-traditional houses, this was due to that traditional houses are old and really need renovation in order to be good enough for living. Traditional houses residents who wanted to renovate exterior were (22%) compared to (47%) of non-traditional houses. However, those who want to renovate interior were almost equal in traditional and non-traditional houses by (14%) and (15%) respectively. In regard to renovating openings, floor, and other the percentages were (8%), (1%), and (3%) respectively for traditional houses, while they were (0%), (4%), and (9%) respectively for non-traditional houses.

3.2.10. Preferred style

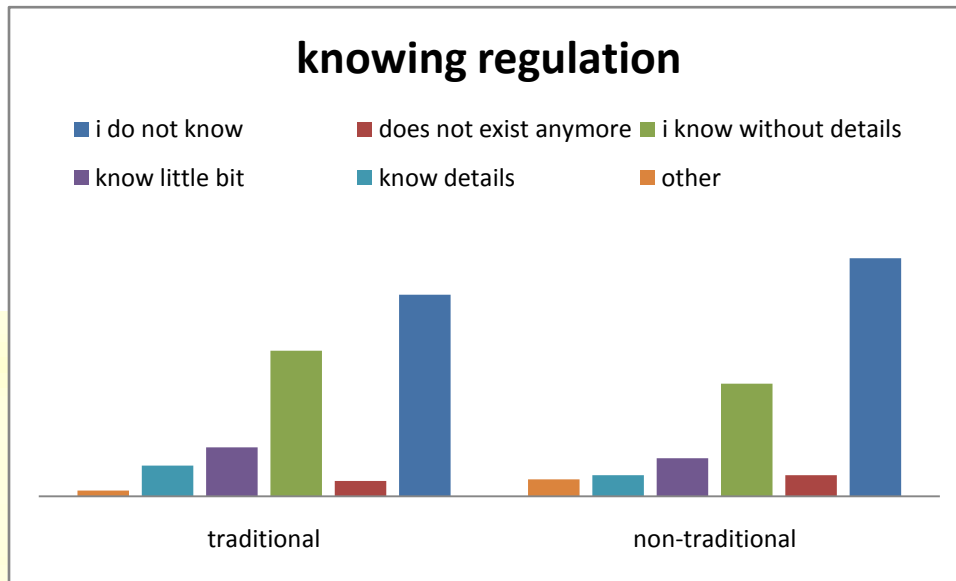
Figure (3-17): cross tabulation for house type with preferred style



It can be seen in figure (3-17) that traditional style is the most preferred style for traditional houses residents by (49%), while it was only (20%) in the case of non-traditional houses, the reason might be that traditional houses residents were more attached to the heritage in Salt and the traditional lifestyle and they mostly do not want to change the nature of their buildings. As expected, non-traditional houses residents preferred modern style by (66%), and it is a very high percentage compared to (43%) in traditional houses. However, those who were not interested in the style or answered with others in traditional houses were only (6%) and (3%) respectively, in the meantime they were (13%) and (2%) in non-traditional houses.

3.2.11. Know About Regulations of Salt Municipality

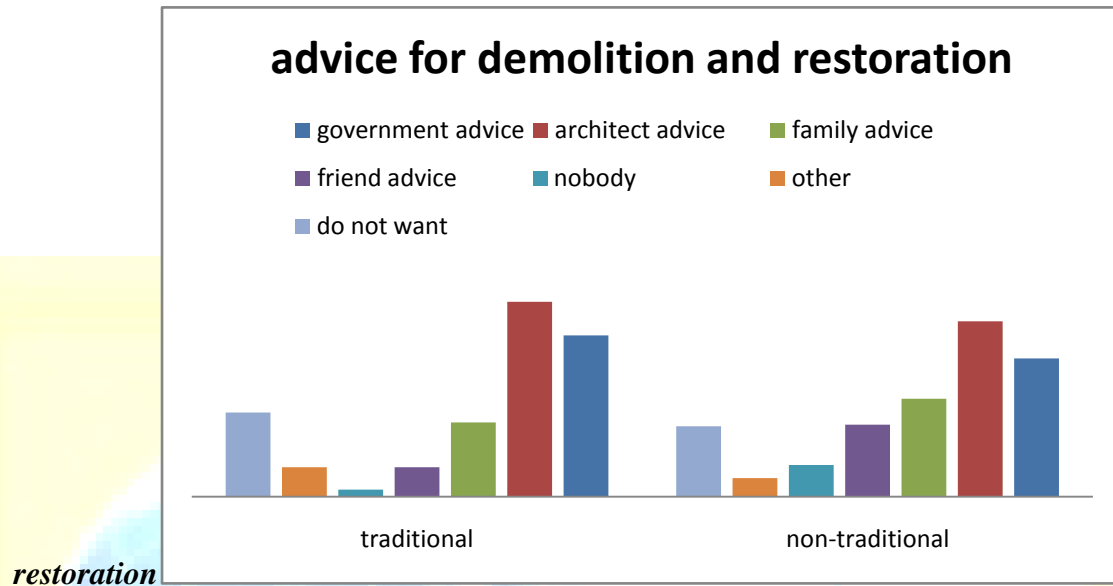
Figure (3-18): cross tabulation for house type with knowing about regulations



It is obviously observed in figure (3-18) that both house types' residents had similar trends answering this question. Respectively (45%) and (53%) of traditional and non-traditional houses residents did not know about regulations of Salt municipality, while there were (33%) and (25%) respectively of traditional and non-traditional houses knew without details. On the other hand, there were (11%) and (8%) of traditional and non-traditional houses residents who know a little bit about regulations respectively. Those who know details about regulations were no more than (7%) of traditional houses and (5%) in non-traditional. However, (3%) of traditional houses thought that this regulation does not exist anymore, while this percentage was (5%) in non-traditional houses. Those who answered others were only (1%) and (4%) in traditional and non-traditional houses respectively. It is noteworthy, to point that traditional house residents know about regulation of Salt municipality slightly more than non-traditional houses, and this refer to that traditional houses were more exposed to these regulations especially if they wanted to do anything with their houses.

3.2.12. Advice for Demolition and Restoration

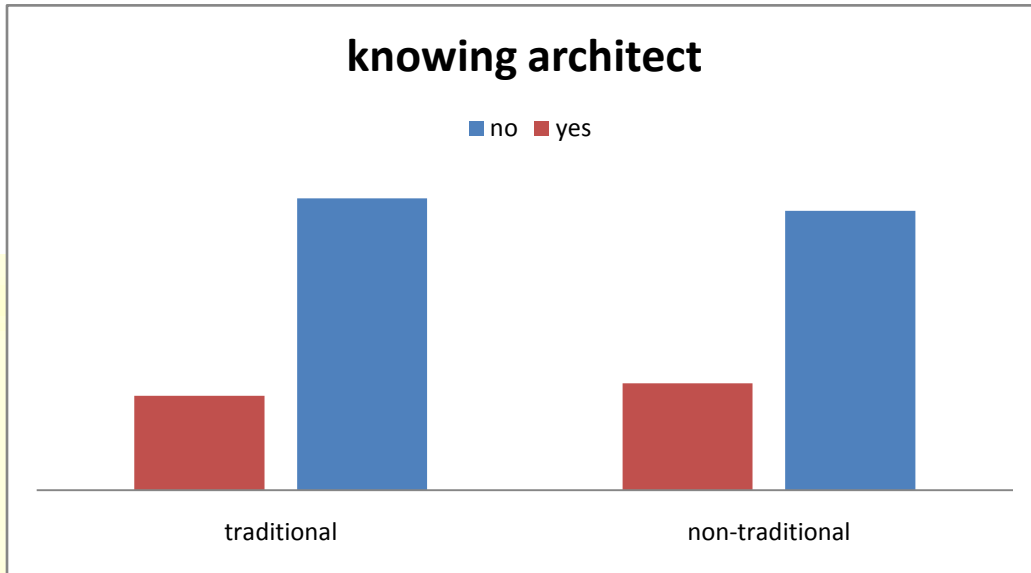
Figure (3-19): cross tabulation analysis for house type and advice for demolition and



As can be seen in figure (3-19), the highest percentage (44%) and (40%) of traditional and non-traditional houses respectively would ask the advice for demolition and restoration from an architect. (37%) of traditional houses residents would ask the advice from government, while those were (31%) of the cases in non-traditional houses. Those who would ask a family advice appeared in (17%) and (22%) of the cases in traditional and non-traditional respectively. However, (19%) of traditional houses and (16%) of non-traditional houses did not want any restoration or demolition for their houses. On the other hand, in (7%), (7%), and (2%) of the cases for traditional houses would ask friend, other, and nobody for the advice correspondingly, while these percentages were (16%), (4%) and (7%) correspondingly for non-traditional houses. However, people in Salt would mostly ask an architect or the government in the case if they wanted to demolish or restore the house, which indicates the awareness that there are regulations and limitations and the awareness of the importance of this issue.

3.2.13. Know Architect

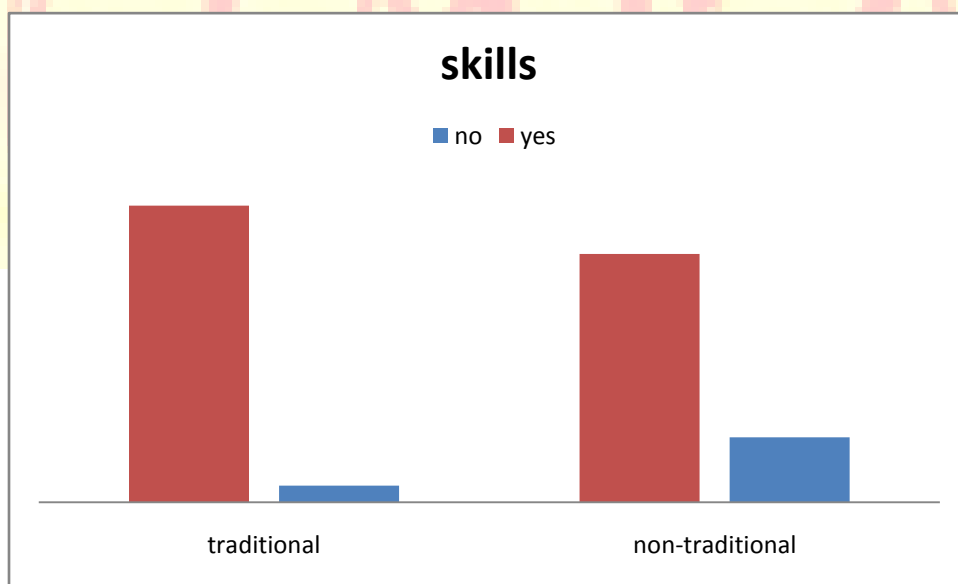
Figure (3-20): cross tabulation for house type and knowing architect



As can be seen in figure (3-20), only (24%) of traditional houses residents know architect, contractor, or craftsman, while this percentage was (28%) in non-traditional houses. This result might be because the respondents either do not have enough time or money to deal with architects, contractors, or craftsmen, only those who seriously need them they know them.

3.2.14. Skills

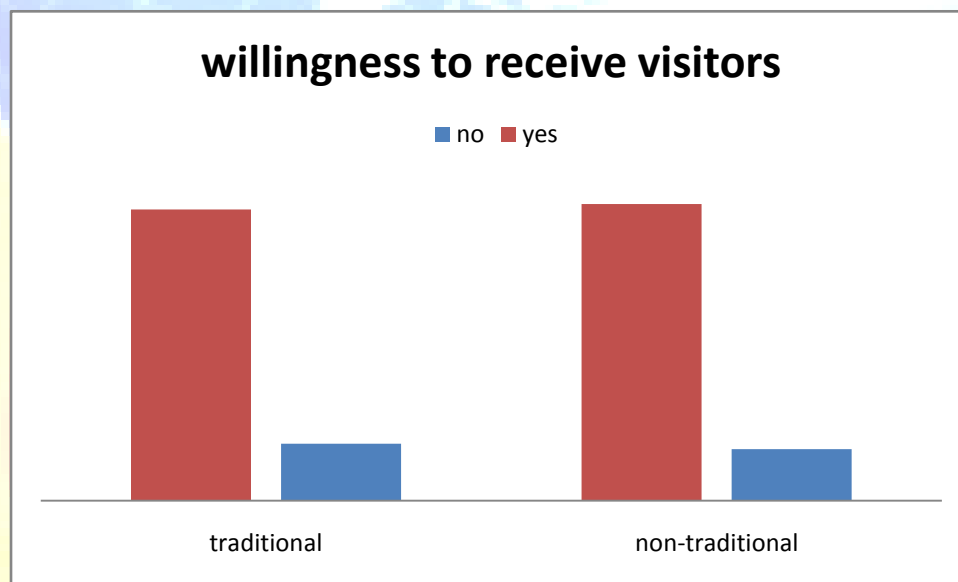
Figure (3-21): cross tabulation analysis for house type with skills of architects



It can be noticed from figure (3-21) that (95%) of traditional house residents who know architects, contractors, or craftsmen believe that they have good skills in what they do, while the percentage was (79%) in non-traditional houses were (21%) of them believe that architects, contractors, and craftsmen do not have good skills, compared to only (5%) of traditional houses that believe that they do not have good skills, and this is due to that non-traditional houses residents have more experience with those architects, contractors, and craftsmen because they have relatively newly built houses and they needed them in many cases, so they did not judge those architects arbitrary. Additionally, some of them maybe gave the names of their relative architects, contractor, or craftsman, and so they would not say that they do not have good skills.

3.2.15. Willingness to Receive Visitors

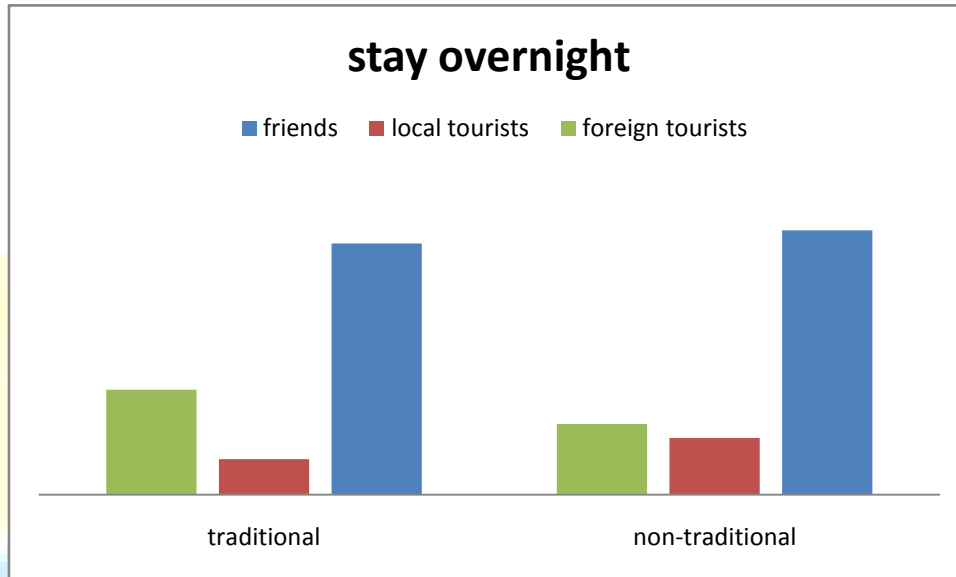
Figure (3-22): cross tabulation analysis for house type with willingness to receive visitors



As shown in figure (3-22), the vast majority of both traditional and non-traditional houses residents were willing to receive visitors at their houses with (84%) and (85%) respectively, and this is an evidence for the hospitality that people in Salt particularly and Jordan as a whole have.

3.2.16. Stay Overnight

Figure (3-23): cross tabulation analysis for house type with who is allowed to stay overnight

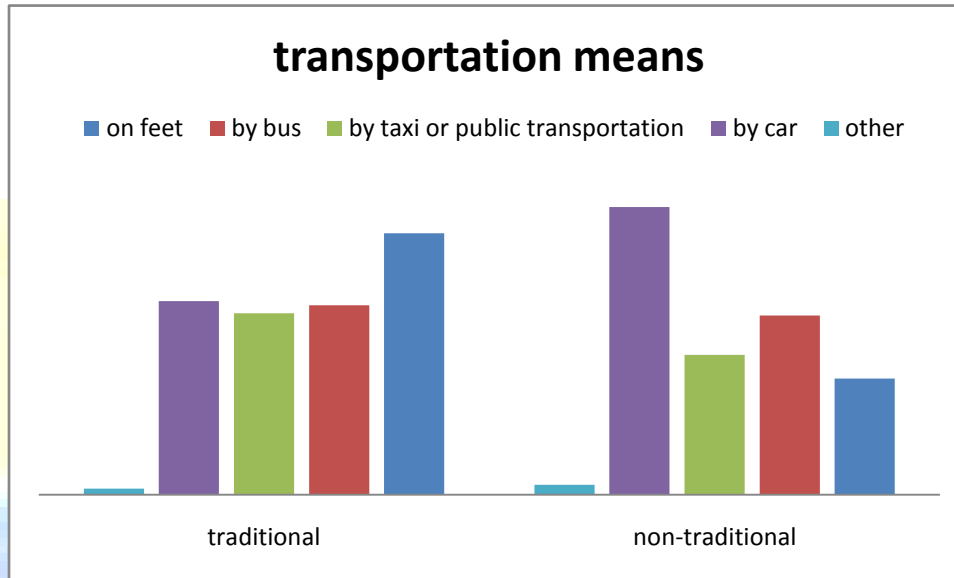


As can be seen in figure (3-23), the majority of both types of houses would allow friends to stay overnight at their house by (64%) and (68%) for traditional and non-traditional houses respectively. On the other hand, local and foreign tourists were allowed in (9%) and (27%) of traditional houses, and this might be because residents believe that foreign tourists are more trustful and really want to experience staying overnight in a traditional house. On the other hand, (14%) and (18%) of non-traditional houses would allow local and foreign tourists respectively to spent the night at their houses.

3.3. About Transportation

3.3.1. Transportation Means

Figure (3-24): cross tabulation analysis for house type with transportation means



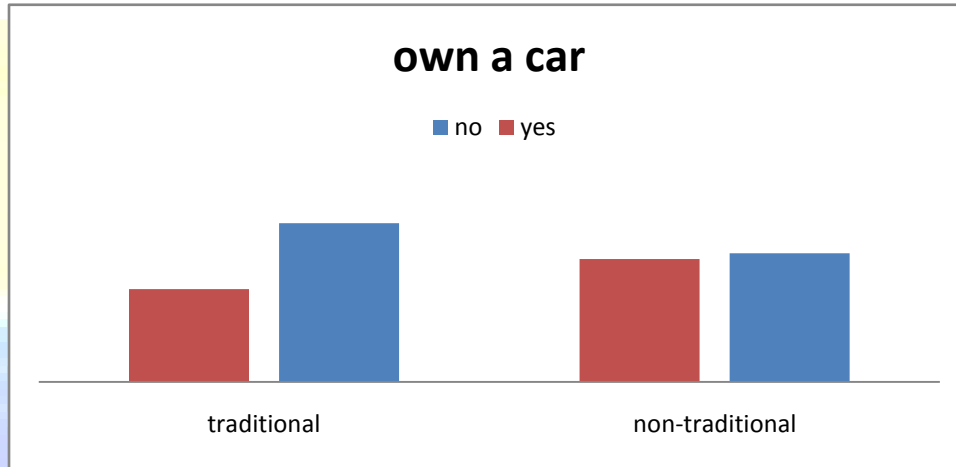
As can be observed from figure (3-24), the difference between traditional and non-traditional houses residents is very clear in terms of transportation means used by them, hereby are the way residents in both types of houses differ from each other:

- The highest percentage of traditional houses residents (42%) moved in Salt city using their feet, while this percentage is only (19%) for non-traditional houses. This is mainly because traditional houses are mostly within the walk able area as they mostly in down town and closed to everything they might need, which makes them use their feet.
- (31%) of traditional houses residents use car for moving inside Salt, and this is relatively low compared to (46%) for non-traditional houses. In addition to the close distance, it is also known that traditional houses residents have less income levels and fewer cars.
- Using bus for both types of houses residents was almost the same. However, the percentage of traditional houses was (30%), while this percentage was (29%) in the case of non-traditional houses.
- Those who used taxi were (29%) of traditional houses, while they were (22%) of non-traditional houses. Other transportation means were used by (1%) of traditional houses and (2%) of non-traditional.

To conclude, all the differences in transportation means between traditional and non-traditional houses indicated the difference in income levels and the lifestyle between them, for example non-traditional houses residents used cars much more than traditional houses, and traditional houses moved on feet much more than non-traditional.

3.3.2. Own a Car

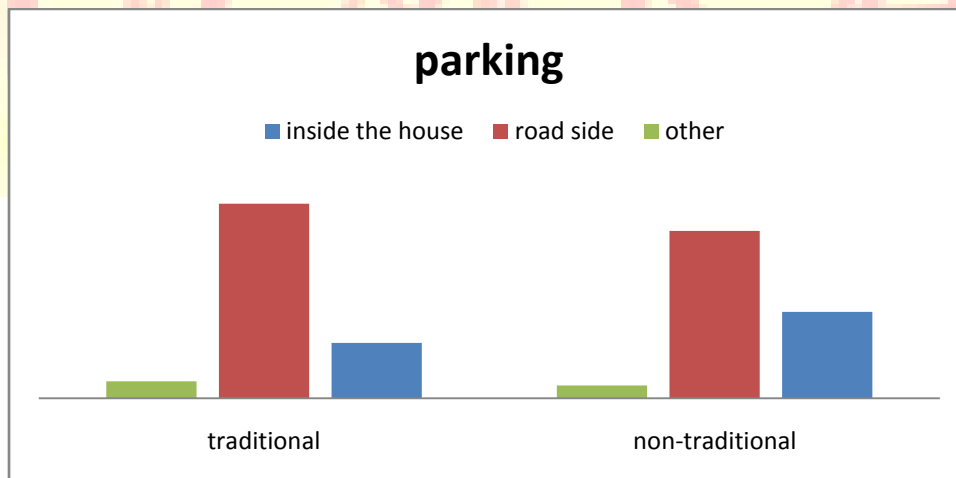
Figure (3-25): cross tabulation analysis for house type with owning car



As can be seen in figure (3-25), only (37%) of traditional houses owned a car, while this percentage was (49%) for non-traditional houses with (49%), indicating that non-traditional houses were having better livelihood than traditional houses.

3.3.3. Park

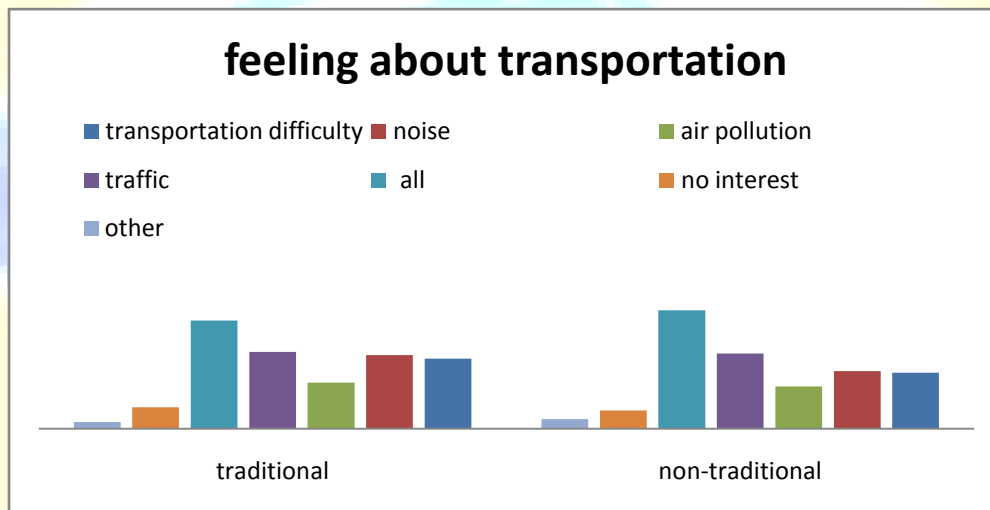
Figure (3-26): cross tabulation analysis for house type with parking



As can be seen in figure (3-26), considering the narrow streets inside Salt city, the majority (73%) of those who have cars in traditional houses were parking their cars on road sides, while there were (63%) of non-traditional houses who park on road sides, non-traditional houses parking on road sides are less than those in traditional houses because of the sophisticated houses that have private parking in them, therefore, (32%) of those who have cars in non-traditional houses park inside the house while those were only (21%) in traditional houses. However, those who park in other places were (6%) and (5%) in traditional and non-traditional houses correspondingly.

3.3.4. Feeling about Transportation

Figure (3-27): cross tabulation analysis for house type with feeling about transportation



Because feeling about transportation is a general opinion and it concerns all people living in Salt, feel of the respondents as seen in figure (3-27) did not differ that much from each other, following is the summary of the answers:

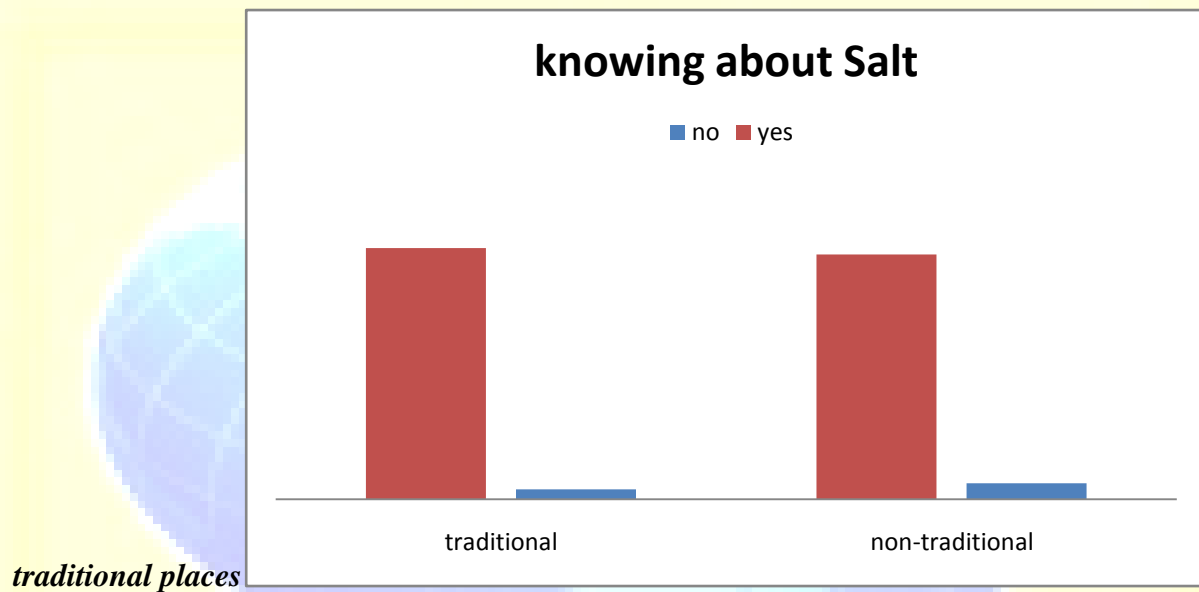
- In addition to the (30%), (29%), (28%), and (18%) of the cases that witnessed traffic, transportation difficulty, noise, and air pollution respectively in traditional houses, there were (43%) of the cases that witnessed all things mentioned earlier. On the other hand, those things appeared in (30%), (22%), (23%), and (17%) respectively in addition to (47%) of the cases that witnessed all of the things for non-traditional houses.

- The answers of no interest and others appeared in (9%) and (3%) of the cases respectively for traditional houses. In regard for non-traditional houses no interest and others appeared in (7%) and (4%) of the cases.

3.4. About Townscape

3.4.1. Knowing about Salt and its Traditional Places

Figure (3-28): cross tabulation analysis for house type and knowing about Salt is known for

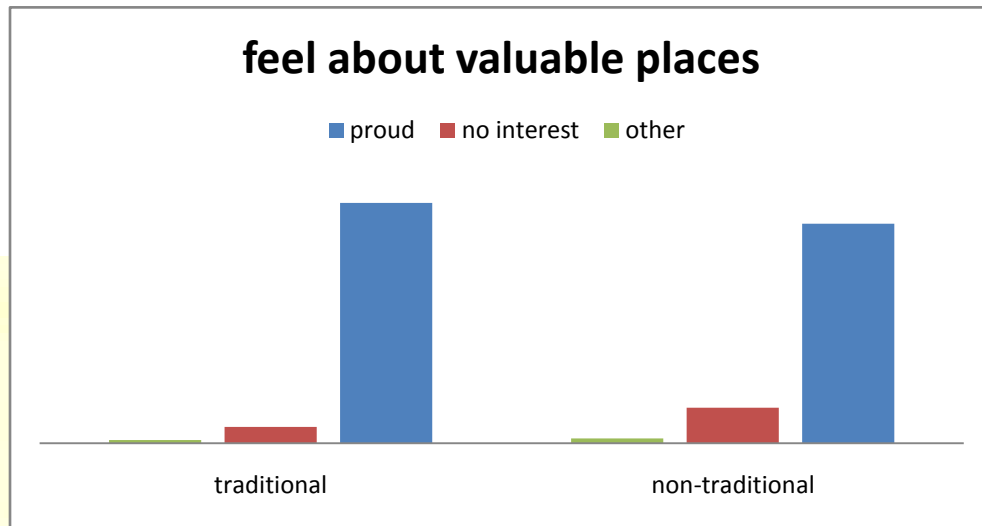


traditional places

As shown in figure (3-28), the vast majority of people in Salt from traditional and non-traditional houses know that Salt is known for its traditional places by (96%) for traditional houses and (94%) for non-traditional houses. This was the result of many attempts to promote Salt and install the appreciation of Salt value for its people, in addition that people in Salt are very proud of their city and interested in all about it.

3.4.2. The way People Feel about Knowing Salt for its Valuable Historical Places

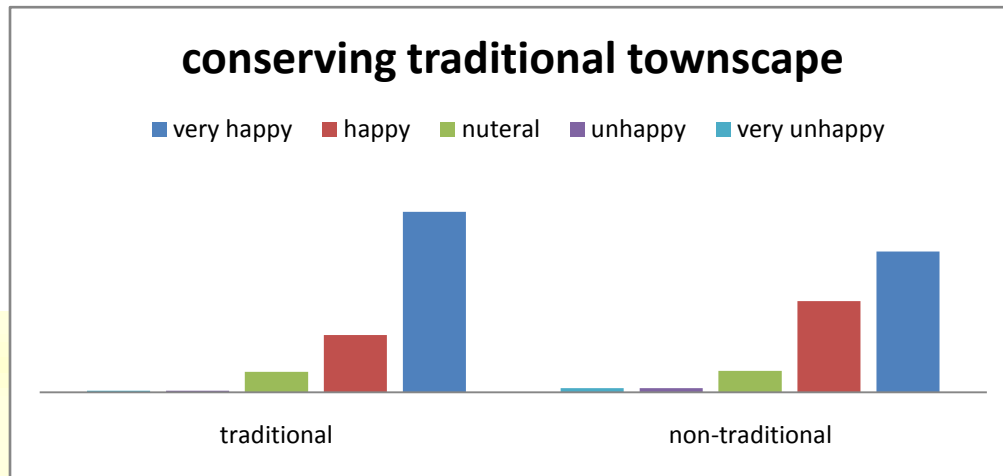
Figure (3-29): cross tabulation analysis for house type and the way people feel about knowing Salt for its valuable places



As can be noticed in figure (3-29), traditional houses residents were more proud about knowing Salt for its traditional valuable places although the vast majority of non-traditional houses were also proud with (84%) compared to traditional houses with (93%), this is mainly because traditional houses residents are living in those valuable places, and so it is normal to feel more proud about them. As for those who had no interest in this issue, they represented (6%) of traditional houses and (14%) of non-traditional houses. However, only (1%) and (2%) answered with others.

3.4.3. Conserving Traditional Townscape

Figure (3-30): cross tabulation analysis for house type with conserving traditional townscape



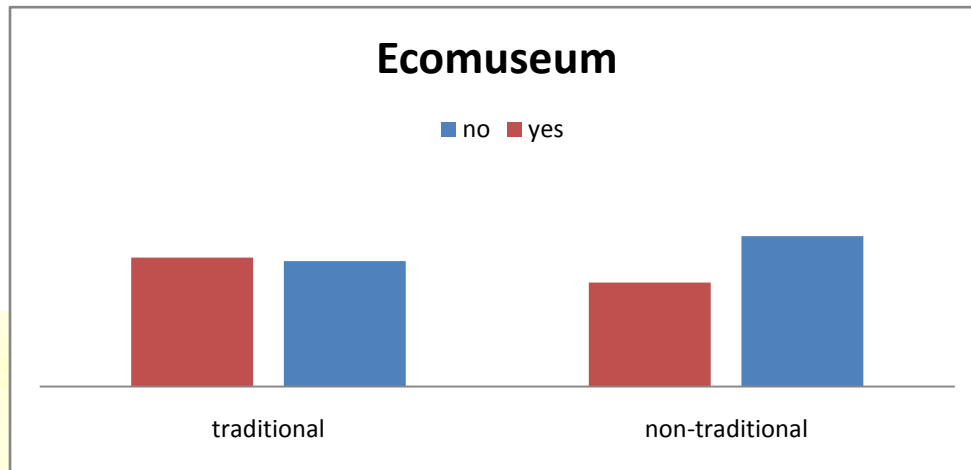
As can be seen in the above figure (3-30), traditional and non-traditional houses have answered the question regarding the feeling about conserving traditional townscape at the same pattern

but in different percentages as follows:

- The percentage of people who were very happy with conserving traditional townscape is much higher than those in non-traditional houses by (69%) and (54%) respectively. This is mainly because traditional houses residents believe that they will benefit from conserving the traditional townscape as they live in traditional houses that might be conserved.
- The percentage of people that were happy with that in non-traditional houses was (35%) compared to (22%), and this refers to that traditional people who were happy with that answered with very happy as they wanted to give the most positive answer to express the way they really feel about conserving traditional townscape.
- Neutral people in both house types were equal by (8%) for each, and this represents those who do not care about conserving traditional townscape or could not define what really they could feel about it because they did not know the result yet.
- Those who gave negative answers such as unhappy and very unhappy were only (1%) for each in traditional houses and only (2%) for each in non-traditional houses, those represent people who think that conserving traditional townscape would have a negative impact and they would not be happy with it.

3.4.4. Knowing about Ecomuseum Concept

Figure (3-31): cross tabulation analysis for house type with knowing about Ecomuseum



As can be seen in figure (3-31), the percentage of people who know about Ecomuseum concept in traditional houses is (51%), while only (41%) knew about it in the non-traditional houses. This can be due to the interest of any tourism related concept between traditional houses residents is higher than their non-traditional counterparts, this is mainly because of that they live in touristic places and they were exposed to many researches, promotions, and regulations.

3.5. Saltiness and Attachment to Salt

3.5.1. What Expresses Salt

Figure (3-32): cross tabulation analysis between traditional houses and what expresses Salt

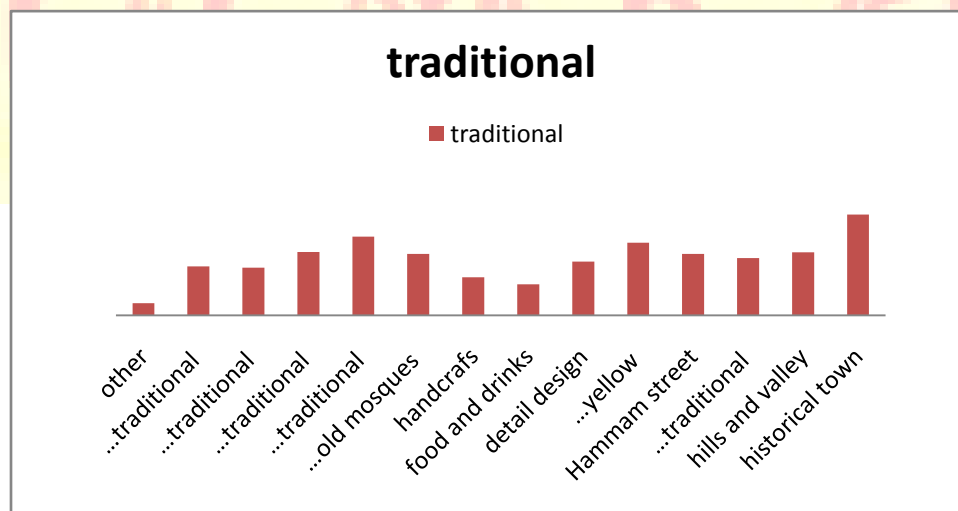
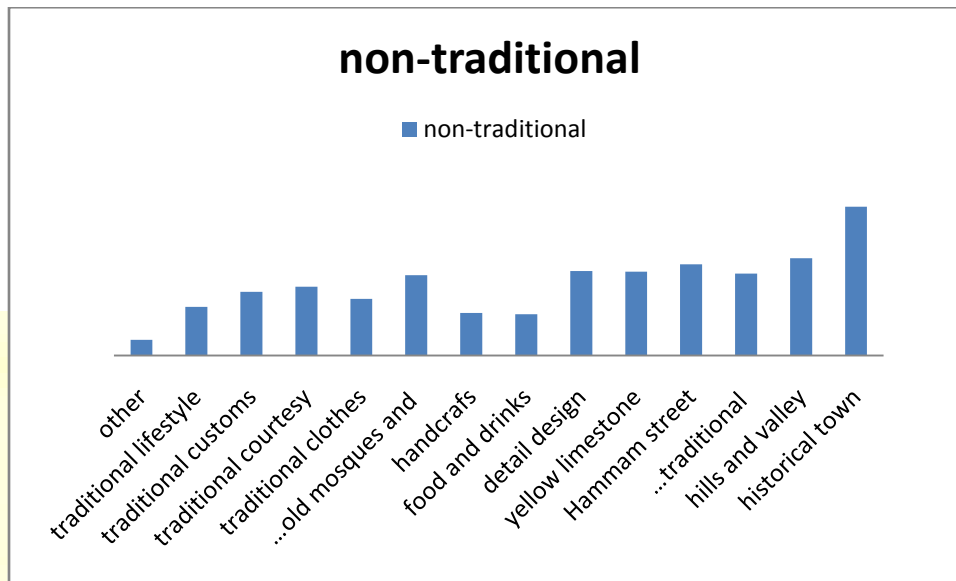


Figure (3-33): cross tabulation between non-traditional houses and what expresses Salt



As can be seen, figures (3-32) and (3-33) represent the cross tabulation analysis for type of houses with what expresses Salt, they have been separated into two charts in order not to have any confusion reading and observing the result because there were many answers for the question. However, answers of the two types of respondents were similar to each other with some differences that refer to the interest of traditional houses residents in almost all answers more than their non-traditional counterparts because they live in touristic traditional buildings, results can be interpreted as follows:

- The percentage of people in traditional houses that believe the historical town expresses Salt was (79%), while they were (69%) in non-traditional houses, in addition to the more interest between traditional people in the historical town, many people in the traditional houses have witnessed old life in Salt and therefore, they might be more attached to the historical town.
- A major difference between traditional and non-traditional in terms of considering traditional clothes among things that express Salt, the percentage was (61%) in traditional houses compared to (26%) in non-traditional houses. This was because many people in traditional houses still wear traditional clothes and proud of them more than non-traditional houses.

- As for considering yellow limestone, traditional courtesy, and hills and valley among things that express Salt, they appeared in (57%), (49%), and (49%) of the cases respectively in traditional houses, while they appeared in (39%), (32%), and (45%) of the cases in non-traditional houses.
- Hammam Street, old mosques and churches, and traditional buildings and townscape appeared in (48%), (48%), and (45%) of the cases in traditional houses, while they appeared in (42%), (37%), and (38%) of the cases in the non-traditional houses.
- Detail design, traditional lifestyle, traditional customs, handcraft, and traditional food and drinks appeared respectively in (42%), (38%), (37%), (30%), and (24%) of the cases in traditional houses, while they appeared in (39%), (23%), (29%), (20%), and (19%) of the cases respectively in non-traditional houses. However, only (9%) and (7%) of the cases respectively for traditional and non-traditional houses witnessed other things that express Salt, other things such as people in Salt, or its weather as some respondents claimed.

It is noteworthy to point that, obviously traditional houses residents have answered most of the options in a stronger manner that might indicated the higher interest and attachment to Salt in them as they believe that they represent the original Salt by living in the traditional building.

3.5.2. Loss of Saltiness

Figure (3-34): cross tabulation analysis for house type with loss of Saltiness for traditional

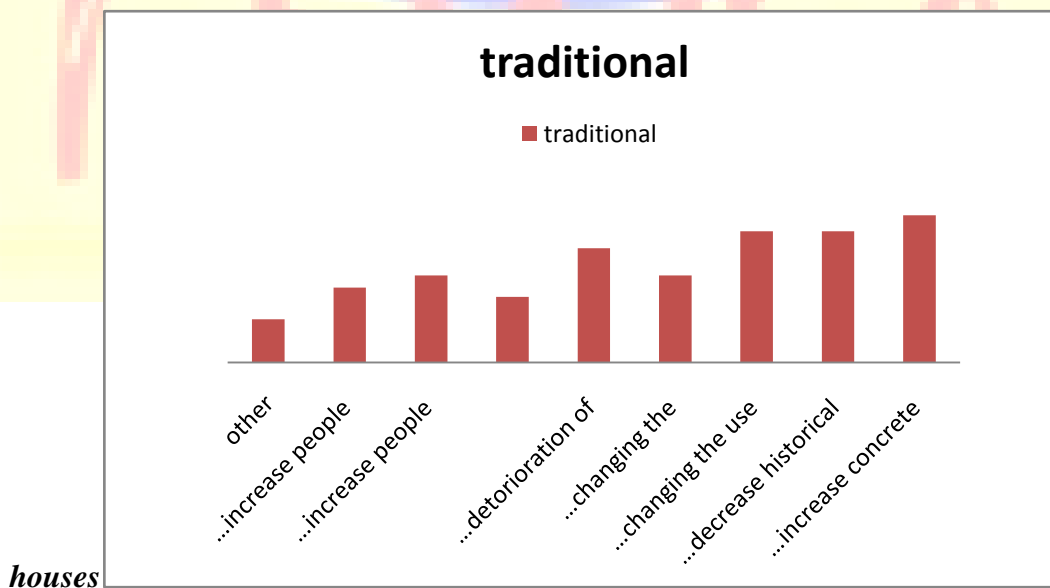
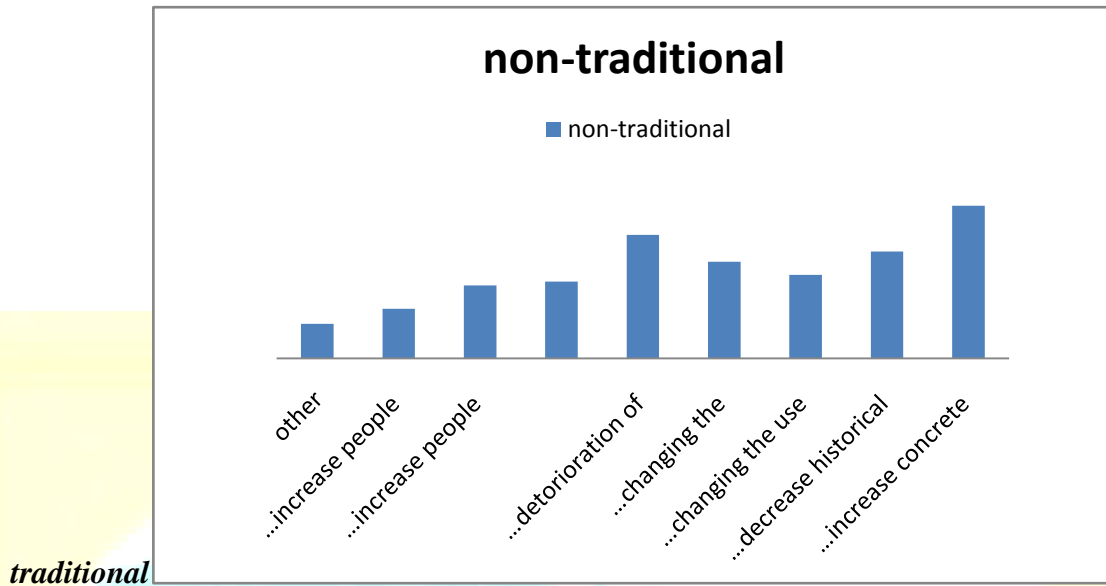


Figure (3-35): cross tabulation analysis for house type with loss of Saltiness for non-



As shown in figures (3-34) and (3-35), there were some differences between traditional and non-traditional houses residents in terms of what could cause loss of Saltiness, and these differences came due to differences between these two types of residents in many aspects such as income, education, lifestyle, age, culture, attachment to the ancient town of Salt, and interest in conserving Salt and developing it to be a touristic city. The following points represent the answers of the question for the two types of respondents.

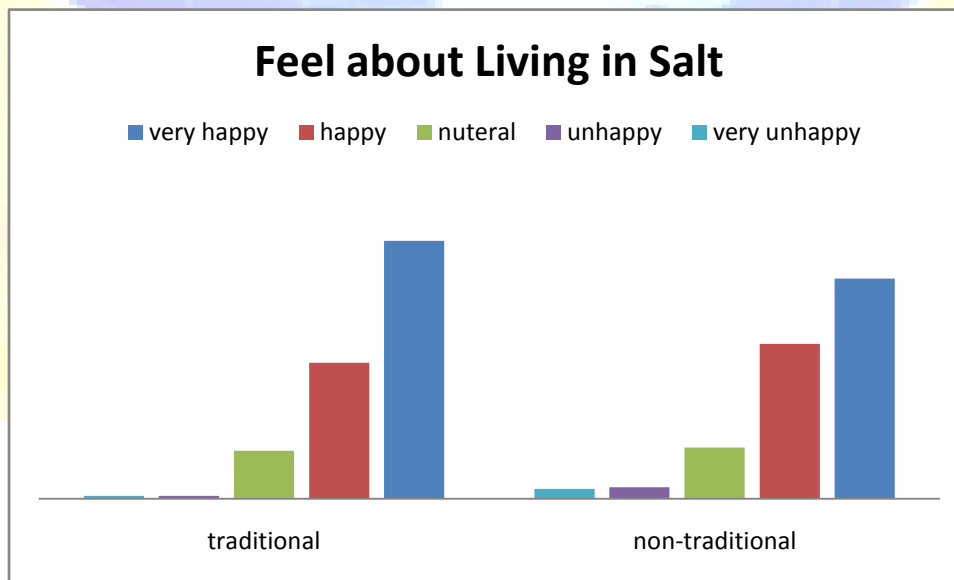
- Respectively for traditional and non-traditional in (50%) and (52%) of the cases believed that the increase of concrete buildings causes loss of Saltiness, and this is because they believed that concrete buildings causes a change in the traditional townscape.
- The decrease of historical buildings, and changing the use of buildings appeared in (45%) of the cases for each in traditional houses as reasons that could cause loss of Saltiness. On the other hand, those reason appeared in (37%) and (29%) of the cases respectively for non-traditional houses, it is normal to have this difference between the two types of respondents as traditional houses residents believed that traditional buildings should remain negatively untouched and should not lose the identity of the building by changing the use of it, this also apply for non-traditional houses residents but in less percentages.
- Because it is a general issue in Salt that everyone could feel it and can be affected by it no matter what differences between the people, the deterioration of environment appeared

in (39%) and (42%) of the cases respectively for traditional and non-traditional houses, meaning that there was no significant difference in their answers as expected. However, the environmental issue has been a headache for people and all other social and official parties in Salt because it is getting worse especially the garbage issue.

- As for changing the traditional culture and increasing the number of people immigrating outside of Salt they appeared in (30%) of the cases for each for traditional houses, while they appeared in (25%) and (33%) of the cases respectively in the non-traditional houses.
- Increasing the number of people immigrating to Salt and the number of strangers in Salt have appeared in (26%) and (22%) of the cases respectively in traditional houses, while they appeared in (17%) and (26%) of the cases respectively in non-traditional houses.
- Other reasons that could cause loss of Saltiness as people in Salt claimed appeared in (15%) and (12%) of the cases for traditional and non-traditional houses respectively and they did not specify what they could be.

3.5.3. Feel about Living in Salt

Figure (3-36): cross tabulation analysis for house type and feel about living in Salt



As can be seen in the above figure (3-36), (58%) of traditional houses residents were very happy living in Salt as an ancient town, while those were less in the non-traditional houses with (49%),

and this proves the hypothesis that claims in traditional houses residents were more attached to Salt and more interested in all what concerns the development of it. While there were (30%) and (35%) of traditional and non- traditional houses residents respectively who were happy living in Salt. On the other hand, only (1%) and (1%) of traditional houses were unhappy and very unhappy respectively, while those were (3%) and (2%) respectively in non-traditional houses. However there were (11%) of each traditional and non-traditional who were neutral about their feeling in living in Salt. The result in general confirms that the vast majority of people in Salt were at least happy with living in it.

3.6. About Tourism

3.6.1. Places Recommended To Visit by People

Figure (3-37): cross tabulation analysis for houses type and recommended places for

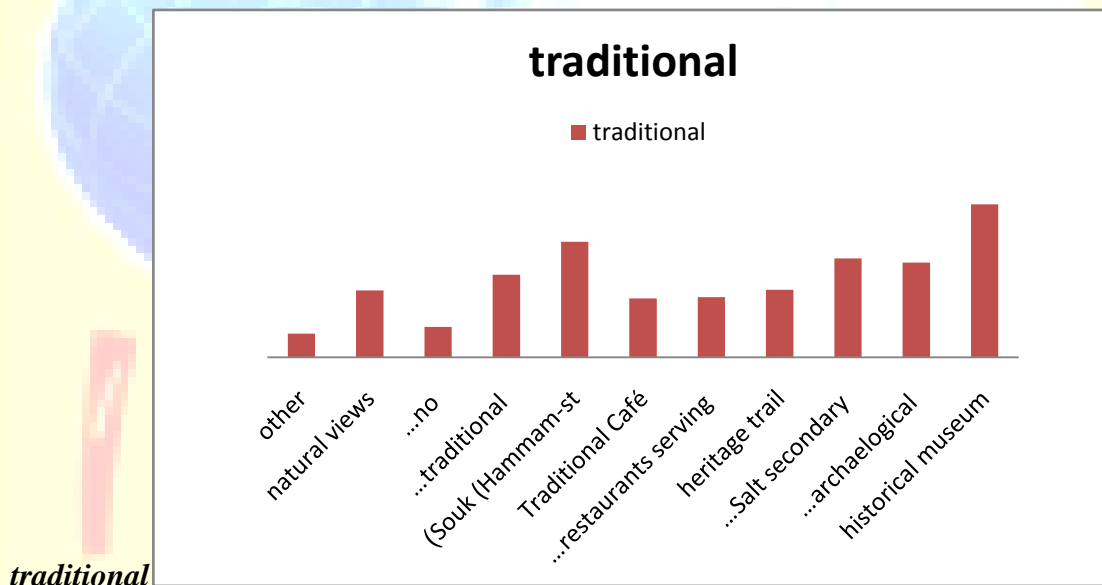
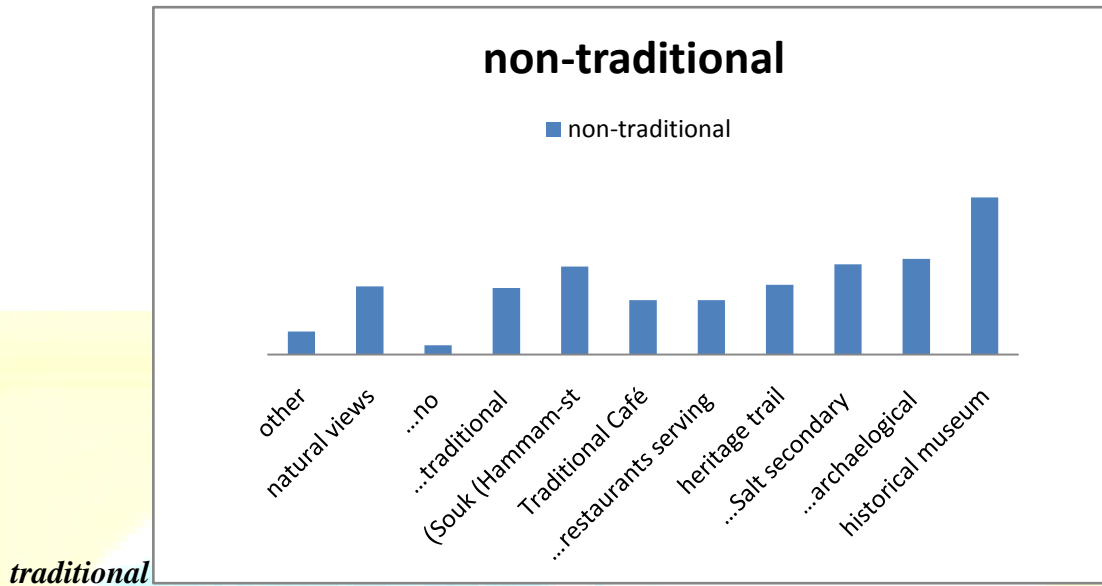


Figure (3-38): cross tabulation analysis for houses type and recommended places for non-



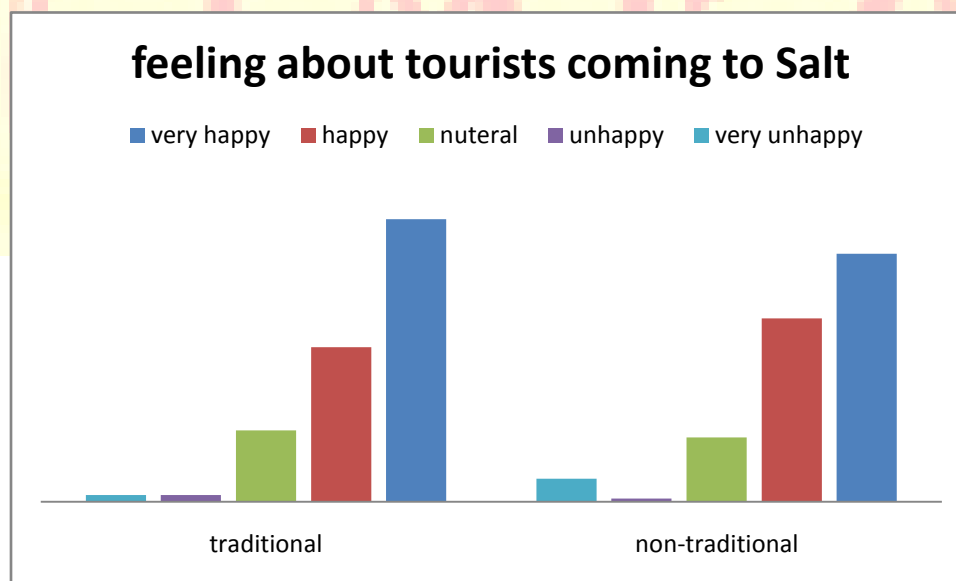
As can be seen in figures (3-37) and (3-38), traditional houses residents surpassed their non-traditional counterparts in all places to recommend, meaning that traditional houses residents have shown more momentum and interest in recommending places to visit in Salt, and this was due to the traditional building that they live in are destinations for visitors to visit. However, following is a representation for how those two types of houses residents differ from each other in this term.

- Recommending the historical museum appeared the most for both types of residents, but it appeared more in traditional houses with (71%) and (64%) for non-traditional houses. This result indicated that people in Salt are very proud of the historical museum in the way that makes them recommending it to visit in a high degree, plus they believed it represents Salt the most.
- As also can be seen in figures (3-40) and (3-41), Hammam street (Souk) was also highly recommended especially by traditional houses residents which recommended it in (54%) of the cases, while non-traditional houses residents recommended it in less degree with (36%) of the cases. However, because Hammam Street is full of traditional buildings which are similar to those occupied by traditional houses residents it was recommended in higher degree by them.

- Salt secondary school and the archaeological museum have appeared in (46%) and (44%) of the cases respectively for traditional houses, while they appeared in (37%) and (39%) of the cases for non-traditional houses which is also less than traditional houses for reasons that have been mentioned earlier.
- Unexpectedly, traditional buildings (houses) were recommended by people who live in them by (38%) of the cases, which was less than many other places recommended by those people, in the meanwhile this place appeared in (27%) of the non-traditional places. Similarly, heritage trail appeared in (32%) of the cases for traditional houses residents, while it appeared in (28%) of the cases for non-traditional houses.
- As for natural views, it appeared in (31%) of the cases for traditional houses, while they appeared in (28%), the similarity of result here was because natural views are a general opinion that does not differ significantly between different types of residents.
- Restaurants serving local food and traditional café appeared in (28%) and (27%) of the cases for traditional houses, while they appeared in (22%) of the cases for each in non-traditional houses. However, no interest and other appeared in respectively in (14%) and (11%) of the cases for traditional houses while they appeared only in (4%) and (9%) respectively in non-traditional houses.

3.6.2. Feel about Tourists Coming To Salt

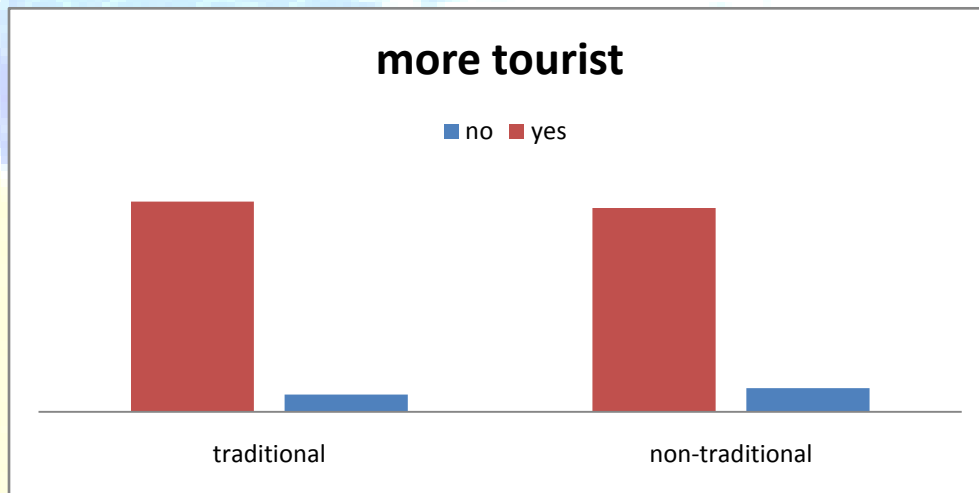
Figure (3-39): cross tabulation analysis for house type with feeling about tourists



It can be observed in the above figure (3-39), that the majority of traditional houses residents were between very happy (54%) and happy (30%) with tourists coming to Salt, while they were (47%) very happy and (35%) happy with it from non-traditional houses. This was mainly because of that people in Salt generally and traditional houses residents particularly want the best for Salt and believed that development of Salt starts from tourism. On the other hand, equally (1%) of traditional houses were very unhappy and happy, while those were (4%) and (1%) respectively in non-traditional houses. However, (14%) of traditional houses residents were neutral about tourists coming to Salt and (12%) were neutral about it in the non-traditional houses.

3.6.3. Desire to Have More Tourists Coming To Salt

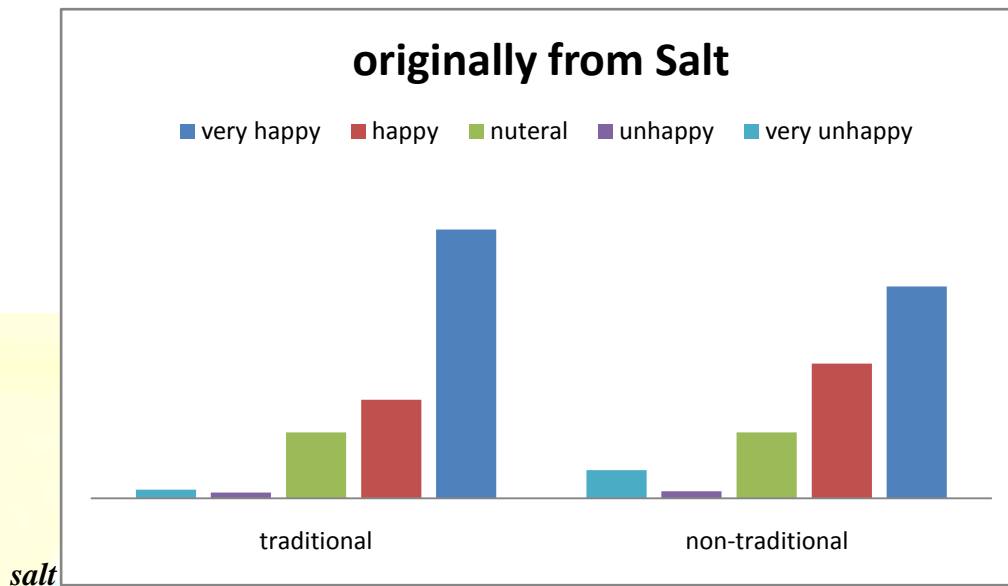
Figure (3-40): cross tabulation for houses type with desire to have more tourists



As can be observed in figure (3-40), the vast majority of people in Salt from both traditional and non-traditional houses want to have more tourists coming to Salt accounting for (92%) and (90%) respectively. However, this desire to have more tourists comes along with the attachment to Salt and the desire to develop it in all aspect especially tourism.

3.6.4. Projects Made By People Originally From Salt

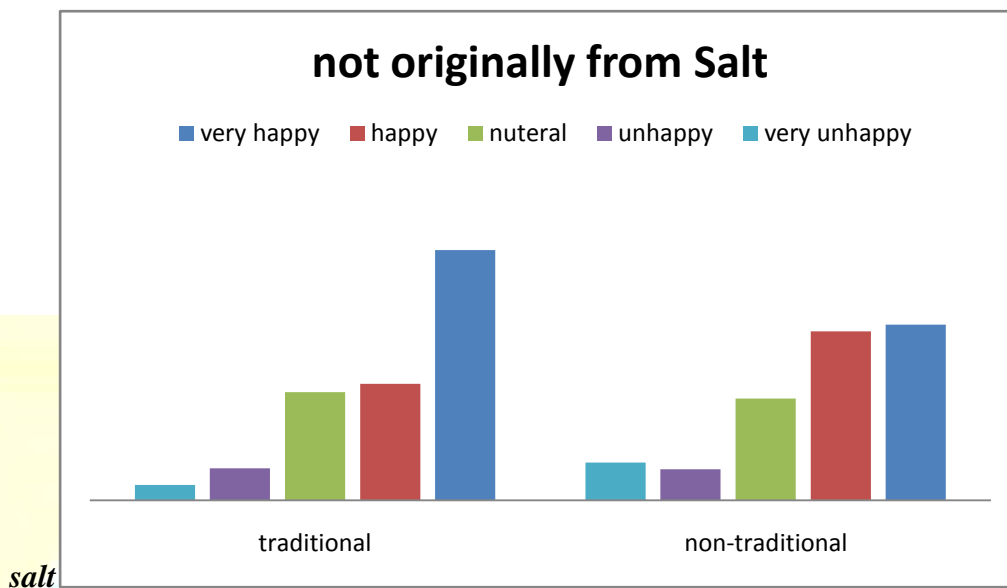
Figure (3-41): cross tabulation for house type with projects made by people originally from



As can be noticed in figure (3-41), traditional houses residents would be happier when someone originally from Salt but not living in it starts a tourism related project in Salt. (60%) of traditional houses were very happy with that, (47%) of non-traditional houses residents were very happy. Additionally, (22%) of traditional houses were happy with that, while there were (30%) of non-traditional houses who were happy. On the other hand, only (2%) and (1%) of traditional houses were very unhappy and unhappy respectively, while those were a bit more in non-traditional houses by (6%) and (2%) respectively. However, (15%) of each traditional and non-traditional houses were neutral with that. The result shows that there was higher percentage of non-traditional houses compared with traditional houses that were very unhappy when someone originally from Salt but living outside Salt starts a business in Salt, meaning

3.6.5. Projects Made by People not originally from Salt

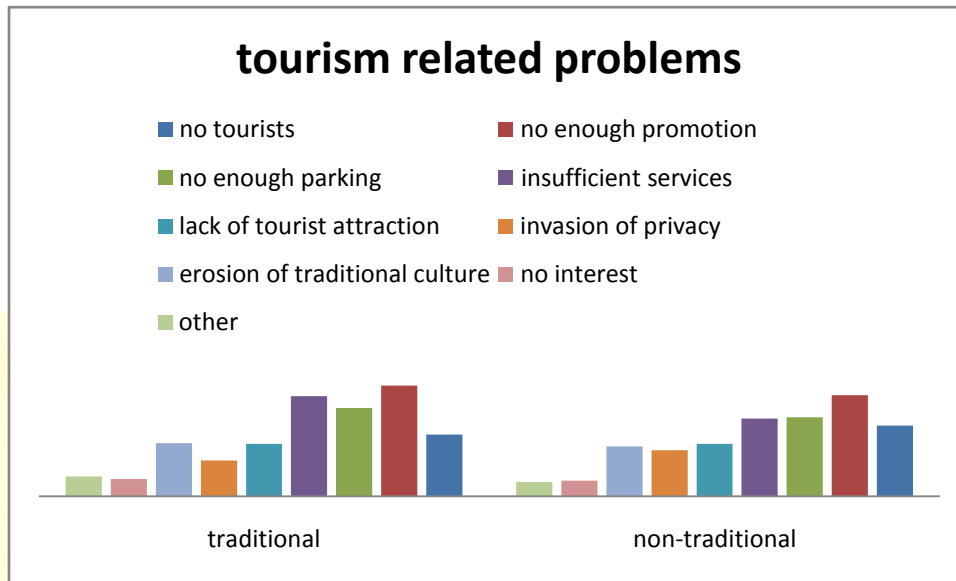
Figure (3-42): cross tabulation for house type with projects made by people not originally from



As can be seen in figure (3-42), traditional houses residents answers about projects made by people not originally from Salt and living outside Salt were slightly different about projects made by people originally from Salt in the way that indicated that they welcome not original people less than original people to make projects in Salt. However, the result of this question appeared that (48%) of them would be very happy with that and (22%) were happy with it, while (6%) and (3%) of them were unhappy and very unhappy respectively, and here was the main difference. On the other hand, non-traditional people would be much less happy than traditional houses as (34%) of them would be very happy and (32%) would be happy, while there were (7%) and (6%) of them who would be very unhappy and happy if not originally from Salt made a project in it, and this might refer to the pertinence that people in Salt have toward their city and people in it as they prefer people who are living in Salt or originally from Salt to make projects in it, while traditional houses residents seem to welcome any development to Salt no matter what was the origin of that development. However, (19%) and (21%) of traditional and non-traditional houses were neutral about it.

3.6.6. Tourism Related Problems

Figure (3-43): cross tabulation analysis for house type and tourism related problems



As can be seen in figure (3-43), traditional and non-traditional houses residents were having similar opinions with higher momentum about tourism related problems and how they perceive problems that face tourism in Salt. However, following is the summary of their answers:

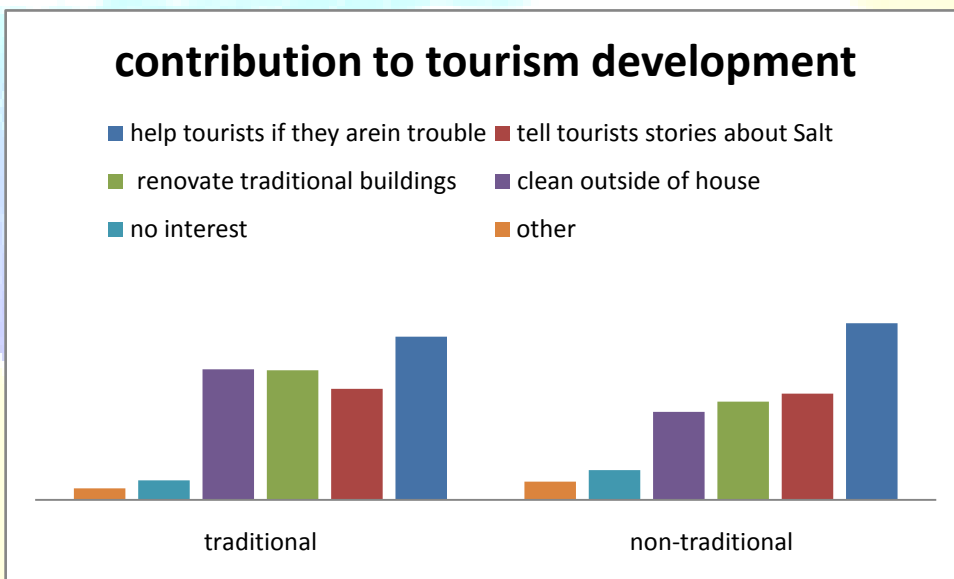
- Both types of respondents believed that Salt has not got enough promotion in terms of tourism by (54%) and (49%) for traditional and non-traditional houses respectively. Traditional houses residents feel about tourism related problems slightly more than their counterparts as they are living in tourism places.
- Insufficient services in all aspects and not enough parking also appeared in significant percentages accounting respectively for (48%) and (43%) of the case in traditional houses, while they appeared equally (38%) of the cases in non-traditional houses.
- People who believe that there were no enough tourists coming to Salt and there is lack of tourist attraction were representing respectively (30%) and (25%) of the cases in traditional houses, while they were respectively (34%) and (25%) of non-traditional houses. This means that there were some tourists that come to Salt but not enough to feel tourism life in it, and that was because there is lack of tourist attraction in Salt as one third of people claim.
- As for erosion of traditional culture and invasion of privacy, they also appeared in similar degrees for traditional and non-traditional houses residents with (26%) and (17%)

respectively. On the other hand, erosion of traditional culture and invasion of privacy appeared in (24%) and (22%) of the cases for non-traditional houses. As mentioned, erosion of traditional culture represents a serious issue for tourism development in Salt as it depends on heritage and traditional culture, and some people believed that tourism planning in Salt involves invasion of privacy for its residents.

- Other problems such as the poor planning and disorganizing of tourism development in Salt appeared in (10%) of the case in traditional houses and in (7%) of the cases for non-traditional. However, those who had no interest in this were (8%) in each type of respondents.

3.6.7. Contribution to Tourism Development in Salt

Figure (3-44): cross tabulation analysis for house type with contribution to tourism



development

As can be seen in figure (3-44), traditional houses residents had more momentum answering this question as well in all of its options except for helping tourists if they were in trouble that had more percentage in non-traditional houses with (64%), while it was (59%) of the cases for traditional houses, in addition to other that was (7%) for non-traditional houses and (4%) for traditional houses. As for renovating traditional buildings it appeared in (47%) of the cases in traditional houses and in (36%) of non-traditional houses residents, some would wonder how could non-traditional houses residents renovate traditional building? However, they might renovate them for business purposes or as charity and helping others. Those who clean outside

their houses were also (47%) of traditional houses and they were (32%) of non-traditional houses, while in (40%) of the cases for traditional houses were telling tourists stories about Salt, and those were (38%) of non-traditional houses. Those who answered with no interest were respectively (7%) and (11%) of traditional and non-traditional houses.

3.6.8. Places to Recommend

Table (3-1): cross tabulation for house type with places to recommend in (%)

		non-traditional %	Traditional %
1	Zai	51	59
2	Shrine of Prophet Mohammad Friends	49	61
3	Nabi Yosya	40	50
4	Churches	35	44
5	Jala'd	30	47
6	Om Alamad	25	32
7	Rumemen	31	40
8	Azraq	21	27
9	Irbid	28	26
10	Jerash	32	41
11	Ajlun	31	37
12	Zarqa	18	19
13	Amman	26	31
14	Um Qais	35	45
15	Deadsea	41	50
16	Wadi Shu'aib	38	46
17	Petra	43	53
18	Aqaba	35	47
19	Madaba	21	34
20	Karak	19	29
21	Dana	20	34

22	No Interest	4	5
23	Other	4	4

As can be seen in table (3-1), once again, traditional houses residents answered the question with more momentum than their non-traditional counterparts. However, following what can be observed from table (3-1):

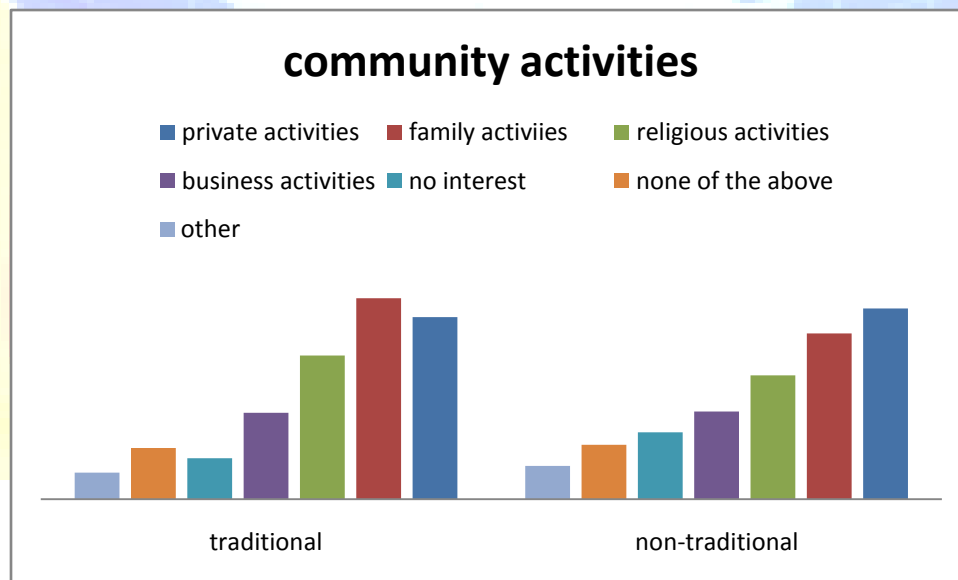
- Shrine of prophet Mohammad friends appeared in (61%) of the cases for traditional houses, while it appeared in (49%) of the cases in non-traditional houses, and that was because traditional houses residents were oriented to anything old or ancient more than non-traditional houses.
- Other religious places that were recommended are Nabi Yosya and Churches appeared respectively in (50%) and (44%) of the cases in traditional houses, while they appeared in (40%) and (35%) of non-traditional houses. This result shows the interest of people in Salt in religious places no matter to which religion they belong. However, Muslim religious places were recommended in higher degree because the majority of the residents were Muslims.
- Tourist areas such as Zai, Jal'ad, Om Alamad, and Rumemen also were recommended very well by people in Salt because they were closed to them and they know these places better than others. Respectively they appeared in (59%), (47%), (32%), and (40%) of the cases for traditional houses, while they appeared also respectively in (51%), (30%), (25%), and (31%) of the cases in non-traditional houses. Additionally, Wadi Shu'aib appeared in (46%) and (38%) of the cases in traditional and non-traditional houses respectively.
- As for Jerash, Ajlun, and Um Qais, they appeared respectively in (41%), (37%), and (45%) of the cases in traditional houses because they are famous tourism places in Jordan, while they appeared in (32%), (31%), and (35%) of the cases in non-traditional houses.
- Jordanian cities such as Amman, Irbid, Karak, and Azraq that have some historical places were recommended in (31%), (26%), (29%), and (27%) of the cases in traditional houses respectively, while they were recommended in (26%), (28%), (19%) and (21%) of the

cases for non-traditional houses also respectively. However, those cities were recommended in fewer degrees because of that some people in Salt do not know details about them except for Amman which is close to Salt. Additionally, Zarqa appeared in (19%) and (18%) of the cases respectively in traditional and non-traditional houses, and this is also because of that Zarqa is not known as a touristic area.

- Dead Sea, Petra, and Aqaba which are the most famous tourism places in Jordan were recommended in (50%), (53%), and (47%) of the cases in traditional houses, while they were recommended in (41%), (43%), and (35%) of the cases in non-traditional houses.
- In regard to Dana and Madaba, they appeared in (34%) for each in traditional houses, while they appeared respectively in (21%) and (20%) of the cases in non-traditional houses.
- However, those who were not interested in the question were (5%) and (4%) of the traditional and non-traditional houses respectively, and those who recommended other places were (4%) for each house type.

3.6.9. Community Activities

Figure (3-45): cross tabulation for house type with community activities

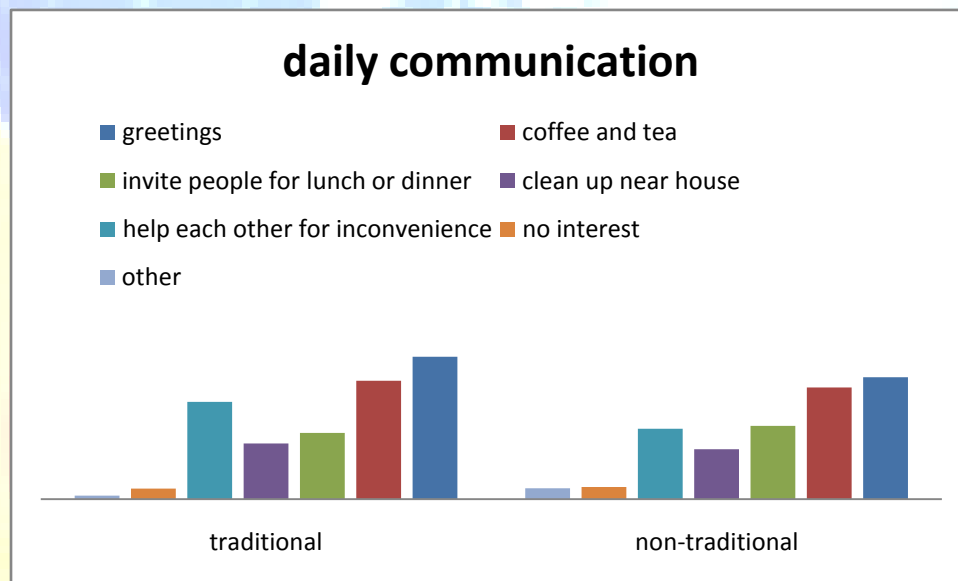


As can be noticed in figure (3-45), traditional houses residents were more into family activities than non-traditional counterparts because they are more adhered of Salt traditions and have

more relationships with other families in Salt, in addition to that most of them know each other which is not the same case of non-traditional houses residents. However, family activates appeared in (46%) of the cases for traditional houses, while it appeared in (38%) of the cases for non-traditional houses. Traditional and non-traditional houses have been doing private activities in almost the same degree by (41%) and (43%) respectively. Additionally, religious activities, business activities appeared respectively in (33%) and (20%) of the cases in the traditional houses, while they appeared in (28%) and also (20%) respectively in non-traditional houses. However, (12%) of each traditional and non-traditional houses have made none of the above mentioned community activities, while there were (9%) and (6%) of traditional houses residents who had no interest and answered with other correspondingly, and those were (15%) and (8%) for traditional houses correspondingly.

3.6.10. Daily Communication with Neighborhood

Figure (3-46): cross tabulation for house type with daily communication with neighborhood

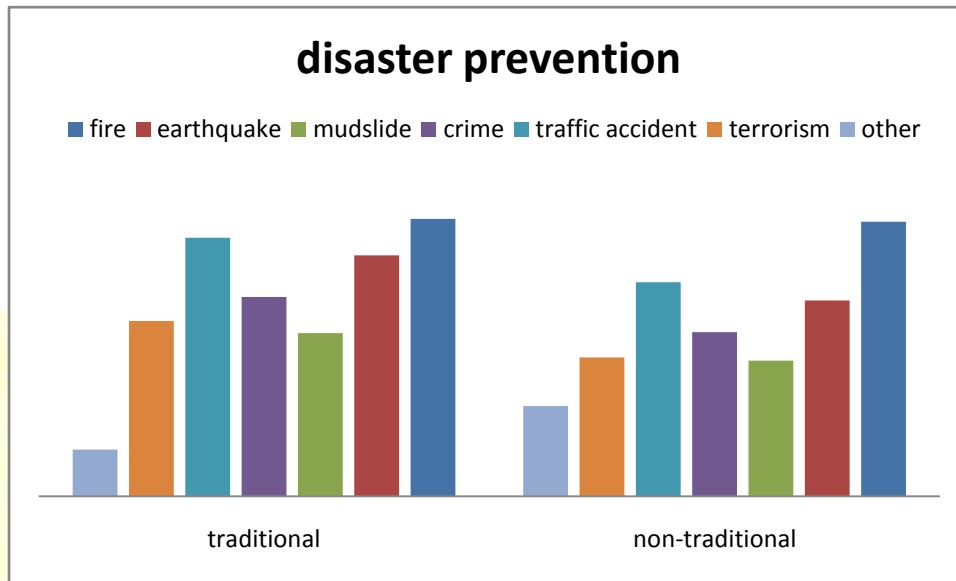


As can be seen in figure (3-46), traditional and non-traditional houses were not very different in terms of the trend of their answers, although there were some differences in terms of the volume and momentum of the answer. Following are the interpretations of the figure (3-46):

- Both traditional and non-traditional houses residents were using greetings the most as a daily communication with neighbors by accounting for (66%) and (57%) of the cases for traditional and non-traditional houses respectively. This indicated that people in Salt especially those living in traditional houses like to show warm hearts to each other and to be kind with each other.
- Similar to each other, traditional and non-traditional houses residents were highly communicating through drinking coffee and tea with each other as it appeared in (55%) and (52%) respectively, and this comes along with the greeting and the connection between people in Salt.
- As a normal result of the high connection between people in Salt especially in traditional houses who are more connected and adhered to the traditional life and more closed to each other, people were helping each other in inconvenience in (45%) of the cases in traditional houses and (33%) of the cases in non-traditional houses.
- As for inviting each other for lunch and dinner, and cleaning up near house, they appeared in (31%) and (26%) of the cases respectively for traditional houses, while they respectively appeared in (34) % and (23%) of the cases in non-traditional houses.
- However, no interest and other daily communication activities appeared respectively in (5%) and (2%) of the cases in traditional houses, while they appeared respectively in (6%) and (5%) of the cases in non-traditional houses.

3.6.11. Disaster Prevention

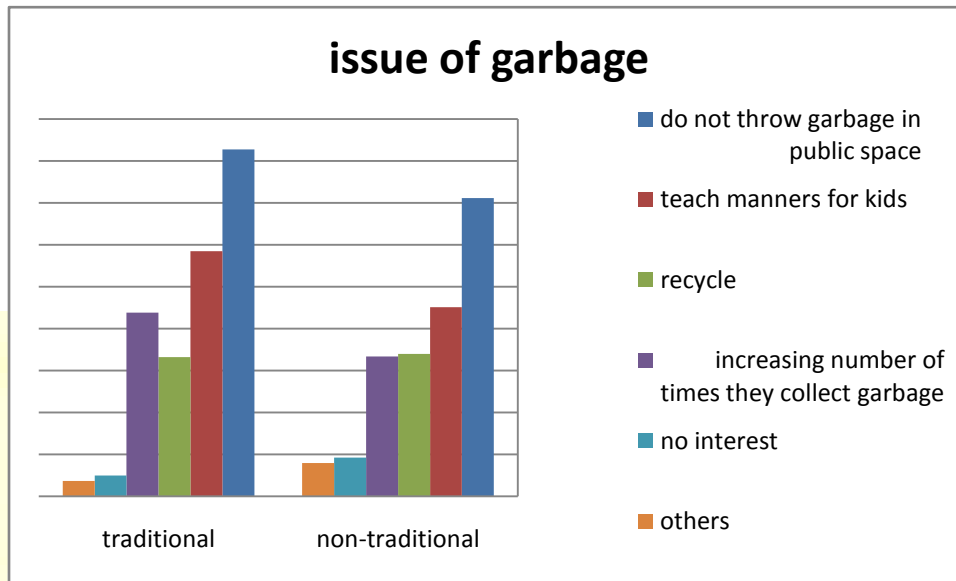
Figure (3-47): cross tabulation analysis for house type and disaster prevention



As can be noticed in figure (3-47), traditional and non-traditional houses residents feared mostly fire in the same percentage of the cases as it accounted for (53%) of the cases for each type of respondents. This is mainly because of that fire is the most common disaster usually happened in Jordan along with traffic accidents. In other cases, traditional houses residents feared traffic accidents more than non-traditional residents with (50%) of the cases, while it was in (41%) of the cases for non-traditional houses. As for earthquake disaster prevention, it appeared in (46%) of the cases in traditional houses that fear for their old houses from such disasters, while earthquake appeared in (38%) of the cases in non-traditional houses which is also a large percentage. Regarding crime, mudslide, and terrorism they appeared in (38%), (34%), and (31%) of the cases respectively in traditional houses, while they appeared respectively in (31%), (27%), and (26%) of the cases in non-traditional houses. However, other disaster prevention appeared much more in non-traditional houses as they fear tribal fights in (17%) of the cases as they were more modern, educated, and open minded people, while this percentage was (9%) for traditional houses.

3.6.12. The Issue of Garbage

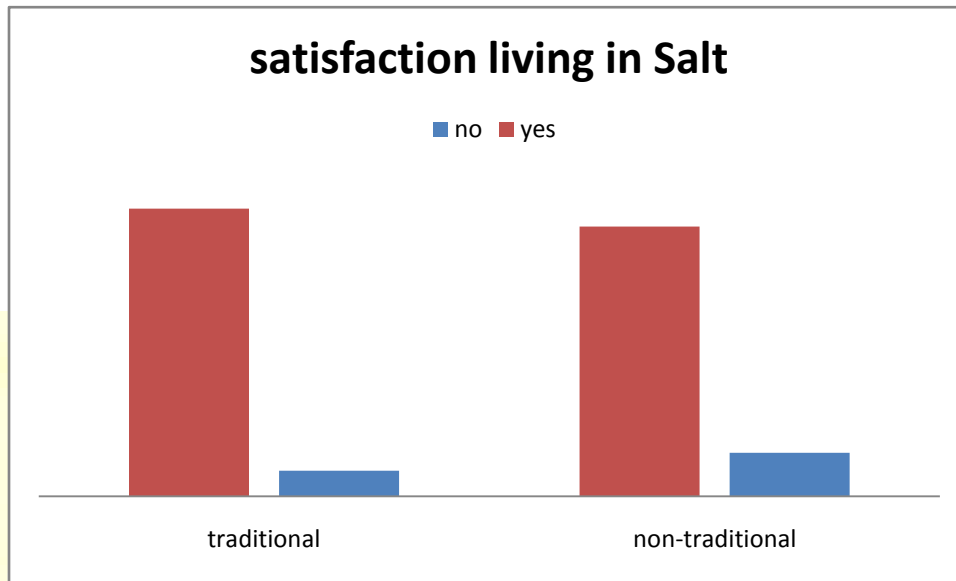
Figure (3-48): cross tabulation analysis for house type and issue of garbage



As can be seen in figure (3-48), the vast majority of respondents from both house types recommended not throwing garbage in public space as the most important step for solving the issue of garbage, but again the percentage was higher in traditional houses with (83%) of the cases, while it was (71%) of the cases in non-traditional houses, and this was because it came from the reality as throwing garbage in public space caused many environmental problems for people in Salt especially in the neglected old places. Others believed that manners should be taught for kids in order to keep their city clean, and those represented (58%) and (45%) of both house types respectively. As for increasing number of times they collect garbage and recycle they appeared in (44%) and (33%) of the cases in traditional houses respectively, while they appeared respectively in (33%) and (34%) of the cases in non-traditional houses. However, no interest and other appeared only in (5%) and (4%) of the cases in traditional houses respectively, while they appeared in (9%) and (8%) of the cases respectively in non-traditional houses.

3.6.13. Satisfaction Living In Salt

Figure (3-49): cross tabulation analysis for house type with satisfaction living in Salt



As can be noticed in figure (3-49), the vast majority of people in Salt from both types were satisfied living in Salt accounting for (92%) and (86%) respectively, although the percentage of dissatisfied people was higher in non-traditional houses, that came as a result for the variety of origins in non-traditional houses that cause the connection to Salt less than traditional houses, and therefore, they can be easily dissatisfied.

3.6.14. Reasons for Dissatisfaction

Figure (3-50): cross tabulation for house type and reasons for dissatisfaction for traditional houses

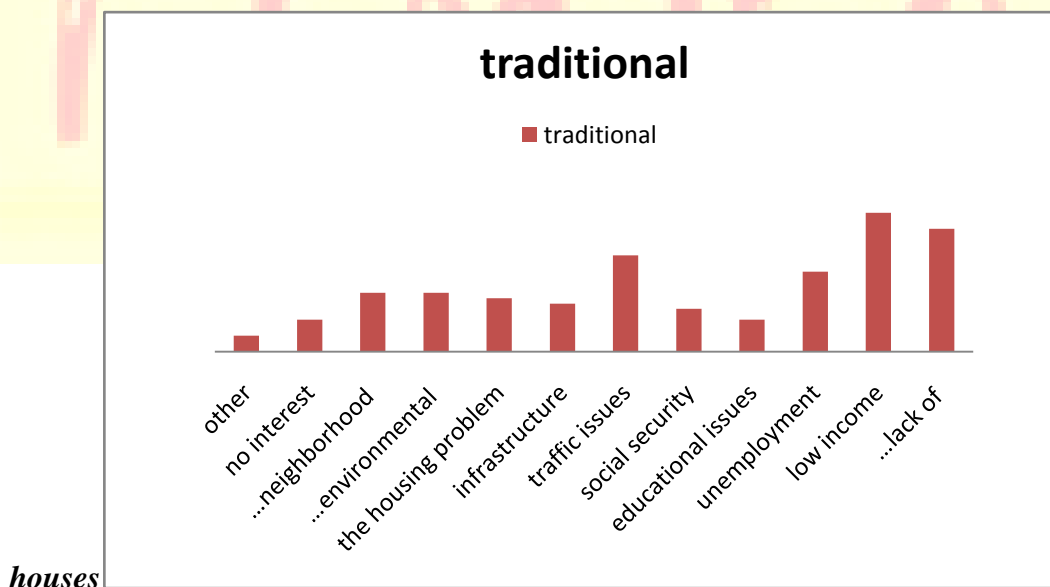
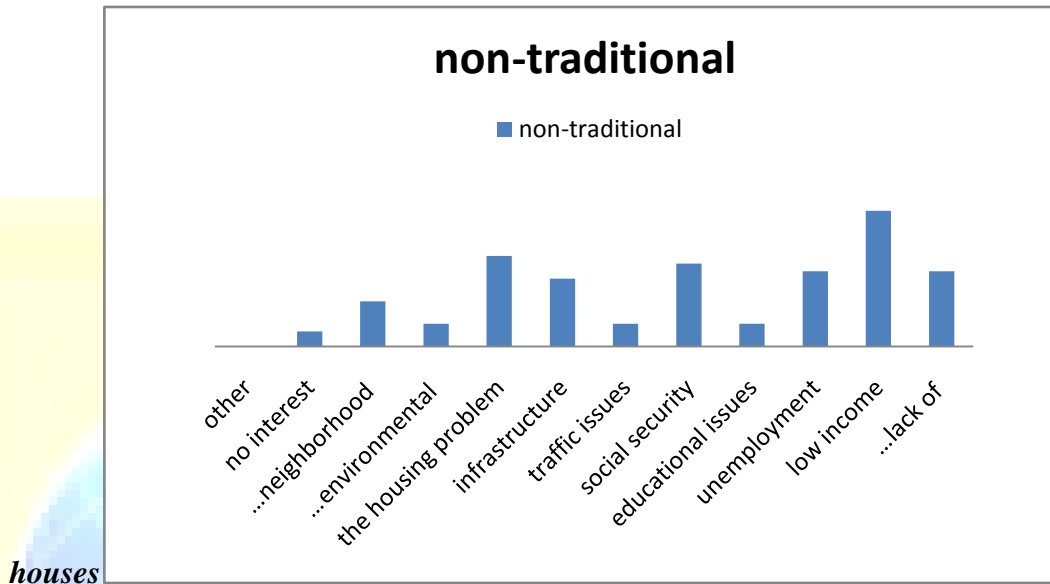


Figure (3-51): cross tabulation for house type and reasons for dissatisfaction for traditional



As can be seen in figure (3-51), residents who were not satisfied for living in Salt in both types of houses experienced different reasons. These are:

- Low income and lack of entertainment places and activities appeared the most among dissatisfaction reasons accounting respectively for (51%) and (45%) of the cases, meaning that they complain from the routine of life in Salt, while those respectively appeared in (58%) and (32%) of the cases in non-traditional houses.
- Traffic issues and unemployment appeared in (35%) and (29%) of the cases respectively, and that comes along with problems mentioned earlier that traditional houses residents have. Non-traditional houses also complained about those reasons by (39%) and (32%) respectively.
- As for neighborhood problem, environmental problem, the housing problem and infrastructure, they appeared in (22%), (22%), (20%), and (18%) of the cases respectively in traditional houses, and they appeared in (19%), (10%), (39%), and (29%) of the cases of non-traditional houses, indicating that traditional houses suffered environmental problems much more than non-traditional houses as they live in crowded areas and they have garbage problems in the down town. While on the other hand, non-traditional

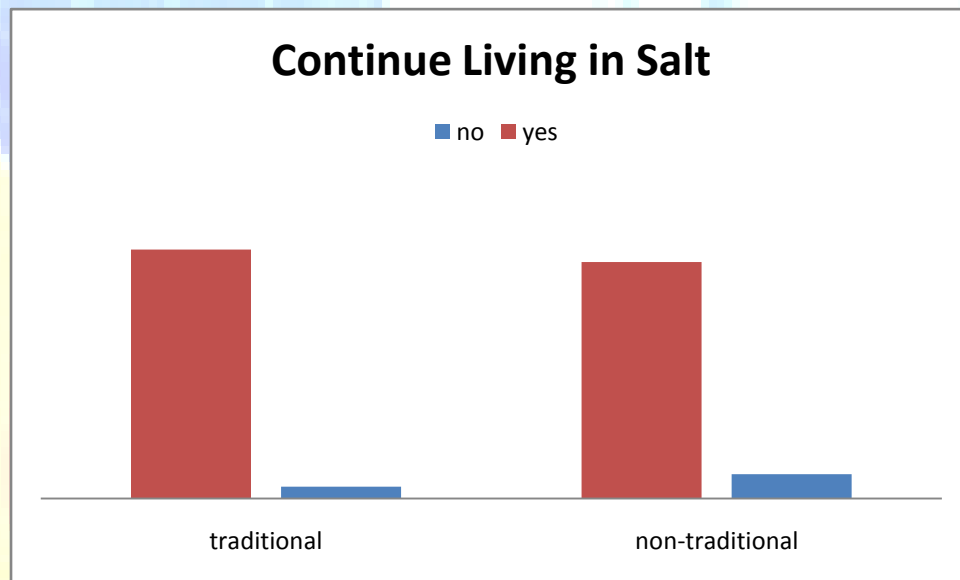
houses were facing housing and infrastructure problems much more than traditional houses considering the lack of houses in Salt compared with the fast growing population.

- In (16%) and (12%) of the cases for traditional houses, people were facing social security and educational issues respectively, while those represented (35%) and (10%) for non-traditional houses which were apparently facing social security problem more than traditional houses as they are living in more open society and the possibility of misfortunes is higher.
- However, no interest and other appeared in (12%) and (6%) of the cases respectively for traditional houses which are annoyed by tribal fights and tribalism, while those were only (6%) and (0%) respectively for non-traditional houses.

3.7. About the Future

3.7.1. Continue Living in Salt

Figure (3-52): cross tabulation for house type and Continue Living in Salt



As can be seen in figure (3-56), the result came in line with the people who were dissatisfied living in Salt that non-traditional houses slightly surpassed those in traditional houses, also people who do not want to continue living in Salt were a bit more in non-traditional houses by (9%) compared to only (5%) of traditional houses.

3.7.2. Reason to Continue Living in Salt or Not

As previously stated, this question had two parts; the first one discussed reasons for people to stay, while the other part discussed reasons why people want to leave Salt.

A. Reasons to continue living in Salt

- The highest percentage of traditional and non-traditional houses residents wanted to continue living in Salt because it is their home town and birthplace, and this represented (52%) and (41%) of traditional and non-traditional houses respectively. It was expected that traditional houses residents include more people from those who were born in Salt.
- Many people in traditional and non-traditional houses want to stay in Salt because of its simplicity and that is nice for them, those represented (18%) and (15%) of traditional and non-traditional houses respectively.
- An important reason for people that want to continue living in Salt because they love the traditional and historical value of Salt accounting for (11%) and (12%) of traditional and non-traditional houses respectively. They also like heritage and tourism in Salt as they claim.
- Another reason for people especially those in non-traditional houses to stay in Salt is that because people in Salt are very nice to each other (especially neighbors) and simple in the way that they maintain traditions and customs, and this accounted for (8%) and (16%) of traditional and non-traditional houses respectively.
- People in Salt are attached to it because it is the city of their ancestors and families by (7%) for traditional houses and (9%) for non-traditional houses.
- Lifestyle in Salt is very special as they claim, therefore, they love living in Salt and want to continue living in it by (2%) and (4%) for traditional and non-traditional houses respectively.
- Weather and climate in addition to the nature of Salt were among the reasons for people in Salt to stay in it by also (2%) and (4%) of traditional and non-traditional houses respectively.

B. Reasons not to continue living in Salt

The number of respondents that answered this question giving the reason why they do not want to continue living in Salt was very small compared to the size of the sample. They were only (8) answers and they were as follows:

1. For traditional houses:

- Only (1) answer of the traditional houses did not want to continue living in Salt because it is boring and does not have a night life.
- The other (2) respondents in traditional houses that answered the question claimed that they do not like Salt as a city to live considering that there are many tribal problems in it.

2. For non-traditional houses:

- Also there was (1) person in non-traditional houses who believed that life in Salt is boring and did not enjoy life in Salt.
- Two people of non-traditional houses were annoyed the most by tribal fights in Salt, which made them not to accept life in Salt and had a strong desire to leave it.
- The issue of bad neighbors arises here as two people of non-traditional houses were complaining their neighbors.

3.7.3. Opinion Regarding the Town Development In the Future

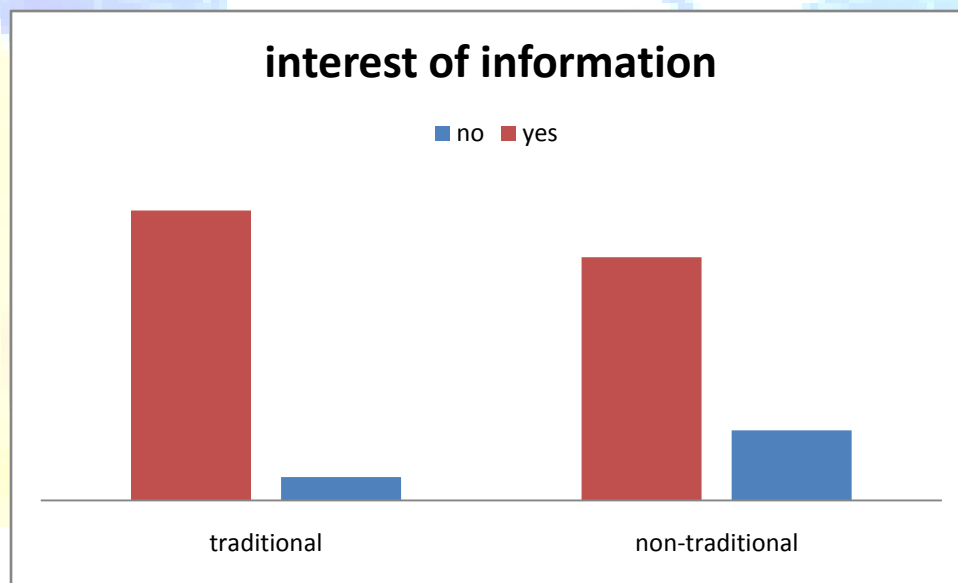
As mentioned earlier in chapter two (see 2.7.3.), opinions of residents of Salt (traditional and non-traditional) did not deviate much from each other, where almost all of traditional houses residents had positive opinions about town development in the future like stating that it would be very good, great, nice, or recommended, others were concerned more about pointing to the importance of this development like stating that it is very important, must happen. However, some people claimed that the development of the town is very slow and needs more work and cooperation those were mostly from non-traditional houses. On the other hand, only few people in non-traditional houses did not agree with the town development in the future like saying no,

very slow, dissatisfied, or just leave Salt as it is. Moreover, there were some suggestions especially from traditional houses residents in Salt, and the suggestions were as follows:

- Some people emphasized that the development should be in the way that attracts tourists to Salt.
- Development should not change the traditional nature of the town.
- The development should be side by side with enhancing the livelihood of people in Salt. This was the only suggestion made by non-traditional houses residents.
- All concerned authorities should cooperate and contribute to this development.
- Development should not include any demolition they should renovate buildings if necessary.
- Work on increasing the population in Salt and build more high modern and stylish buildings.
- In order to have good development in the future, streets in the town should be widened.

3.7.4. Interest in having Information about the Project

Figure (3-53): cross tabulation between house type and interest in having information

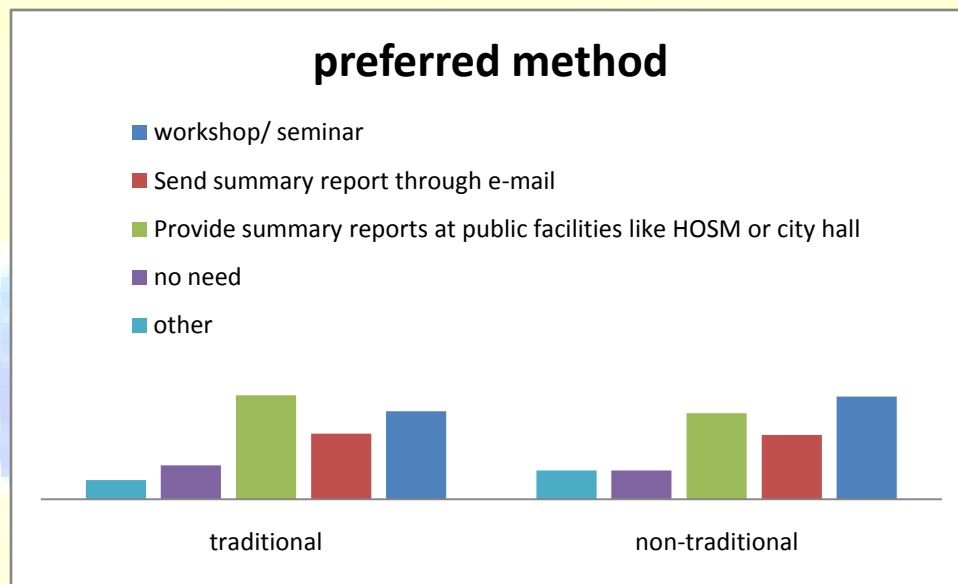


As can be seen in figure (3-53), the interest in having information about the project was higher in the case of traditional houses compared to non-traditional houses, and that was because they thought that they might benefit personally from the project by for example renovating

their buildings or getting fund to invest in them. As we can see in figure (3-57) there was (93%) of traditional houses residents that were interested having information about the project, while this percentage was significantly less in the case of non-traditional houses and accounted for (78%).

However, in order to stand on differences of the preferred method to have the information about the project for both of house types, see figure (3-58).

Figure (3-54): cross tabulation analysis for house type and preferred information method



As can be seen in the above figure (3-54), (33%) of people in traditional houses preferred to provide them summary reports at public facilities, while those represented (28%) of non-traditional houses. On the other hand, (28%) and (21%) of traditional houses respondents respectively preferred workshops/seminar and sending summary reports through emails, while those respectively were (33%) and also (21%) of non-traditional houses. However, those stated that they do not need the information represented (11%) and (9%) of traditional and non-traditional houses respectively, while other preferred methods such as delivering the report to the house represented (6%) and (9%) of the respondents in traditional and non-traditional houses respectively.

4. CONCLUSIONS AND RECOMMENDATIONS

4.1. Introduction:

As have been previously mentioned, this study was conducted to provide a better understanding of the livelihood of local people in Salt as well as their awareness/perception toward heritage, life and tourism. This study was based on applying quantitative research methodology. A quantitative method has been used to meet the main aims and objectives for the study based on developing a questionnaire that targeted residents in Salt in both type of houses (traditional and non-traditional). Generally speaking, the result of this study revealed that most respondents were positive toward tourism and heritage in As Salt City. Moreover, tourism is considered as an important sector to the local community with its socio-economic impacts, and residents in Salt would like to see more tourists coming to their city. People in Salt especially those in traditional houses were very attached to their city which is in the line with the compliance to the old traditions, which made them encourage everything could positively contribute to the development of Salt. In the same time, residents in Salt respect the soul of Salt and would like to keep it as it is. The study as well revealed some important suggestions in regard to increasing the awareness of people in some social, economical, and environmental matters in order to enhance the understanding of the importance of tourism for their city and to make As Salt a better city for tourists to visit. Residents also believed that salt needs a lot more promotion and work to be properly introduced as a touristic destination in addition to overcome some environmental problems such as garbage, traffic, and tribal issues. People in Salt did not seem fully aware of the regulations about demolition and restoration of buildings. The majorities just know that there are regulations but only few of them know the details. However, it could be concluded from the analysis that Salt has a very good potential in being an important tourism destination in terms of the acceptability of the idea for people in Salt.

In the following sections are the detailed conclusions of the above survey in association with its aims and objectives.

4.2. Objectives

To return, several objectives have been set out in order to achieve the main aims of the survey, these are:-

1. To identify the characteristics of local people in Salt.
2. To recognize the way people in Salt feel about their houses.
3. To identify the method of transportation that is mostly used in Salt.
4. To explore the attachment to Salt and their perception to the townscape.
5. To examine the perception of Salt residents towards tourism.
6. To explore the way that residents in Salt plan for their future.
7. To recognize the attributes of non-traditional houses in As Salt city.

Below are the outcomes of the above mentioned:-

4.2.1. Identifying the Characteristics of Local People in Salt.

The analysis revealed that people in Salt were very simple, although they were adhered to some old fashion traditions like not allowing the female to express her point of view by filling up the questionnaire, as the percentage of females did not exceed one third of the respondents, while they were supposed to be around half of them. Moreover, factors such as job (simple jobs mostly), place of work (high percentage of them work in Salt), income (more than half make less than 5000 a year), and education (7% of non-educated residents indicated that simplicity for people in Salt and sometimes causes other social problems such as tribal fights and throwing garbage in public spaces. It is worth noting to mention that there were a high percentage of young residents in Salt especially in non-traditional houses as they were occupied by newly married couples.

To conclude, the average age, income and education of residents in non-traditional houses was relatively higher than residents in traditional houses. On the other hand, there were not many differences in term of the place of birth, job and place of work between both types of house residents.

4.2.2. Recognizing the way people in Salt feel about their houses.

The survey revealed that people in Salt had a lot of precious memories about their families and neighbors indicating the importance of social life for them. However, more than half of each traditional and non-traditional houses resident own their houses and have (4 to 7) persons in the house, and there were less than (20%) of them willing to sell their houses. This result indicted that residents in Salt were attached to their houses and all memories about their houses especially for residents in traditional houses, although they have shown more desire to sell their houses only because they expect big benefits of selling their houses for its traditional value. However, they had also some reasons not to sell their houses such as location, design, history, and view.

Although more than half of people in Salt do not know about regulations of Salt municipality about demolishing and restoration indicating the low awareness of these regulation, people in Salt especially those in traditional houses were wishing to improve many things in the house in addition to the high willingness for renovation if the financial recourses were available. In general, there was ability for people in both type of houses in Salt to receive visitors at their houses and willingness to allow tourists stay overnight at their houses especially forgone tourists. This appeared with higher percentage in the case of traditional houses which proves that the cooperation that people in Salt had positive thinking towards tourism development and promoting traditional life in Salt.

4.2.3. Identifying the method of transportation that is mostly used in Salt.

According to the analysis, traditional houses residents were using less sophisticated methods of transportation as many of them used their feet to move in Salt, this was connected to percentage of traditional houses residents that own a car, which were less than non-traditional houses according to the lower income and livelihood in traditional houses. Moreover, people in Salt were annoyed by plenty of things according to transportation such as difficulty, noise, air pollution, and traffic in addition to the parking problem as more than half of people in Salt especially those in traditional houses park their cars on road sides which causes the difficulty and increases the traffic jam.

4.2.4. Exploring the attachment to Salt and the perception to the townscape.

This objective includes two important factors in analyzing the survey, those are:-

A. About the townscape:

The analysis showed that the vast majority were fully aware that Salt is known for its traditional places and they were proud of that, in addition to their happiness to the conservation of the traditional townscape in Salt, and that referred to the love of Salt that exists in the heart of the majority of them. However, the concept of the Ecomuseum apparently needs more promotion in Salt as there were still more than half of traditional houses and even more than non-traditional houses residents who do not know about this concept, and optimistically this percentage will increase after making awareness campaign such as distributing a brochure about it for each house in order to introduce this concept to residents in Salt properly.

B. Attachment to Salt:-

It can be concluded from the analysis that people in Salt were much attached to Salt because of its ancient value and traditional and historical places such as Hammam Street, old mosques and churches. However, residents in Salt believed that some practices and events could cause loss of Saltiness for some people as they believed it changes the image for it in the mind of some people, a living evidence for that is the fewer percentage of the happy living in Salt among non-traditional houses compared to the traditional houses.

4.2.5. Examining the perception of Salt residents towards tourism.

It is obvious from the analysis that people in Salt were mostly very happy with anything could contribute to tourism development in Salt and they also recommended museums in Salt especially the historical one as they believed that it represented Salt the most in their point of view. Furthermore, residents of Salt especially those in traditional houses were happy if the number of tourists could be increased in Salt, and significant number of them would be willing to allow tourists to stay overnight in their houses. However, there might be still some obstacles that might hinder the development in Salt as there were a few percentage of them that were not happy especially when someone not originally from Salt starts a tourism related business in Salt. Moreover, there were many other tourism related problems as they believed despite their excitement towards tourism development in Salt, problems included the insufficient promotion

for Salt and the lack of tourist attraction although they recommended many places to be visited by tourists.

The willingness by people in Salt to contribute to tourism development was so clear and obvious, although they were doing so by doing simple things within their educational and financial ability. However, this indicated that the huge desire for most of people in Salt to see their city well developed and well known.

On the other hand, and despite the many reasons that could be reasons for people to like living in Salt such as the warm environment between people and neighbors, the easy and simple life, there were still some reasons that made some people especially in non-traditional houses to be dissatisfied living in Salt, the low income, lack of entertainment, and unemployment were among the most important reasons as mentioned earlier in chapter three.

4.2.6. To explore the way that residents in Salt plan for their future.

As previously mentioned, people in Salt were very attached to their city and its traditions with people in it, in line with that, people in Salt were seeing themselves growing and living in Salt in the future in order to enjoy all the efforts made to develop it in addition to the love of their birth place and hometown. However, tribal fights, poverty, and bad manners of some people were obviously pushing some people not to plan their life in the future in Salt.

4.2.7. Recognizing the attributes of non-traditional houses in As Salt city.

The interest of traditional houses was so clear among non-traditional houses residents, in which they even want to live in it especially those that have not ever experienced living in it, not only living, some people even considered investing in it, which indicated to which degree people in Salt believed in the value of traditional houses. However, a high percentage of non-traditional houses residents had previously experienced living in the traditional, but they had to leave because of some family, economic, and better house reasons.

4.3. Recommendations

Similar to the way that conclusions were presented, recommendations were made in accordance with each objective and the respective conclusion, hereby, what can be suggested and recommended after performing the survey:-

- Developing social and educational programs for people in Salt to increase their awareness about the importance of heritage and to focus on what should be kept and what to be left from traditions such as underestimating females and their rule in the society.
- Work more on introducing regulation of Salt municipality regarding the demolishing and restoration of traditional buildings in order to increase the awareness of this issue for local people. Furthermore, the importance of memories, episodes, and stories that people have about their traditional houses and buildings should be encouraged, there should be also an organized technique in order to record them and make a good use of them for the development of tourism in Salt.
- Encourage people in Salt to receive tourists at their houses and provide the necessary support in order to enable local people to be ready to allow various kinds of tourists to sleep at their houses and experience life in traditional houses. However, this can be done by organizing a training program for some residents as a sample who were willing to allow tourists to stay overnight at their houses (especially those in traditional houses). Moreover, several groups of tourists should be organized and make them stay overnight at these houses in order to develop a feeling that residents in Salt will basically benefit from tourism.
- In regard to the transportation issue, it was obvious that people in Salt and especially those in traditional houses were experiencing difficulties in transportation, widening some important roads might be highly suggested as a solution to this problem, in addition to increasing the number of public parking so they can reduce parking on road sides.
- To work more efficiently on introducing the concept of Ecomuseum to the local people in order to enable them to contribute the best in applying this concept, which still mysterious for many of local people.
- Increase the awareness to the important of developing tourism business in Salt and the contribution that it could make to the development of Salt no matter where this development came from and what is the origin of the person who did that development or

business, which will encourage investors all around Jordan to start investing in Salt which has the potential for success.

- Do the necessary in order to solve the garbage issue in Salt as people in Salt use many high value neglected traditional houses as places to throw the garbage in, which causes a big environmental problem leading to bad smell and making it difficult to stand this pollution by both tourists and local people, this can be done by either teaching manners to kids or increase the number of times that garbage is collected, in addition to campaigns that are specialized in cleaning all neglected traditional houses.
- Increasing the entertainment factors in Salt city in order to make it a better city and more comprehensive city to live in and also to be visited.
- Make easier and more applicable regulations about the use of traditional buildings, because there were a respectable number of non-traditional houses who were planning to invest in those buildings. However, any change or investment should not cause a change in the nature and the core of traditional buildings.

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