



“Program to support the socio-economic recovery in the protected area of Shobak castle”

AICS Project GIORDANIA AID 12253/01/1

Training Course Title:

SITE PRESENTATION AND MUSEUM DESIGN: CULTURAL HERITAGE AND SOCIAL MEDIA

Brief Description of the course: Issued by appointed trainers from the University of Florence (Italy), the course will consist of frontal lectures, workshops/practicum and personal project/assignment. Frontal lectures and workshops will mainly focus on:

- **Cultural heritage:** This course will provide information on the most recent updates on Crusader-Ayyubid-Mamluk period research in southern Jordan. It includes frontal lectures and site visits. Main case studies presented include: Aqaba Castle, Khirbat al-Dusaq, Wali Yosha, Shobak Castle, and Magam (shrine) Abu Sulayman al-Darani. Online lectures will be taught using PowerPoint presentations. The course will focus primarily on the updates on recent research carried out by the University of Florence at Shobak Castle, for which the class will implement tourist signage systems in the “site presentation” section. In-depth presentations will also include Khan of Aqaba during the Ayyubid, Mamluk, and Ottoman periods, and its relation with coeval contexts in southern Transjordan. In addition to describing the architectural elements of the khans in Jordan, their history, functions, and various modifications, we will also discuss the Mamluk and Ottoman inscriptions from the Aqaba khans, parts of which have been recently revealed. These inscriptions provide important information on understanding the history of the khan during these periods. We will also discuss the economics of the rural and urban Khan markets of Mamluk and Ottoman Jordan. Time will also be devoted to an examination of the material culture of Khan Al-Aqaba.
- **Site presentation and museum design:** This training module will firstly introduce, through frontal lectures, the policies and practices of interpretation and presentation of cultural heritage sites, as well as of individual artefacts, developed and shared by international organisations. Subsequently, the trainees, using all the skills acquired during the course, including those relating to Cultural Heritage and social values assessment, will apply what they have learned to the Shobak site, developing the project for the interpretive infrastructure meant to support the tourist experience, and planning a permanent exhibition within the site.
- **Social values:** This class on Social Values introduces trainees to participatory methods, both online and offline, aimed at capturing the social values associated with heritage places by various stakeholders. While crucial for the planning and development processes, these values might not be readily apparent in the tangible historic fabric that planners, heritage managers, and archaeologists typically concentrate on. People-centred methods provide insights and tools to map these values, assisting experts in ensuring sustainable futures for urban communities and their heritage. The course will cover theoretical concepts related to offline methods such as interviews, rapid ethnography, ethnography (observation and site walks with participants), participatory mapping, and photo elicitation. Additionally, it will encompass online methods like 'text mining,' qualitative on-platform analysis, and crowdsourcing tools, focusing practically on Social Media Analysis.



Main goals of the course:

This course aims at exposing trainees to the main architectural projects and material culture of the Ayyubid, Mamluk and Ottoman periods (1171 -1918), within their historical, social and economic context in southern Jordan. Additionally, the aim is to equip trainees with the necessary skills to engage with key theories and practices related to site presentation and museum design, as well as to understand the interaction between social values and cultural heritage.

Acquired competences:

Trainees should be able to apply shared theory and practice of the use of cultural heritage by interested communities, considering circumstances like historical and archaeological values of the site, social perception of its importance, potential for tourism development, preservation issues, sustainability etc. They should be able to identify essential information regarding historical events and archaeological research and convey it in such a way that it is intellectually accessible and usable for a fulfilling and pleasant experience, which ignites in the public the desire to deepen knowledge and actively support/engage in research and preservation of the site and socio-economic development of surrounding areas.

Trainers brief biography:

- Michele Nucciotti is an associate professor at the Department of History, Archaeology, Geography, Art, and Performance of the University of Florence, where he teaches Medieval Archaeology and Public Archaeology. He is the author of approximately 100 articles in national and international journals and scientific volumes, a member of the scientific committee of the *Armeniaca* journal, and a correspondent for the journals *Medieval Archaeology* and *Historical Research*. He is a member of scientific committees for specialized series for Firenze University Press and Oxbow. As the Coordinator of the Archaeology and Ancient Near East Section, he is the director for the Ministry of Foreign Affairs MAECI of two international archaeological missions in Jordan and Armenia. From 2020 to 2022, he was the Principal Investigator for Italy of the EU JPI Deep Cities Curbatheri project, for which he developed a toolbox for mapping and analyzing material and immaterial cultural values associated with urban development in the European area. Link: www.deepcities-toolbox.unifi.it. He has directed territorial projects of public archaeology as a tool for socio-economic development in Italy (IC Leader Plus – Tuscany), Jordan (Shobak), Armenia (Vayots Dzor), and Iraq (Erbil), supported by AICS and EuropeAid.:
- Reem Al Shqour: is a Research Associate for Islamic Archaeology, Andrews University, USA. She gained her experience in archaeology in Jordan where she worked as an archaeologist and curator of the Madaba Archeological Museum. An historian and archaeologist, she has been doing fieldwork at sites at Jordan and Europe during the last 20 years. This work includes the direction of three archaeological projects in Jordan and the co-directing of one project in Belgium. She has authored or co-authored several archaeological publications concerning her work in various scholarly journals in Jordan, Europe and the USA.



- Marianna De Falco: Professional archaeologist and currently Researcher at the University of Florence. During the last 10 years she has been teaching Communication of Archaeological Heritage and Public Archaeology at the Graduate School in Archaeological Heritage of Florence University. Her field experience includes participation in several campaigns in Shobak and Petra, while a significant part of her activity is devoted to museum and exhibition planning, with a particular focus on providing intellectual access for the largest possible number of visitors.

- Elisa Broccoli: is currently a Postdoctoral Researcher at the University of Florence. She earned her PhD in Archaeology and Post-classical Antiquities from the University of Rome – La Sapienza, a BA in History and Conservation of Archaeological Heritage, and an MA in Medieval Archaeology, both from the University of Florence. Her specialties lie in Building Archaeology, Public Archaeology, and Digital Heritage. Elisa is keenly interested in various forms of public engagement with the human past and in the co-creation of knowledge through participatory methods, both online and offline. Her methods encompass Social Media Analysis, Text Mining, Crowdsourcing, Interviews, Surveys and Focus Groups.



AICS-SHOBAK TRAINING SYLLABUS

Course length: 6 weeks

Number of Trainees: 5

Training course title:

SITE PRESENTATION AND MUSEUM DESIGN: CULTURAL HERITAGE AND SOCIAL MEDIA.

Period of the course :

MARCH 11TH – APRIL 21ST 2024 (Four weeks Online – Easter and Eid break:

March 29th – April 14th)

MAY 6TH – MAY 19TH 2024 (Two weeks In-Class)

Deadline for delivering eventual final Individual projects/assignments: May 19th.

Issuing of the certificate of participation by the University of Florence: until one week from the end of the course or eventually from the delivery of the final assignment.

GENERAL WEEKS STRUCTURE (from Mondays to Sundays – except Fridays and Saturdays):

FROM MONDAY TO THURSDAY:

Daily training Structure (lectures / workshops / practicum)

- 09:00 – 11:15am (CET) – Theory and Methods
- 11:15 - 11:30am (CET) Coffee Break
- 11:30am – 12:15pm (CET) Examples and Cases Study
- 12:15 – 01:00pm (CET) Theory and Methods - Individual project/Assignments

SUNDAY*

Trainees Individual Project preparation - with the possibility to contact the trainer via e-mail and/or in person (during in-class courses) for possible questions.



DAILY SCHEDULE WEEK BY WEEK

PERIOD: MARCH 11TH – MARCH 31 2024 (FOUR WEEKS - ONLINE)

WEEK 1 (MARCH 11 TH –MARCH 17 TH 2024)	TOPIC	ACTIVITY	TRAINER	ONLINE / IN-CLASS
Monday March 11 th	Cultural heritage	Lectures/workshops/practicum	Michele Nucciotti	ONLINE
Tuesday March 12 th	Cultural heritage	Lectures/workshops/practicum	Michele Nucciotti	
Wednesday March 13 rd	Cultural heritage	Lectures/workshops/practicum	Reem al Shqour	
Thursday March 14 th	Cultural heritage	Lectures/workshops/practicum	Reem al Shqour	
Sunday* March 17 th		Trainees Individual project preparation		

* Trainees Individual Project preparation - with the possibility to contact the trainer via e-mail and/or in person (during in-class courses) for possible questions.

WEEK 2 (MARCH 18 TH –MARCH 24 TH 2024)	TOPIC	ACTIVITY	TRAINER	ONLINE / IN-CLASS
Monday March 18 th	Site presentation and museum design	Lectures/workshops/practicum	Marianna De Falco	ONLINE
Tuesday March 19 th	Site presentation and museum design	Lectures/workshops/practicum	Marianna De Falco	
Wednesday March 20 th	Social Values	Lectures/workshops/practicum	Elisa Broccoli	
Thursday March 21 st	Social Values	Lectures/workshops/practicum	Elisa Broccoli	
Sunday* March 24 th		Trainees Individual project preparation		

* Trainees Individual Project preparation - with the possibility to contact the trainer via e-mail and/or in person (during in-class courses) for possible questions.



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WEEK 3 (MARCH 25TH –MARCH 31ST 2023)		TOPIC	ACTIVITY	TRAINER	ONLINE / IN- CLASS
Monday March 25th	Site presentation and museum design	Lectures/workshops/practicum	Marianna De Falco	ONLINE	
Tuesday March 26th	Site presentation and museum design	Lectures/workshops/practicum	Marianna De Falco		
Wednesday March 27th	Social values	Lectures/workshops/practicum	Elisa Broccoli		
Thursday March 28th	Social values	Lectures/workshops/practicum	Elisa Broccoli		
Sunday* March 31st		Trainees Individual project preparation			

* Trainees Individual Project preparation - with the possibility to contact the trainer via e-mail and/or in person (during in-class courses) for possible questions.

WEEK 4 (APRIL 15TH –APRIL 21ST 2024)		TOPIC	ACTIVITY	TRAINER	ONLINE / IN- CLASS
Monday April 15th	Site presentation and museum design	Lectures/workshops/practicum	Marianna De Falco	ONLINE	
Tuesday April 16st	Site presentation and museum design	Lectures/workshops/practicum	Marianna De Falco		
Wednesday April 17th	Social values	Lectures/workshops/practicum	Elisa Broccoli		
Thursday April 18th	Social values	Lectures/workshops/practicum	Elisa Broccoli		
Sunday* April 21st		Trainees Individual project preparation			

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PERIOD: MAY 6TH – MAY 19TH 2024 (TWO WEEKS – IN-CLASS)

WEEK 5 (MAY 6 TH – MAY 12 TH 2024)	TOPIC	ACTIVITY	TRAINER	ONLINE / IN-CLASS
Monday May 13 th	Site presentation and museum design	Lectures/workshops/practicum	Marianna De Falco	IN-CLASS
Tuesday May 14 th	Site presentation and museum design	Lectures/workshops/practicum	Marianna De Falco	
Wednesday May 15 th	Social values	Lectures/workshops/practicum	Elisa Broccoli	
Thursday May 16 th	Social values	Lectures/workshops/practicum	Elisa Broccoli	
Sunday* May 19 th		Trainees Individual project preparation		

* Trainees Individual Project preparation - with the possibility to contact the trainer via e-mail and/or in person (during in-class courses) for possible questions.

WEEK 6 (MAY 13 TH – MAY 19 TH 2024)	TOPIC	ACTIVITY	TRAINER	ONLINE / IN-CLASS
Monday May 6 th	Cultural heritage	Lectures/workshops/practicum	Michele Nucciotti	IN-CLASS
Tuesday May 7 th	Cultural heritage	Lectures/workshops/practicum	Michele Nucciotti	
Wednesday May 8 th	Cultural heritage	Lectures/workshops/practicum	Reem al Shqour	
Thursday May 9 th	Cultural heritage	Lectures/workshops/practicum	Reem al Shqour	
Sunday* May 12 th		Trainees Individual project preparation		

* Trainees Individual Project preparation - with the possibility to contact the trainer via e-mail and/or in person (during in-class courses) for possible questions.