Jordan Southern Ghawr
A New Tourism Destination

VISIT SAFI
Community Based Tourism

This is produced by
Through USAID SCHEP Support

Agri-Tourism   Culture   Nature   Safi Kitchen
Guidebook Content

السياحة الطبيعية
Natural Tourism

Agri-Tourism

السياحة الثقافية
Cultural Tourism

مطبخ الصافي
Safi Kitchen

خطط رحلتك
Plan your trip

Jordan Southern Ghawr Company
Nature & Culture, Tourism, Sustainable Development

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"I did not know much about the sugar presses of Ghawr as Safi before SCHEP. After I began working with USAID SCHEP as a Site Steward, I learned a lot more about our history in Ghawr as Safi and became more aware of the importance of educating my community on sustainable ways of interacting with the site in hopes of preserving it for the future generations to come." Nayef Al shamalat.

"I moved to Ghawr as Safi in 1984. When I first moved here, I saw the Ottoman sugar press ruins as just an old place people did not care about. The way to make the local community care about Ghawr as Safi’s heritage is through educating and involving the youth. When local people see the involvement and interest of the youth, they will engage." Abedaljawad Oshaibat
**Vision:**
Highlighting the southern region of the Jordan Valley (Ghawr) as a special tourist destination, offering high quality services that reflect local cultural heritage, and improving the income level of hosting communities by providing tourism services and making use of existing cultural and natural resources.

**Mission:**
To sensitize host communities to the importance of cultural and natural resources, to provide equal employment opportunities and to utilize human, natural and cultural resources to promote the southern region of the Jordan Valley (Ghawr) as a tourist destination throughout the year.
The Southern Jordan Valley (Ghawr) has many unique cultural and natural elements, making it an ideal destination for visitors with an interest in:

1. **Cultural tourism:**
   - Visit archaeological sites and learn about their past
   - Visit museums and view collections of archaeological and cultural artifacts
   - Visit families and learn about local customs and traditions
   - Visit farms and learn about local agricultural methods
   - Learn and taste the traditional (Slow Food)

2. **Ecotourism:**
   Take a walk through the lush valleys in the southern region of the Jordan Valley to experience the environment of the lowest place on earth

3. **Medical tourism:**
   Relax with rejuvenating products made from Dead Sea minerals, and benefit from the area’s high oxygen levels and temperate winter climate

4. **Recreational tourism:**
   Get active on your vacation with trekking, bicycle riding, or motorbiking

5. **Adventure tourism:**
   Hike through the area’s valleys with the guidance of specialized teams

**Sustainable Tourism:**

1. **Sustainable Cultural Tourism:**
   - Visit archaeological sites and learn about their past
   - Visit museums and view collections of archaeological and cultural artifacts
   - Visit families and learn about local customs and traditions
   - Visit farms and learn about local agricultural methods
   - Learn and taste the traditional (Slow Food)

2. **Sustainable Ecotourism:**
   Take a walk through the lush valleys in the southern region of the Jordan Valley to experience the environment of the lowest place on earth

3. **Sustainable Medical Tourism:**
   Relax with rejuvenating products made from Dead Sea minerals, and benefit from the area’s high oxygen levels and temperate winter climate

4. **Sustainable Recreational Tourism:**
   Get active on your vacation with trekking, bicycle riding, or motorbiking

5. **Sustainable Adventure Tourism:**
   Hike through the area’s valleys with the guidance of specialized teams

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**Share the Agarwish Jordanian Company with the World:**

- Visit archaeological sites and learn about their past
- Visit museums and view collections of archaeological and cultural artifacts
- Visit families and learn about local customs and traditions
- Visit farms and learn about local agricultural methods
- Learn and taste the traditional (Slow Food)

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**Sustainable Tourism Benefits:**

- Preservation of cultural heritage
- Promotion of local economies
- Conservation of natural habitats
- Education and awareness of environmental issues
- Development of sustainable tourism infrastructure

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**Sustainable Tourism in Jordan:**

- Visit archaeological sites and learn about their past
- Visit museums and view collections of archaeological and cultural artifacts
- Visit families and learn about local customs and traditions
- Visit farms and learn about local agricultural methods
- Learn and taste the traditional (Slow Food)

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**Sustainable Tourism in the Middle East:**

- Visit archaeological sites and learn about their past
- Visit museums and view collections of archaeological and cultural artifacts
- Visit families and learn about local customs and traditions
- Visit farms and learn about local agricultural methods
- Learn and taste the traditional (Slow Food)
Key sites to visit in the Southern Jordan Valley
1. The southern area of the Dead Sea / Medical Tourism
2. Wadi Numeira / Ecotourism
3. Wadi Al-Hasa River / Adventure Tourism
4. Wadi Khunayzir / Ecotourism

Main archaeological sites
1. The Byzantine Church at Ghawr al Mazra’
2. Cave of the Prophet Lot at Ghawr as Safi
3. Museum of the Lowest Point on Earth at Ghawr as Safi.
4. Sugar Factory at Ghawr Naqa’
5. Khirbet Sheikh Isa at Ghawr Naqa’
6. Umm Hamrash in the mountains of Ghawr as Safi

Tourism Programs
1. Tours that introduce visitors to the history of the ancient region by visiting historical and archaeological sites and providing information to visitors about these places
2. Walking or hiking through the lush valleys and enjoying the scenery

الأماكن السياحية المُستهدفة في الأُفور الجنوبية:
- المنطقة الجنوبية للبحر الميت والحدائق للآغوار الجنوبية / السياحة علاجية
- وادي النميزة / سياحة طبيعية
- سيل وادي الحسا / سياحة المغامرات
- وادي خنيزة / سياحة طبيعية

المواقع الأثرية الرئيسية في المنطقة:
- الكنيسة البيزنطية / غور المزرة
- كهف النبي موسى / غور الصافي
- محف أخفى بقعة على وجه الأرض / غور الصافي
- معاصر السكر / غور النقع
- قل الشيخ علي / غور النقع
- أم حمشر / جبال غور الصافي البعيدة

البرامج السياحية:
- جولات في المحيط، من خلال القيام بزيارات للأماكن التاريخية في المنطقة، وتقديم معلومات للزوار
- عن هذه الأماكن و تاريخها
- جولات الأودية البدوية والمسير والاستمتاع بالمناظر الطبيعية الخلابة
Goals of the Jordan Southern Ghabr Company:

- Establishing an administrative nucleus capable of unifying the efforts of the local community to develop tourist destinations in the southern Jordan Valley
- Providing logistical support to visitors by offering documented scientific interpretation of archaeological sites
- Raising cultural and tourism awareness among the local community in the Southern Jordan Valley
- Preserving touristic and archaeological sites by ensuring their cleanliness and providing what is necessary to keep the target areas in excellent condition to receive visitors
- Arranging tourist routes under the supervision of the local authorities
- Working on the development of new services, such as visitor centers, health facilities, food and drink services, and a first aid service
- Providing tourist programs and developing paths for archaeological sites, climbs, walks, and camping programs under the supervision of the responsible authorities
- Activating interactive agricultural tourism through programs based on the area’s agricultural seasons, including involving visitors in the harvesting process, cooking food from local farms, cycling trips between the farms, and spending the night with local people
- Reviving Jordanian rural heritage in the southern Jordan Valley and activating cultural exchange by showcasing Jordanian rural culture, the nature of ancient rural life, rural heritage folklore, and traditional village dress

Aهداف شركة الأغوار الجنوبية الأردنية:

- تأسيس نواة إدارية قادرة على توحيد جهود أبناء المجتمع المحلي لتطوير الوجهات السياحية في الأغوار الجنوبية
- تقديم التسهيلات اللوجستية لزوار المنطقة من خلال تقديم التفسير العلمي المرتبط للمواقع الأثرية
- رفع مستوى الوعي الثقافي والسياحي لدى أبناء المجتمع المحلي في الأغوار الجنوبية
- الحفاظ على الوجهات السياحية والأثرية من خلال المحافظة على نظافة المواقع الطبيعية والبيئية، وتوفرما يلزم إبقاء الأماكن المستفيدة في حالة ممتازة للزوار
- تأهيل المسارات السياحية من خلال تأمين لوائح إرشادية ودلائل سياحية تحت إشراف الجهات المسؤولة
- العمل على توفير الخدمات التي يقتضيها الوضع مثل مراكز الرعاية الصحية، خدمات الطعام والشراب، خدمات الإسعاف الأولي، توفير برامج سياحية مثل مسارات للمواقع الأثرية المحيطة، وتسليق سير على الأقدام، تخريج تحت إشراف الجهات المسؤولة
- تشجيع السياحة التفاعلية الزراعية من خلال برامج تهدف إلى الاستمتاع بالموسم الزراعي في المنطقة، مثل مشاة الريف ب-methods the harvest and تحضير الطعام المحلي من المحاصيل الزراعية المحلية، والتجول على دراجات هوائية بين المزارع والانضمام إلى سهرة العرفة في بساتين المنطقة
- إحياء التراث الريفي الأردني في منطقة الأغوار الجنوبية وتشجيع الشبكات الثقافية من خلال إظهار الثقافة القروية الأردنية وطبيعة الحياة القروية القديمة، والفلكلور الريفي التقليدي، واللباس التقليدي الريفي
Welcome to Ghawr as Safi

The area around the Dead Sea holds massive historical importance and significance to multiple religious traditions — but there is much more to the story of this area and its evolution throughout history. When you travel to Ghawr as Safi, you will find the stunning ruins of a centuries-old sugar factory, the largest of such structures in the entire Jordan Valley.

This site sheds light on the period when Ghawr as Safi, known in ancient sources as Zoara/Zughar, was an important center for trade and industry. Visiting this valley, home to ancient stories still told throughout the world and discovering this piece of little-known history, you will feel yourself transported to another era.
What is Agritourism?

Agritourism is where agriculture and tourism meet to provide visitors with an amazing experience – for example, you can spend a day with the local community, sharing their daily and seasonal activities (such as vegetable picking, cooking, bread baking and cheese making) to make your vacation or day trip a refreshing cultural experience. You can also enjoy the nature of the southern Jordan Valley through camping, hiking, and cycling – you will be surprised and inspired by the geography and ecology of the lowest place on earth!
Why share this experience?

If you are a group of friends, a family, or an individual seeking to:
• Explore new kinds of food through a farm-to-table experience
• Enjoy an authentic, unforgettable personal experience worth sharing
• Escape your daily routine
• Explore nature and the countryside
• Experience local cultural heritage and get to know local communities
• Visit the remains of ancient human settlements, including a sugar factory which is around 3,000 years old
then consider making Ghawr as Safi your next destination!
Cultural Experiences

Museum of the Lowest Place on Earth

You can get to know the history of the Southern Ghawr area by stopping at the Museum of the Lowest Point on Earth, located near the start of the climb up to St. Lot's Cave. This museum contains beautifully-displayed artifacts that have been excavated or preserved from the Ghawr as Safi area over time, including mosaics recovered from the nearby Byzantine monastery, ancient pottery, tools, and even textiles dating back hundreds of years.

Detailed displays and videos also explain Ghawr as Safi's importance to the global sugar industry during the Mamluk period, showcasing items related to sugar production as well as artifacts that connect the region's ancient history up to the present day.
Dead Sea Museum  

متحف البحر الميت

The Dead Sea is a fantastic destination for relaxing, swimming, and taking in gorgeous views – and it also has a fascinating history! In addition to famous destinations like the Baptism Site to the North of the Dead Sea, why not head south to learn more about this unique place? We recommend a visit to the Dead Sea Museum, part of the Dead Sea Panorama Complex. Located at the edge of the Zara mountain range, between Ma’in hot springs and the Dead Sea basin, the Dead Sea Panorama Complex offers some of the most spectacular views in the Southern Jordan Valley.

The museum is full of detailed information and beautiful displays explaining the geology, ecology, archaeology, and conservation of the Dead Sea area. It also describes the civilizations that have been in the area throughout the ages and traces various cultural legacies. It is a must-see for families, students, or anyone interested in thousands of years of history about this special place.

Mud brick Houses  

البيوت الطينية

If you are interested in vernacular architecture and exploring mudbrick building techniques, you will enjoy taking a walk through the mudbrick houses built by inhabitants of Ghawar as Safi, of which there are still some examples today.

بيوت الطينية: إذا كنت من المهتمين بالعمار مهنة المحلية وتقنيات البناء بالطوب الطيني، سيكون لك نصيب من المتعة أثناء تجولك في أحياء البيوت الطينية التي أنشأها سكان غوار الصافي. فهناك الكثير منها ما زال قائماً حتى اليوم هذا.
Cultural Experiences

Tawahin as Sukkar (Sugar Factory)

طاوحيين السكر (مصنع السكر)

Kef El-Q德is Loto, the Byzantine Church

St. Lot’s Cave, Byzantine Church

One of the most important ancient sugar processing sites is located in Ghawr as Safi. If you are interested in seeing first-hand how this area dominated the sugar economy from the 12th to the 15th centuries, take a tour of the Sugar Factory. The sugar production industry demanded advanced technology and tools, some of which can still be seen today at this site. The historic stone presses give great insight into the technology of the time, revealing an elaborate system of extracting, purifying, and storing sugar made from sugar canes.

Located just off the Dead Sea Highway, near Ghawr as Safi, this Byzantine monastic complex once included a church with mosaic floors, a reservoir, living quarters, a burial chamber, and a cave. This complex, known also as St. Lot’s Sanctuary, is one of the most significant archaeological discoveries in Jordan.
Wadi al Numaira is known for the path it cuts deep into the sandstone cliffs, which give it an appearance similar to Petra and its famous Siq. For this reason, the wadi is sometimes referred to as “Petra with water.” It shares its official name, however, with the Bronze Age ruins located close to where it flows into the Dead Sea. In this wadi, you can enjoy abseiling, hiking, and water trekking. It is highly recommended to hire an expert guide for this unforgettable adventure.
During your visit to Ghawr as Safi, you may be interested to know that one of Jordan’s national parks is close at hand. The Fifa Nature Reserve, located 240 km south of Amman and about 14 km from Safi Kitchen, was declared a protected area by the Royal Society for the Conservation of Nature (RSCN) in 2011. Part of the reserve’s 23 square km area lies below sea level. Fifa Nature Reserve contains both the salt plant pattern and the tropical plant pattern, and also protects seven endangered plant and animal species, including lycis and hyenas. It is home to 4% of all plant species and 8% of the animal species in Jordan.

Located in the western part of Jordan, this wadi falls between the Karak and Tafila governorates. In this natural valley, water winds between steep canyon walls for around 40km until finally reaching the town of Ghawr as Safi. The water flows through this wadi throughout the year thanks to a number of springs that feed into it. This wadi is longer and wider than the well-known Wadi al Mujib, which lies just to the north. Hiking Wadi al Hasa is a challenging adventure and you must hire an expert guide to complete it.
Safi Kitchen: One of the best, most authentic things you can do in Gha'aw as Safi is this one-of-a-kind agritourism experience! If you are a lover of food and the outdoors, this experience is for you. You will have the chance to walk through a local farm with a basket, picking your own seasonal fresh ingredients, surrounded by the sights, sounds, and smells of nature in a unique and captivating location!

After you pick your vegetables, you will return to Safi Kitchen and cook your own local meal with our amazing chef, and, of course, eat it along with special Safi tea.
Freshly Picked Vegetables
Zero km food
طعام صفر كم
الطبخ التقليدي
Slow Food

Food Experience

Freshly Baked Bread
البنازنان المشوي
Grilled Eggplant
الخضار المقلية
Stir-Fry
قلابة بنذورة
Gallaya
Slow Food
الطبخ التقليدي
Zero km food
طعام صفر كم

Food Experience
تجربة الطعام
صاجية
Sajyja
زرب
Zarb