



Interior Design Proposal for a Rural Tourism Center as Sustainable Development in Jordan (Al Fuheis Farm Case Study)

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Abstract

Objectives: This research aims to propose the establishment of a rural tourism center in one of the small farms in Fuheis, Jordan, offering diverse activities. It also seeks to promote sustainable development encompassing social, economic, and environmental aspects in Jordan.

Method: The study evaluates the experiences of rural tourism in Al Fuheis using a descriptive-analytical approach. Data collection employs a combination of quantitative and qualitative methods, including an online questionnaire that gathered responses from 138 participants of varying genders, consisting of 12 questions. Simultaneously, a qualitative approach is employed through a case study involving a semi-structured interview with the farm owner. The design was executed using engineering software such as AutoCAD, 3D Max, and Photoshop between 2020 and 2021.

Results: The quantitative results indicate higher response rate from residents of larger cities compared to those from rural areas. A significant portion of the surveyed population is aware of the concept and activities associated with rural tourism, with a preference for natural events over cultural events, and historical events being the least favored. The qualitative results provide a set of indicators that inform the proposal of interior design drawings for a rural tourism center at the farm.

Conclusions: Al-Fuheis farm presents an excellent site for successful rural tourism projects due to its proximity to handicraft and traditional food manufacturing areas. It also encourages ongoing leisure activities, attracting tourists, creating new opportunities for local farmers and artisans, and generating employment for the surrounding communities.

Keywords: Interior Design, Rural Tourism Center, Sustainable Development.

مقترح تصميم داخلي لمركز السياحة الريفية كتنمية مستدامة في الأردن (مزرعة الفحيص دراسة حالة)

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ملخص

الأهداف: يهدف هذا البحث إلى اقتراح إنشاء مركز للسياحة الريفية في إحدى المزارع الصغيرة في الفحيص، الأردن، يتضمن نشاطات متنوعة. أيضًا، تعزيز التنمية المستدامة التي تشمل الجوانب الاجتماعية والاقتصادية والبيئية في الأردن. **المنهجية:** جرى تقييم تجارب السياحة الريفية في الفحيص من خلال المنهج الوصفي التحليلي، وتستخدم عملية جمع البيانات مزيّجًا من الأساليب الكمية والنوعية، بما في ذلك الاستبيان عبر الإنترنت الذي جمع إجابات 138 مشاركًا من جنسين مختلفين، ويتكون من 12 سؤالًا. وفي الوقت نفسه، استخدم النهج النوعي من خلال دراسة حالة تنطوي على مقابلة شبه منظمة مع صاحب المزرعة. جرى تنفيذ التصميم باستخدام البرامج الهندسية مثل AutoCAD و 3D Max و Photoshop بين عامي 2020 و 2021.

النتائج: تشير النتائج الكمية إلى ارتفاع معدل الاستجابة من سكان المدن الكبرى مقارنة بسكان الريف، وتشير إلى أن نسبة كبيرة من السكان الذين شملهم الاستطلاع على دراية بالمفهوم والنشاطات المرتبطة بالسياحة الريفية، وأن نسبة عالية منهم يفضلون الأحداث الطبيعية، على الأحداث الثقافية. خلاف ذلك، الأقل يفضلون الأحداث التاريخية. تسفر النتائج النوعية عن مجموعة شاملة من المؤشرات التي تسترشد بها مقترحات رسومات التصميم الداخلي لمركز السياحة الريفية في مزرعة الفحيص.

الاستنتاجات: تبرز مزرعة الفحيص كموقع ممتاز لتنفيذ مشاريع السياحة الريفية الناجحة لأنها مجاورة لمناطق الحرف اليدوية والصناعات الغذائية التقليدية. كما أنه يشجع الأنشطة الترفيهية المستمرة، ويجذب السياح، ويفتح خيارات جديدة للمزارعين والحرفيين المحليين، ويوفر فرص العمل للمجتمعات المحيطة. **الكلمات الدالة:** التصميم الداخلي، مركز السياحة الريفية، التنمية المستدامة.

1. Introduction:

Agriculture serves as the main economic activity in rural areas, and rural development can be enhanced through the promotion of tourism. Integrating tourism into rural regions offers significant benefits for fostering sustainable development within agricultural communities (Sanches-Pereira et al., 2017). Rural tourism enables the implementation of various activities related to agriculture, culture, economy, and recreation, resulting in increased income levels for rural workers (Fagioli, F. F., et al., 2014), (Apaza-Panca et al., 2020). Sustainable tourism has become closely linked with rural tourism, particularly through its centers, which have played a pivotal role in advancing sustainable development in many countries worldwide. Jordan is among the nations that have prioritized sustainable development efforts (Author, year).

Passy and de Puy (Bassi and De Poi, 2010) established various types of rural activities aimed at promoting sustainable development. These activities encompass economic operations such as the production, sale, and processing of agricultural products. Social activities involve offering hospitality, exploring rural cuisine, participating in cultural events, and immersing oneself in the traditions of local farmers. The third category comprises environmental activities such as landscaping, organic farming, recycling, environmental conservation, cultivation of medicinal plants, and enjoyable visits to farms (Bhatta and Ohe, 2019).

Rural tourism played a significant role in job creation by offering local products to visitors (Schilling, B. J., et al., 2012). This not only enhanced the sense of local identity but also empowered women by granting them greater authority and elevating their social status (Wright and Annes, 2014), (Gil Arroyo et al., 2019). The adoption of sustainable farming methods in rural tourism contributes to the preservation of natural resources and a reduction in pollutants (Cook et al., 2015).

Rural tourism facilitates the engagement of local farming communities in hosting both local and international tourists, involving a range of activities where tourists provide monetary compensation. These activities include harvesting, fruit picking, planting, as well as cultural pursuits such as pottery, painting, and rural handicrafts. Additionally, tourists have the opportunity to cook local cuisine and stay overnight on farms. By promoting rural tourism, farmers are deterred from selling their agricultural lands to non-farmers, enabling them to lease out these farms and generate additional job opportunities and income for rural families. Notably, rural tourism demonstrates a harmonious balance between environmental conservation, economic advantages, and the preservation of cultural heritage.

According to Wojcieszak-Zbierska et al. (2020), the COVID-19 pandemic had a detrimental effect on the economies of many countries, leading to recession and impacting both public health and the economy. The rural tourism industry was particularly affected by this economic devastation, resulting in increased unemployment (Chin et al., 2021; Uglis et al., 2022). However, farms that provided diverse entertainment options experienced a rise in tourist attraction. Research conducted by Ammirato et al. (2020) indicates that rural tourism played a significant role in boosting weekend travel. According to Ammirato et al. (2020), rural tourism has emerged as a profitable industry in various locations and is regarded as a crucial component in promoting sustainable development. While rural tourism holds importance, it is still in its early stages of development in regions like Jordan, which are categorized as developing areas.

This research aims to propose a rural tourism center in one of the small farms in Fuheis, Jordan, incorporating diverse activities such as an experimental kitchen, pottery and painting halls, an exhibition space for selling artworks, and an area dedicated to organic hydroponics, as well as, a multi-purpose hall is included to host seminars.

1.1 Rural Tourism in Jordan

In Jordan, there is a variety of tourist options available, including agricultural, medicinal, and cultural attractions. According to the Ministry of Tourism and Antiquities in 2018, the tourism industry in Jordan employed 51,499 people, contributing to 11.5% of the country's total output and offering employment opportunities. The tourism sector in Jordan ranks as the second largest in the world in terms of generating foreign exchange. Since 1966, the Jordanian government has shown official interest in the growth of tourism in the country, establishing the Royal Society for the Conservation of Nature (RSCN) and Ministry of Tourism (RSCN, 2017).

The tourism industry in Jordan plays a significant role in minimizing social and environmental impacts, as well as

boosting the country's economic resources. This is achieved through collaborative efforts with society to preserve cultural heritage, conserve the environment, and protect natural resources. In Jordan, rural tourism involves the rental of rural farms to tourists for short durations, such as a day or a few days. This not only generates income for families seeking eco-friendly experiences but also helps prevent the deterioration of rural structures and the natural environment (Zamil, A., 2011). The mountainous regions of Jordan, known for enhancing the comfort and enjoyment of tourists, are witnessing rapid growth in rural farm tourism (El-Harami, 2014).

Rural tourism in mountainous regions of Jordan provides various supplementary services, including educational recreational activities, to benefit both the local community and tourists (Abuamoud et.al, 2014). However, a significant number of Jordanian farmers do not have intentions to expand or invest in their operations with the aim of attracting tourists. The scarcity of research on establishing a rural tourism center in Jordan, particularly regarding activities and interior designs that support the advancement of sustainable development through rural tourism, is evident. The research question is “what are the recommended interior design indicators for achieving sustainable development in a rural tourism center located in Fuheis?”

1.2 significant statements:

- The proposed Rural Tourism Center at Fuheis Farm aims to enhance the involvement of the local community in the tourism industry by promoting self-employment opportunities. This initiative will empower both the villagers and local residents as they actively participate in various roles within the Rural Tourism Village. These roles encompass restoring heritage sites, creating handicrafts, serving as skilled local cuisine chefs, and engaging in farming activities.
- This center contributes to raising awareness among foreign and local tourists about Jordanian culture, as well as helping to teach handicrafts, traditional dishes and aquaculture.
- This center encourages the exploitation of small farms near the capital, Amman, and transforms them into centers for rural tourism, and thus contributes to increasing the economy, preserving the environment, and developing social relations.

1.3 Research Aims

This study aims to:

- Identify successful activities in countries similar to the climatic conditions of Jordan and suggesting their application in the Rural Tourism Center in Fuheis.
- Find justifications for choosing Fuheis as a successful farm for rural tourism in Jordan.
- Propose an interior design for a rural tourism center that contributes to encouraging rural tourism and implementing sustainable development in Jordan.

1.4 Research limits:

- Spatial boundaries: Al Fuheis Jorden.
- Economic, Social and environmental Tangible activities
- Time limits: 2020/2021

2. Literature Review and Historic Background:

Mustafa, M. 2011, on his study “Potential of Sustaining Handicrafts as a Tourism Product in Jordan” indicate that the Handicrafts are the local traditions of the population in Jordan. As well as the real level of these crafts as a tourist product. The study also showed weaknesses and strengths in these products. It explored various aspects of wishing in them. Finally, the study suggested the importance of the contribution of handicrafts in improving the performance of Jordanian tourism. (Mustafa, M. 2011). While Abuamoud et al. 2014 group in their study “Factors affecting the willingness of tourists to visit cultural heritage sites in Jordan” investigated the most key factors affecting tourists' desire to visit heritage sites in northern

Jordan through a questionnaire distributed to nine distinct locations, and 300 people were questioned in the summer of 2010. This questionnaire had several factors such as education, cost, reasons for visiting, and the diversity of heritage sites. Finally, the study recommended continuously working with local communities to increase training and funding opportunities. (Abuamoud et al., 2014).

The Organization for Economic Cooperation and Development (OECD) emphasized the need for functional rural tourism in a small-scale location with small enterprises, open spaces, direct contact with nature and traditional communities, and the practice of sustainable heritage and traditional crafts. (AVCIKURT et al., 2015). Abuamoud (2020) developed in his study a quality management model for small rural tourism businesses in Jordan. The study conducted four diverse types of surveys for different respondents to obtain opinions that measure the performance of services in rural tourism. The results of that study showed that services need improvement.

2.1 History of rural tourism:

Limited research has provided comprehensive definitions of rural tourism. Previous literature in this area has identified four key dimensions to categorize rural tourism: community attributes, location, experiences, and sustainable development. In developing countries, the emphasis has been on location as the primary defining factor for rural tourism. Conversely, studies conducted in developed countries have focused on societal aspects and the promotion of sustainable development. Furthermore, the significance of experiences in rural tourism has been explored in both developed and developing nations (Gao and Wu, 2017). The concept of rural tourism appeared in the late nineteenth century AD in Europe, specifically in Italy, France, Spain, and England (Gao and Wu, 2017). It is known as one of the most important ways to develop sustainable development socially, economically, and environmentally. It contributes to the revitalization of local agriculture, such as food and handicraft arts (Quaranta et al., 2016) and rural tourism contributes to the transfer of rural experiences to foreign and local tourists in their original form. (Guan et al., 2019). The definition of rural tourism compared to developing countries in terms of location is rural areas, peripheral areas, and small towns or villages. while in terms of sustainable development it means economic development. as well as in terms of community best aspect, it means local participation. finally, in terms of experience, it means physical and social experience (Rosalina, Dupre, and Wang, 2021). From all the above, rural tourism can be defined as a social, agricultural, cultural, tourism and economic activity that has characteristics that vary according to density and according to the region.

In recent times, there has been a remarkable surge in the popularity of adventure tourism and hiking. This emerging tourist experience in Jordan not only presents new opportunities for visitors but also holds immense potential for the nation's sustainable development. By actively engaging both men and women from local communities in tourism planning and management, it enables a holistic approach to growth and progress (Alzboun and Khawaldah, 2022).

2.2 Benefits of rural tourism

The benefits of rural tourism, in terms of sustainable development, can be categorized into three distinct types. Social advantages encompass the establishment of novel event spaces within the local community, such as museums, galleries, local restaurants, and handicraft workshop venues. These initiatives contribute significantly to the exchange and preservation of cultural heritage, customs, and traditions (AVCIKURT et al., 2015). Economic benefits, including: Benefits from selling produced rural commodities and providing job opportunities for the residents of the region, thus contributing to increasing the income of the family and the individual. (AVCIKURT et al., 2015). Environmental benefits: It helps protect the climatic and built environment through environmentally friendly materials and recycled materials. (AVCIKURT et al, 2015). There are various limitations when it comes to designing rural landscapes such as community service areas and facilities, agriculture and the necessity of preserving rural areas, natural resources and wildlife and economic development and preservation of the traditional cultural heritage of the region. (Nair et al., 2015).

2.3 Rural tourism activities:

There are many different rural tourism activities that people can participate in and many reasons that may motivate a person to be a rural tourist like relaxation in nature, health, education, learning, walking, farm tours, heritage activities, drawing, photography, selling traditional products, cultural exchange, pottery, handicrafts, cooking traditional dishes, cultivation, harvesting, playing music, folk dance, carnivals, lectures, workshops (Neumeier and Pollermann, 2014).

2.4 Vertical Hydroponics

Hydroponics It is an agriculture based on water, minerals and nutrients that go directly to the roots of plants in calculated quantities without using soil. An environmentally friendly lighting system is added to it, LED lamps. This cultivation is carried out vertically, through which the plants are fed with nutrient-rich water from the top of the system to the bottom. The vertical hydroponics method was used in our current research to raise people's awareness of vertical hydroponic organic farming that can be managed at home, and at the same time to teach them a new and accessible cultivation method. (Zaręba et al. 2021).

3. Research Methodology

This research employed a descriptive-analytical method to assess and examine the firsthand encounters of individuals in Jordan regarding the utilization of rural tourism in al Fuheis. The study employed two distinct data collection approaches: quantitative and qualitative. The quantitative approach involved the distribution of an online questionnaire, while the qualitative approach by analyzing a case study of the Al Fuheis farm spanning 400m, with the aim of proposing a rural tourism center in that area and conducting interviews with owner of the farm.

3.1 Data collection

Data were collected from:

- Interview with the owner of al Fuheis farm and the head of See Jordan for sustainable development, rehabilitation, and training company. Mr. Ayed Jreisat. As well as Jordan river foundation employees in their three showrooms: Al Karma Embroidery Center, Bani Hamida Weaving Project, and Wadi Al Rayan Project.
- Al Fuheis farm Site visit and taking a photo.
- Web pages with a review of previous literature.

3.2 Research Tools:

Autodesk programs like Photoshop, AutoCAD, 3d max. were used to create the plans, sections, and 3d shots of proposing the interior design of rural tourism. Camera Nikon D5600 was used to take a photo for good views of the site. Programs: From the internet: Google Maps + google earth were used to analyze the site of the case study. Google form used for creating the (online questionnaire).

3.3 Online Questionnaire:

A random sample was used to select 138 participants for this study. The questionnaire administered to these participants included various demographic questions, such as gender, age, qualifications, marital status, employment status, and income rate. Additionally, there were 11 additional questions included in the questionnaire.

- Ever practiced rural tourism?
- Are you aware of Rural Tourism? (Ever heard of it before)?
- Do you live in Big City or Countryside?
- What type of activities do you prefer to include?
- How often do you go on a vacation? Weekly, monthly or yearly?
- Do you often consider Fuheis as your destination?

- Rural tourism in Fuheis play an important in the employment of local residents, do you agree?
- Dose Ministry of tourism play a dramatic role in encouraging local rural tourism?
- Interior design plays significant role in encouraging rural tourism?
- As a tourist, you look for architecture and interior design for choosing your next destination?
- Handcrafts and hand made products made by locals are things you look for or might be interested in when performing rural tourism in Fuheis.

3.4 Description & analysis of the case study (Al Fuheis farm)

3.4.1 The city of Al-Fuheis

Al-Fuheis, situated at an elevation of 850 meters above sea level in Wadi Shuaib, is positioned 20 kilometers northwest of Amman, within the Al-Balqa region between Al-Salt and Amman. The city offers breathtaking views of mountains and valleys.

The city of Fuheis holds significant historical value, with Catholic and Orthodox churches scattered throughout its various areas. From an environmental perspective, the city is renowned for its vineyards, olive groves, and diverse fruit farms. However, socially and economically, Fuheis possesses a distinct local character, shaped by its cultural heritage in painting, fashion, handicrafts, and traditional homemade cuisine, which are showcased and sold in its numerous restaurants. As for the climate: the city of Fuheis has a warm and moderate climate, and the average temperature is 16.6 degrees Celsius, while the average rainfall is 350 mm, as the rain falls in the summer less than in the winter. <https://en.climate-data.org/asia/jordan-147>.

Al-Fuheis Farm is located in the city of Al-Fuheis, See Figur 1,2 near the following important sites: Al-Fuheis Pentecostal Church, Azraq Al-Fuheis Garden, Al-Fuheis Story, Wasfi Al-Tal House Museum, Al-Shukrin Mosque, and various restaurants and cafes. See Table 1.

Table 1. The important sites near Al Fuheis Farm

Place	Distance from Site	Time to place from site
Firas & Alaa Motel	600 m	1 min by car
Al Fuheis al khamseniah Church	4.5 Km	10 min by car
Azraq Al Fuheis Park	4 Km	9 min by car
Quick corner supermarket	1.8 Km	4 min by car
Taverna Res & Lounge	1.7 Km	4 min by car
Hikayat Al Fuheis Res	1.4 Km	3 min by car
Al Haserah Res	3.9 Km	7 min by car
Wasfi Al Tal house museum	2.2 Km	6 min by car
Oriental Café & Res	2.1 Km	5 min by car
Al Shakreen Mosque	1.3 Km	3 min by car

The farm has an area of 400 square meters and contains a variety of olive trees and grapes, which will be used in the design proposal for a rural tourism center.

<https://www.google.com/maps/place/32%C2%B001'30.6%22N+35%C2%B047'32.0%22E/@32.0250969,35.7897634,17.27z/data=!4m5!3m4!1s0x0:0x0!8m2!3d32.0251579!4d35.7922249?hl=en>

3.4.2 (The proposal of interior design rural tourism center in Al Fuheis farm)

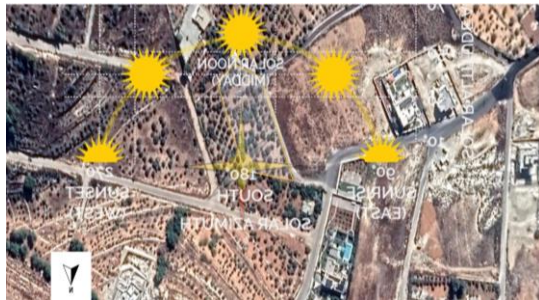


Figure 1. The site analysis of Al Fuheis Farm



Figure 2. location view of Al Fuheis farm

To propose the interior design of the Rural Tourism Center, five approaches were used:

- Integrate concept with design process development using schematic design.
- Designing ideal bubble, matrix, diagrams and zoning in a rural tourism center by using Auto-Cad program.
- Designing the plans and sections of the ground and first floor of the Rural Tourism Center, by using the Auto-Cad program.
- Designing the 3d shots by using ideal material, furniture, lighting units, and color schemes.

4. The Results and Discussion

4.1 The results of online questioner:

The findings from the demographic survey on gender revealed that 97 individuals identified as females, while 41 individuals identified as males. As for age, the majority of participants were grouped into various age ranges starting from 18 years and above. The majority of respondents, accounting for 65.9%, fell within the age range of 35-55. In regard to qualification, the results showed that 71.5% of participants were graduates, see Table 2.

Table 2. Results of demographic questions in terms of gender, age, and qualifications.

Gender	No. of responses	percentage
Male	41	29.7%
Female	97.	70.3%
Total	138	100%
Age Group	No. of responses	percentage
Under 18 to 35	32	23.2%
35-55	91	65.9%
Above 55	15	10.9%
Total	138	100%
Qualifications	No. of responses	percentage
High school	12	8%
Undergraduate	11	8%
Diploma	17	12.4%
Graduate	98	71.5%
Total	138	100%

Regarding marital status, the married answered more than the unmarried, by 65%, while the highest response was for those with incomes that ranged between 100-500 dinars, and their response amounted to 39.4%. In terms of employment status, it was the highest response of employees, amounting to 58.7% of the total number. See table 3.

Table 3: Results of demographic questions in terms of Marital status, income rate, and Job status

Marital status	No. of responses	percentage
Single	49	35%
Married	89	65%
Total	138	100%
Income rate	No. of responses	percentage
Under 500 JOD	32	23.5%
500-100 JOD	56	39.4%
Above 100 JOD	50	37.1%
Total	138	100%
Job status	No. of responses	percentage
Student	15	10.9%
Unemployed	42	30.4%
Employed	81	58.7%
Total	138	100%

The provided result highlights various aspects of rural tourism preferences and perceptions among respondents, with a particular focus on residents of big cities. This discussion aims to analyze the key findings and their implications, shedding light on the preferences, knowledge, and impact of rural tourism on local communities. In regard to response rates and geographical distribution, the data indicates a higher response rate from residents of big cities (86%) compared to those from the countryside (14%). The result shows that 42% of the respondents have knowledge of rural tourism. This suggests that a significant portion of the surveyed population is aware of the concept and activities associated with rural tourism. In addition, those who did not practice rural tourism there: 62.2%. on the other side, 71% of them prefer natural events over cultural events, which amounted to 15.2%, and the least prefer historical events, at 13.8%. The percentage of respondents who take annual vacations amounted to 69.6%, with 55.8% expressing a preference for visiting Fuheis over other destinations. Additionally, 54.3% of the participants acknowledged the Ministry of Tourism's role in promoting rural tourism, while 61.7% agreed that Fuheis's rural tourism played a significant role in providing employment opportunities for local residents. The findings provide valuable insights into the preferences, knowledge, and impacts of rural tourism among the surveyed population. Understanding these aspects is crucial for developing effective strategies to promote rural tourism, increase engagement, and maximize its potential benefits for both tourists and local communities. Further research and analysis can delve deeper into the underlying reasons behind these preferences, allowing for more targeted and impactful interventions in the field of rural tourism. See Table 4.

Table 4. The results of questions 1-8

Q1. live in	No. of responses	percentage
Big city	117	86%
Countryside	21	14%
Total	138	100%
Q2. Aware of rural tourism	No. of responses	percentage.
Yes	58	42%

Q1. live in	No. of responses	percentage
No	47	34.1%
Maybe	33	24%
Total	138	100%
Q3. Practiced rural tourism	No. of responses	percentage
Yes	54	37.8%
No	84	62.2%
Total	135	100%
Q4. Activities prefer.	No. of responses	percentage
Historical	19	13.8%
Cultural	21	15.2%
Natural	98	71%
Total	138	100%
Q5. Go on vacation	No. of responses	percentage
Weekly	8	5.8%
Monthly	34	24.6%
Yearly	96	69.6%
Total	138	100%
Q6. Consider fuheis as your destination	No. of responses	percentage.
Yes	77	55.8%
No	61	44.2%
Total	138	100%
Q7. Encouraging rural tourism by the Ministry	No. of responses	percentage
Yes	75	54.3%
No	63	45.7%
Total	138	100%
Q8. Fuheis rural tourism contributes to employing local residents	No. of responses	percentage
I agree	84	61.7%
neutral	39	28.6%
disagree	13	9.7
Total	136	100%

Table 5 presents the survey findings, indicating that 66.4% of the participants expressed their interest in local handicrafts. Moreover, 64.4% of the respondents recognized the significance of interior and architectural design in promoting rural tourism. Furthermore, 56.2% of the participants stated that interior design plays a crucial role in selecting a tourist destination. These findings demonstrate the positive attitudes towards local handicrafts and the importance of interior and architectural design in rural tourism. The results underscore the potential for rural communities to benefit their cultural assets and emphasize the need for investment in creating visually appealing and culturally relevant spaces. By recognizing and acting upon these findings, rural destinations can enhance their tourism offerings, foster economic development, and preserve cultural heritage, thereby creating sustainable and attractive tourist destinations.

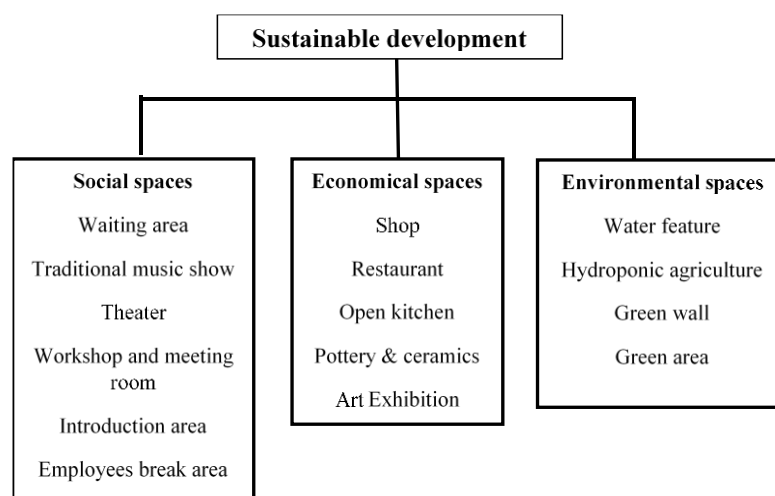
Table 5: The results of Q9-Q11

Q9. Interest in local handicrafts	No. of responses	percentage
I agree	91	66.4
neutral	30	21.8
disagree	16	11.8
Total	138	100%
Q 10. Role of interior design in encouraging rural tourism	No. of responses	percentage.
I agree	87	64.4%
neutral	34	25.1%
disagree	14	10.5%
Total	135	100%
Q11. Interior design is essential for choosing a tourist destination	No. of responses	percentage
I agree	77	56.2%
neutral	30	21.9%
disagree	30	21.9%
Total	137	100%

4.2 The results of the proposal (Interior design rural tourism center in Al Fuheis farm).

4.2.1 Integrate concept with design process development

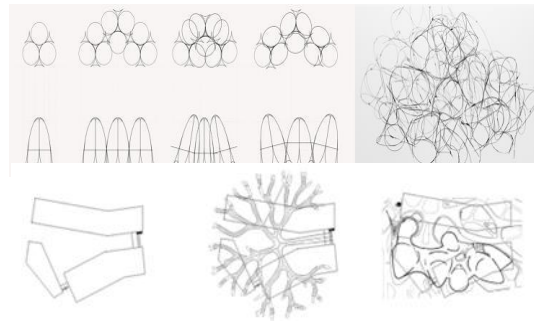
It was analyzed the building plan and divided it into three zones: social, economic, and environmental activities as mentioned in the diagram (fig. 3). The design concept of the project was derived from the tree roots which related to the meaning of the agriculture word. Since the center proposed to be designed is a center for rural tourism, which is a compensation for agriculture and culture. The word "agriculture" derives from two Latin roots: "agri", which means field, and "culture", which has a double meaning in English _ farming or a way of life. Before the discovery of agriculture, people were constantly moving in search of food. After the discovery of agriculture, people stopped traveling and settled down, and agriculture helped people establish roots. The roots were stripped from the images of the various perennial trees (Fig 4). Consequently, utilizing these lines to shape the internal grides to create indoor spaces of the proposed building, which in turn included a group of activities that were selected based on the concept of sustainable development.

**Figure 3. Sustainable development activities spaces diagram**

by (Dr. Mayyadah Hussein)



The roots photo inspiration used
for concept development
[<https://www.bing.com/images>]



The roots abstract used for concept development
by (Abdullah Eid)

Figure 4: Concept Development

It was proposed to establish a center that contributes to enhancing the role of sustainable development through three factors: social, economic and environmental activities. The proposed center includes places for selling rural products such as traditional food and organic crops produced by the vertical hydroponics hall to enhance and increase the economic factor by providing job opportunities and increasing income for villagers and farmers. Additionally, provide a proposed design for an open kitchen to teach cooking local food directly in a live show, and provide job opportunities for caterers, and provide a restaurant for traditional and organic food which contributes to support economic, social and environmental factors see figure 5.

Presentation of a proposed design for the interior space for the restoration of heritage and the local ceramic industry for heritage restorers and handicraft producers, and an exhibition for the sale of artworks, handicrafts and pottery arts produced by the villagers. Renovating the farm for various rural tourism activities, such as providing an opportunity to teach aquaculture to users, as well as harvesting and farming, to increase environmental awareness among users, also for providing a theater, a multi-purpose hall, and a hall for various workshops that contribute to increasing knowledge and awareness of rural tourism, developing culture and enhancing the role of tourism in rural areas in Jordan.

Using environmentally friendly materials, energy-saving lighting units, green spaces inside the building, green walls, in the open offices design area, as well as, ventilation holes, and fountains to increase the environmental and economic factors see figure 6.

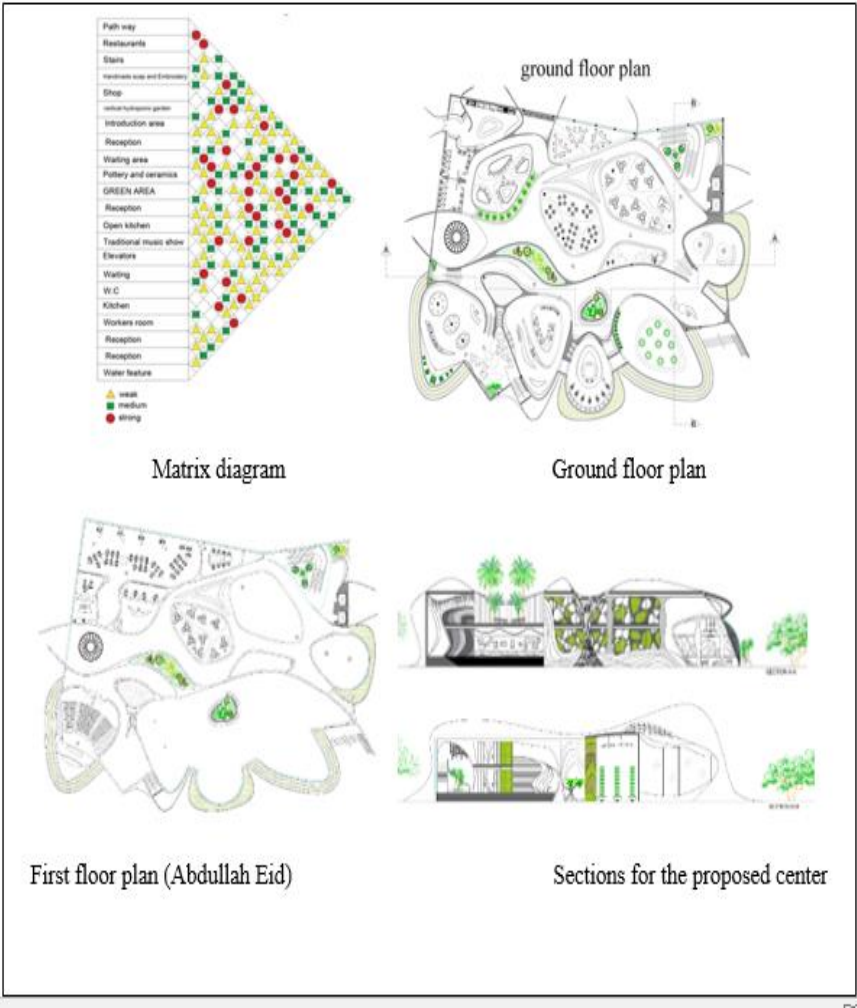


Figure 5: Proposed plan and facilities



Figure 6: 3D shots for proposed spaces

4.2.3 Results of the semi- structured interview and discussion

The answer related to the first question: why was one of the small Fuheis farms chosen as a model for rural tourism in Salt?

In Jordan, there exists a vast expanse of over 500,000 hectares of farmland with diverse climates and agricultural produce along three major tourist routes: the Desert Highway, Kings Highway, and Jordan Valley Highway. However, there is a lack of reliable rural tourism offerings that can provide both local and foreign tourists with authentic experiences related to farming, harvesting, cultivation, food, handicrafts, and heritage. These experiences need to be well-developed, branded, and presented in a cohesive manner. When considering the overall agricultural landscape in Jordan, it becomes evident that there is immense potential for rural tourism products. Such products can not only enhance skills but also create numerous employment and self-employment opportunities.

Among the various villages and farms in Jordan, the small farms in Fuheis have been selected as a model for rural tourism in Salt. This decision is based on evaluations and visits conducted by multiple associations specializing in Jordanian villages. Fuheis, along with the surrounding villages located approximately 20 kilometers from Amman, possess the highest potential to serve as an exemplary rural tourism village in Jordan. It is hoped that other villages and farms in Jordan will look to this model and follow suit.

The answer related to the second question: what are the proposed interior design indicators for a rural tourism center that achieves sustainable development in Fuheis?

The agricultural diversity in Jordan presents a promising prospect for the development of rural tourism products that can have a positive impact on job creation, self-employment opportunities, and skill enhancement. The "See Jordan" initiative aims to build upon previous efforts by leveraging natural resources, human capital, and existing small-scale projects to promote the production of rural tourism experiences. This initiative offers job prospects to villagers, particularly young men and women, who are interested in participating in the establishment of a rural tourism village. The focus will be on preserving and showcasing the heritage and rural culture of the older generation, depicting the lives of farmers, agricultural practices, organic farming, and providing accommodations such as sleep-in tourist farms and bed and breakfast services. By opening up a village for rural tourism, the objective is to revitalize the area and create employment opportunities while preserving the village's intrinsic value and heritage.

The answer related to the third question: what are the successful activities in rural tourism for countries similar to the climatic conditions of Jordan, which can be applied in the Fuheis farm?

The See Jordan initiative highlights the importance of leveraging successful rural tourism practices from countries with similar climatic conditions as Jordan. These practices can be applied to the Fuheis farm, such as utilizing recycled containers to construct the rural tourism center at the See Jordan farm. This approach is supported by various international studies and similar initiatives in Jordan, where shipping containers have been repurposed to create isolated structures serving tourism needs, such as restaurants and cafes in Irbid and Amman. Additionally, recycled car tires can be employed to cultivate plants and create reused furniture for the restaurant and resting area within the proposed rural tourism center. Similarly, used plastic bottles can be repurposed for growing plants and to encourage individuals to avoid discarding plastic waste, instead utilizing it for hydroponics purposes.

Confirming what was referred to, by the Organization for Economic Cooperation and Development (OECD) and the study (Mustafa, M. 2011), this study chose Al-Fuheis farm, which is small in size and is directly connected to nature and close to traditional communities in Al-Balqa and Al-Fuheis governorates, was selected. To be a site for the proposed rural tourism center, as well as its contribution to encouraging the practice of sustainable heritage and traditional Jordanian crafts because of their importance in improving the performance of Jordanian tourism.

On the other hand, this study emphasizes what the study of (Abuamoud, et al, 2014) found, and took into consideration several factors such as education, cost, reasons for visiting, and the diversity of heritage sites, which are close to the Fuheis area. Our current study proposes an improvement to rural tourism by adding an environmental, economic, recreational, and educational center in it, as confirmation of the study. (Abuamoud, I. 2020) that the current services for rural tourism in Jordan need to be improved.

5. Conclusion:

In conclusion, rural tourism plays a crucial role in promoting sustainable development by addressing environmental, social, and economic aspects. It not only enhances environmental awareness but also highlights advanced agricultural practices. The accessibility of the proposed farm in Fuheis and its proximity to nearby tourist attractions are vital factors for selecting successful rural tourism destinations for both local and foreign visitors.

The small-sized Al-Fuheis farm, located close to handicraft and traditional food production centers, stands out as an ideal location for implementing thriving rural tourism initiatives. It fosters continuous recreational activities, providing a platform for engaging experiences. The presence of small farms in Fuheis attracts tourists, generating new opportunities for local farmers and craftspeople, consequently boosting their income and creating employment opportunities for villagers.

However, challenges arise when attempting to implement rural tourism in remote farms lacking basic resources such as energy and water. Such situations should be avoided, and suitable solutions need to be developed for future endeavors. The results of the questionnaire revealed that many local tourists lack knowledge about rural tourism and its various activities. Nonetheless, the majority of respondents expressed enthusiasm for visiting Al-Fuheis regularly, emphasizing the exploration of its restaurants, craft centers, and historical landmarks.

Al-Fuheis farms, characterized by their small size and family-friendly atmosphere, particularly during the summer season, attract visitors due to their proximity to the capital, Amman, and ease of accessibility. The presence of perennial trees such as grapes and olives, along with picturesque mountain views, add to their appeal. Furthermore, the presence of beautiful and enticing interior designs in local restaurants in Fuheis significantly contributes to increasing visitation rates and supporting rural tourism as a whole.

6. Recommendations:

The current research recommends the following cases:

1. Continuing the research study on the subject of rural tourism and proposing centers for it in small farms close to the rest of the Jordanian cities that contain important archaeological and tourist attractions such as Jerash, Ajloun, Petra, Karak, Madaba and others.
2. Using shipping containers to establish rural tourism centers inside farms to enhance the role of rural tourism in preserving the environment and developing human development in Jordan.
3. Creating new activities that contribute to increasing per capita income and empowering women and farmers in the local community to develop their abilities and skills.
4. Preserving and preserving the local heritage. It also helps in increasing the attraction of domestic and foreign tourists towards the exploitation of rural tourism.
5. The use of reused furniture manufactured by village craftsmen in rural tourism centers, as a kind of advertisement for farmers' products.

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