



PUSH



Promoting dialogue and cultural Understanding of our Shared Heritage

PUSH/ Bezalel Academy Tour Guide Training Session,

Old Gesher and Beit Shean September 18, 2008

Executive Summary



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PUSH/ Bezalel Academy Tour Guide Training Session Agenda September 18, 2008

7:30 Depart Jerusalem

9:30 Introduction Discussion overlooking the Jordan
River at Old Gesher

10:30 Coffee Break

11:00 Introduction to the PUSH Project and Shared
Heritage

Presented by Professor Michael Turner, PUSH Project Manager, Bezalel

11:30 Multiple Narratives Discussion

Moderated by Avner Goren, Archeologist and Cultural Tourism Expert
and Dr. Doron Bar, Bezalel Academy

12:30 Nahariym Experience Sound and Light Show

13:00 Lunch Break

14:00 Panoramic Overview of Jordan River, the
Rotenberg Power Station, Peace Island and the
future Jordan River Peace Park from "Michal's Lookout".

15:00 Drive to Beit Shean

16:00 Beit Shean Site Visit

18:30 Community and Site Discussion

Moderated by Rami Haruvi, Environment and
Cultural Heritage Program Planner and Professor
David Guggenheim, Bezalel Academy

19:15 Dinner

20:00 "Beit Shean Nights" Sound and Light Show

21:00 Depart for Jerusalem

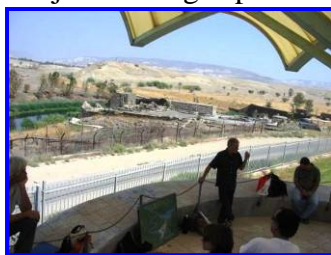


Executive Summary: PUSH/ Bezalel Academy Tour Guide Training Session Overview

The PUSH – Bezalel Academy of Arts and Design Tour Guide Training Session focused its activities at the two pilot sites selected by the PUSH project in Israel; Beit Shean and Gesher. The PUSH project has been engaged with the site managers, local tour guides and community members from both pilot sites to jointly develop plans for integrating the concept of shared heritage into site development. The tour guide training aimed to present a model for how site managers and tour guides can present the concept of shared heritage to visitors through discussion and through site design. The Bezalel Academy tour guide training session thus aimed to provide participants with new tools for addressing the unique aims of the PUSH project at the pilot sites including:

1. Develop and strengthen understanding of the concept of shared heritage by placing a site's multiple narratives at the center of site design, future development plan and visitor interpretation.
2. Advance the concept of cultural tourism through design.
3. Develop understanding of region's rich history, cultural heritage and multiple narratives.

The tour guide training session was led by two long time PUSH participants Archeologist and Cultural Tourism Specialist Avner Goren and Rami Haruvi, Environment and Cultural Heritage Program Planner. The day's activities began upon arrival to Old Gesher where the group engaged in a preliminary discussion about the concept of shared heritage and its importance in understanding our history and our neighbors held alongside the Jordan River. Subsequently, Professor Michael Turner, Bezalel Academy's PUSH Project Manager presented an overview of the PUSH project and the project's major



accomplishments, highlighting the important contributions to the project from PUSH Peer Reviewers Neil Asher Silberman, Director of the Center for Heritage and Society at the University of Massachusetts at Amherst and Professor Simon Goldman, King's College, University of Cambridge. Dr. Doron Bar followed with a presentation focused on the role of multiple narratives in presenting history. This presentation was followed by a discussion among the participants centered upon the role that multiple narratives play in the presentation of a site's narrative moderated by Avner Goren.

Participants were then invited to view the "Nahariym Experience" sound and light show at Old Gesher followed by a group lunch. After lunch the group went up to "Michal's Lookout" overlooking the Jordan River, the Rotenberg Power Station, Peace Island and the future Jordan River Peace Park. There the discussion focused on



the linkages between the PUSH pilot sites and other sites in the area.

The group then traveled to Beit Shean where Avner Goren led them through the rich layers of the Beit Shean National Park. Instead of entering through the main gate of the park PUSH participants walked up the Caanaite and Egyptian tel before descending into the Roman-Byzantine city below. At the site's Roman Theatre Rami Haruvi and David Guggenheim, Bezalel Academy Professor and Architect led the group in a discussion about the importance of fostering



linkages between site and community. Following dinner the participants were invited to the Beit Shean Nights sound and light show before departing for Jerusalem.

Tour Guide Training: Participants in Alphabetical Order

Michal Ashkanazi, Bezalel Academy

Nisim Bados, National Parks Authority, Beit Shean

Nirit Bagron, Site Manager, Gesher

Dr. Doron Bar, PUSH Team, Bezalel Academy

Lari David, Financial Officer, Bezalel Academy

Yael Delange, Tour Guide

Meron Doctori, Tourism Course Coordinator

Anat Dror-Sharp, PUSH Team, Bezalel Academy Student Assistant

Pinia Ein Mor, Tour Guide

Kinneret Ben-Amram Fligelman, Vice President of Finances and Administration,
Bezalel Academy

Eliazar Frankenberg, National Parks Authority

Eitan Giddelson, Tel Hai College

Avner Goren, Archeologist and Tour Guide

Architect David Guggenheim, PUSH Team, Bezalel Academy

Rami Haruvi, Environment and Cultural Heritage Program Planner

Sigal Har-Zion, Tour Guide, Gesher

Ziv Hesid, Tourism Course Coordinator

Maoz Inon, Jesus Path Initiator

Nir Kinan, University of Haifa, School of Tourism

Raanan Kislev, Israeli Antiquities Authority

Ran Kleinman, Site Manager, Gesher

Elizabeth Koch, PUSH Project Coordinator

Sol Levia, Tourism Coordinator Emek HaMayanot

Ofer Levin, Nahariym Park

Zeev Margalit, National Parks Authority

Dovi Mensor, Ministry of Tourism

Tali Omer, Galilee Development Authority

Itzhak Rachamim, Tour Guide, Beit Shean

Omri Salmon, Site Director, Gesher

Yehuda Shamesh, Tour Guide, Beit Shean

Ayelet Tapiro, Emek Hefer Community Organizer, Friends of the Earth Middle East

Noga Tavor, Tour Guide, Beit Shean

Moris Temakh, Tour Guide

Tzvika Tsuk, National Parks Authority

Professor Michael Turner, PUSH Project Manager, Bezalel Academy

Rebecca Wagnister, Kibbutz Degania Bet

Noami Yagan, Bezalel Academy

Ruti Yhazakali, Ministry of Tourism