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# THREE DIMENSIONAL MOVIE SHOWCASING THE LAND USE PLAN FOR NORTH EAST DEAD SEA BASIN

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# **THREE DIMENSIONAL MOVIE SHOWCASING THE LAND USE PLAN FOR THE NORTH EAST DEAD SEA MASTER BASIN**

USAID JORDAN ECONOMIC DEVELOPMENT PROGRAM

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## **DISCLAIMER:**

The author's views expressed in this publication do not necessarily reflect the views of the United States Agency for International Development or the United States Government.

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## **EXECUTIVE SUMMARY**

Based on a request from the Development Zones Commission, the attached video was developed to reflect the vision for the Dead Sea and its land use plan.

The video (3-4 minutes), showcases the land use plan for the North East Dead Sea Basin and reflects the vision for the area demonstrating potential for tourism and economic development and showing different attractions and amenities that the Dead Sea will offer emphasizing on the natural resources that make the Dead Sea so unique.

The video includes 3-D animation-visually powerful explanations of variations of proposed land uses that are experienced through a 3-D modeling and animation.

The video will;

- create a perception about the Dead Sea Development Zone positioning (the promise and the future vision).
- Be used as an attractive communication tool on the sidelines of the World Economic Forum (WEF) [on May 15, 2009]. The video aims at engaging the WEF's audience with promising visuals of turning a vision into a reality
- be used for future exhibitions and events
- be used as a promotional tool to attract Strategic partners and potential developers.

It will target the following audience;

- WEF participants from world leaders, high profile businessmen and politicians, scientists, governmental officials, etc.
- Potential strategic partners, investors and prospective developers.
- The general public; local, regional and international.

## INTRODUCTION

### Movie Transcript

Voice Over	Picture
<b>Introduction:</b>	
Welcome to an enchanting journey to the lowest point on Earth. A natural wonder...cradle to ancient civilizations where Moses first saw the Holy Land... and Jesus was baptized, where King Herod harbored for treatment, and Salome danced the fateful end of John the Baptist.	The film starts with a satellite map of the world, zooming into the Middle East area and Jordan. The map then focuses on the Dead Sea zone while transforming to <b>Video</b> shots of the Dead Sea waters with its salt formations, and waves of the Dead. Transitioning to mosaic map of St. George church / Madaba showing the proximity of the Dead Sea to significant cultural and biblical sites:
Dead Sea ... A Natural Icon and A Living Destination.	<p>Video Intercuts with mosaic map.</p> <p>Tlalat El Ghsool: Drawings found at Ancient Temple.</p> <p>Madaba: The Cross and the view of the <b>Holy land</b>.</p> <p>Baptism Site: Tourists baptized at Jordan River.</p> <p>Herod Harbor &amp; Villa: Pan across the ruins.</p> <p>Mukawir: tracking of mountain top arch site.</p> <p>Ending with a sunset of the Dead Sea fading to black.</p>

Master Plan:	
<p>Today, The Dead Sea is witnessing a pioneering development based on a comprehensive visionary master plan, aiming to:</p> <ol style="list-style-type: none"> <li>1. Enhance the area's international and domestic tourism by expanding on the existing development and providing diverse tourism opportunities in different areas.</li> <li>2. The Protection of its unique natural and environmental features through efficient land &amp; asset management and permitting a broad spectrum of tourism and development.</li> <li>3. Local community integration by creating new mixed-use Pilot development project based on a sustainable tourism model.</li> </ol> <p>The Dead Sea A balanced development and implementation process offering a unique investment opportunity.</p>	<p><b>GFX:</b> The camera opens on the Master Plan, illustrating the 42 km of investment opportunities with a clear identification of the different developmental and conservational segments being highlighted using land use color codes.</p> <p>Juxtapose tourism venue shots with images of the larger unique environment to show balance.</p> <p><b>GFX</b> treatment of the Master plan with related highlights along with <b>Video</b> shots of relevant context, all superimposed along the master plan background.</p>
Tourism:	
Water Front	
<p>Waterfront resorts offer the best in comfort and luxury. Distinctive architectural style reflecting the cultural heritage. Secluded fabulous beaches where you can relax and be entertained. Float effortlessly in the warm, soothing salty waters of the Dead Sea. Or soak up the healthy minerals of its mud at exclusive spas.</p>	<p><b>3D:</b> A traveling water shot reaching to a resort. Aerial view of the resort. Tracking shot of resort alleys Showing the architecture style. Camera travels across the beach showing amenities and beach activities.</p> <p><b>Video:</b> Shot of a person floating on the water.</p> <p>Shot of infinity pool against the sunset. Shot of a Spa with applying mud on the face.</p>
Highland	
<p>Up in the highlands, lies an exceptional scenic environment, bounded by the beauty of the</p>	<p><b>3D:</b> Camera spirals up towards the mountains revealing the development over</p>

<p>Dead Sea stunning views. Unique mixed-use development with access to beach clubs offers luxurious hotels, lavish townhouses and villas. A commercial center <b>alive</b> with bustling businesses and retail shops providing a variety of exquisite dining options entertainment venues. This texture of luxury and comfort is an ideal venue for living or investing.</p> <p>430 meters below sea level, The Dead Sea is also home to significant international and regional conventions and events with fully equipped state of the art facilities, enhancing its prominence as a primary destination for conventions, that generate significant economic benefits.</p>	<p>looking the seashore view of the highlands.</p> <p><b>3D:</b> Camera bird eye view of the development revealing hotels and residential area.</p> <p><b>3D:</b> Ground level camera panning of the residential area.</p> <p><b>3D:</b> Camera tracking across the commercial area grabbing the life style. Views of the shore from the highlands – Video shots should also reflect its proximity to Special conservation Area and Sweimeh which make these lands so valuable</p>
<p><b>Park</b></p> <p>A landmark of ingenuity the scenic park has an enchanting sense of freedom. Stretches of beautifully landscaped picnic areas, refreshing water pools and walkways ideal for strolling and enjoying the surrounding views of the distinctive Tamarisk protected area and the beach. At the heart of the park, lies an amphitheatre for cultural entertainment, <b>Adventure Park</b> recreational facilities along with food courts and kiosks.... The park is a memorable family get-away.</p>	<p><b>Video:</b> shot of the “430m below sea level” sign.</p> <p>Shots of KHBTC outdoor and indoor facilities.</p> <p>Shot of HM King Abdulla II at WEF</p> <p>Shots of people congregating at the center.</p> <p>3D: Fly through of picnic area and water pools.</p> <p>Shots of kids enjoying the recreational facilities and playing soccer.</p> <p>Show kids playing soccer, playgrounds...</p> <p>Aerial <b>3D</b> view of amphitheatre zooming down portraying cultural activities at the theatre. View of tourism B adjoining the park but also proximity to public beach and tamarisk area which would extend the idea of activity within this area and possibility for visitors to access the public beach.</p>
<p><b>Protect the Environment:</b></p>	
<p>The Dead Sea area enjoys rare environmental characteristics giving this place its true aura.</p> <p>A refuge to migrating birds, its mountain</p>	<p><b>Video:</b> Several nature beauty shots of valleys, palm trees, water falls, Tamarisk and shoreline conservation. Migrating birds</p>

cliffs are some of the most dramatic landscapes in the region. Its scenic Wadis and waterfalls are a great potential for nature tourism.	flying through the mountain cracks.
High niche eco lodges provides a getaway for nature lovers seeking tranquility and harmony.	<b>3D:</b> 360° camera move along the eco lodges and surrounding amenities. – builds on ecotourism within Jordan – perhaps images of Mujeb reserve
Campsites for trekking and hiking provide a thrilling sense of discovery and natural adventure within the Great Rift Valley.	<b>3D:</b> Aerial camera fly through of campsite and trekking trail. <b>Video:</b> Shots at Mujeb reserve of people climbing the cliffs.  Shots of tourists having a coffee at a Bedouin tent
<b>Enhance Local Communities</b>	
Downtown Sweimeh offers visitors a taste of cultural heritage. The traditional Souk, along with its winding Alleys, Oriental cafes, and Courtyards is a true fusion of Authentic and Modern lifestyles.	<b>3D:</b> Arial view of Sweimeh village. <b>3D:</b> Camera flythrough of Souk and courtyards capturing life style. <b>Video:</b> Shots of Handcrafts and local life style.
Visitors enjoy the local handicrafts, and Artisan Workshops, which bring direct benefit to the local community and expand authentic tourism products.	<b>3D:</b> Arial view of Sweimeh village. <b>Video:</b> Farming shots. Shots of a traditional restaurant serving Meza and Salads from the local produce. Shots of Education and learning. Shots of hospitality vocational training. Shots of a local young man serving visitors at a hotel reception.  Shots of Farmers / or possibility of showing activities within the farmers' market ( which would be part of the souk)
With its culture and heritage, the local community plays an important role in the developmental process. Integrated and sustainable tourism and community planning, vocational training and job creation contribute to a better quality of life for the residents.	
<b>Conclusion</b>	
The Dead Sea with its unique curative properties, stunning beauty, and historical Significance, offers an innovative and diverse	<b>Video:</b> Shot of salt formation Shot of a person floating at Dead Sea



economic development opportunities, while providing a sustainable and balanced growth to its local community and environment preservation.

The Dead Sea.... A living Wonder.. Welcome you.

Shot of historical site

**3D:** Selected from above animation

**Video:** Shot of Local community.

Shot of waterfall at the valley.

**GFX:** Dead Sea Development Zone LOGO Formation.

## **Appendix**

DVD Movie on “ Dead Sea : A Natural Icon and A Living Destination”

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