



Master Plan

Tourism Development In Jaffa

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MASTER PLAN
FOR
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Abstract

The master plan for tourism development in Yafo defines and depicts a complete tourism complex, in accordance with the principles of the National Master Plan for Tourism and Recreation (N.M.P 12).

The plan highlights the enormous tourism potential of Yafo – an ancient port city characterized by human and architectural wealth, adjacent to Tel Aviv and replete with a variety of tourist attractions. The wide gap between the current level of development and the possibilities inherent in Yafo only underlines this enormous potential. It is only apt that tourist development will be integrated into the momentum of development that Yafo is currently experiencing.

This study represents one component of the development and rehabilitation scheme for Yafo – a process which has been carried out for the past few years by the Yafo Planning Team in the Municipality of Tel Aviv, in cooperation with the Israel Lands Authority. The integration of tourism as an integral part of the comprehensive rehabilitation process will indubitably contribute to its success.

The overall aim of the study is to illuminate the tourism element and to accord it the importance it deserves, especially from a long term perspective, so that this issue will not be lost in the fervor of accelerated development and activity. This is especially the case in light of the relative preference, from an economic point of view, of residential real estate uses which may well take the place of tourism. The major function of this plan is to preserve and strengthen tourist land uses - different types of tourist accommodations, attractions, open spaces, and beaches - and to integrate them into comprehensive urban development. The basic assumption is that the advancement of tourism will aid in urban development and promote employment, commerce and urban standard of living.

This assumption is a component in a conception, which was first developed in the 1980s, which views tourism as an impetus to urban renewal in cities undergoing decline and deterioration processes. Rehabilitation of historic quarters, revitalization of ancient ports, conversion of impressive historic structures to hotels and tourism centers, rehabilitation and development of dynamic markets, preservation of structures and rehabilitation of facades - these are not only vital elements for tourist development but also serve as an important base for urban restoration processes. There is no conflict between urban development and tourism; both foundations complement and nourish one another. Yafo fulfills these conditions and presents a unique opportunity for comprehensive planning in which tourism plays a significant role.