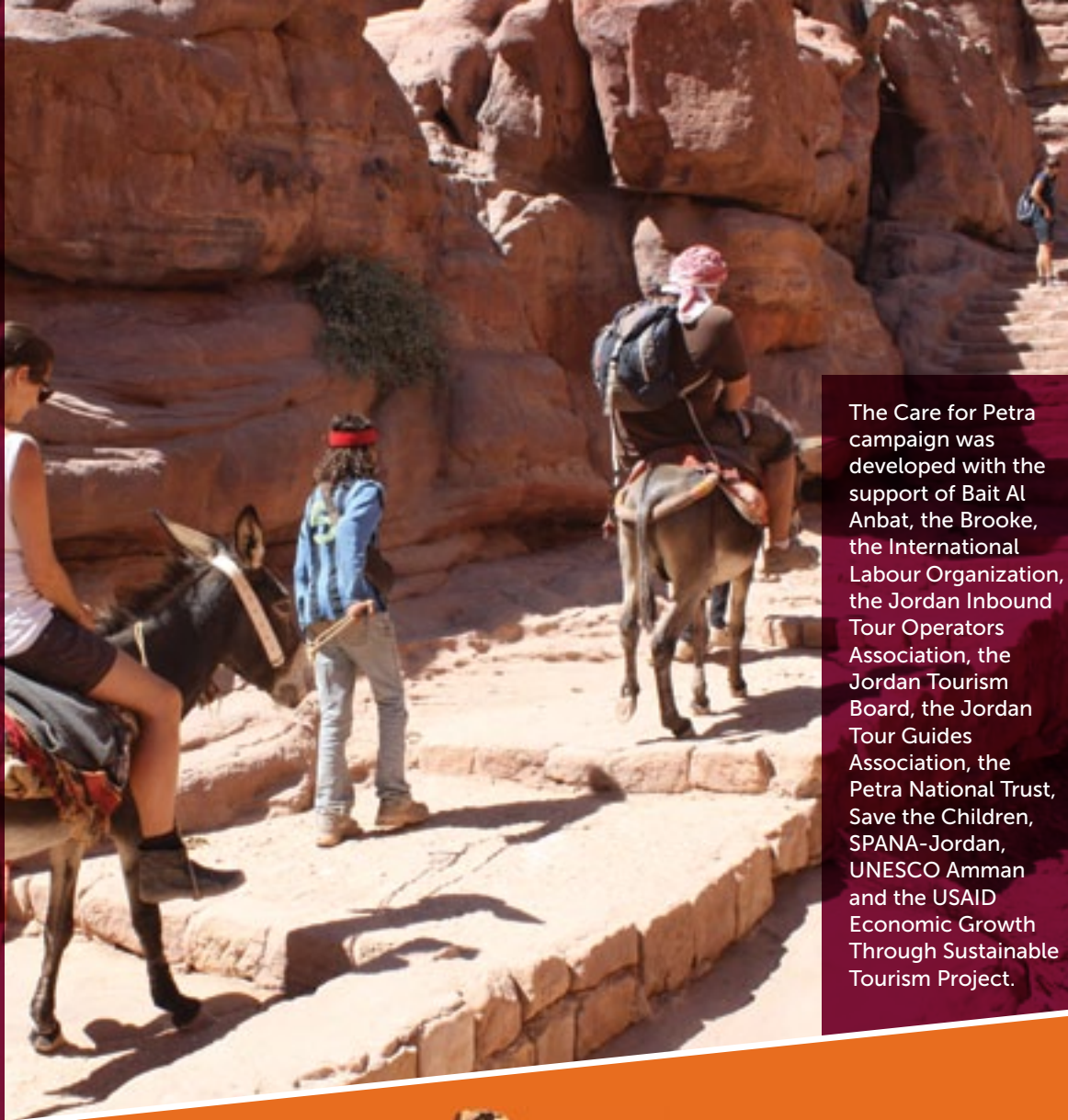


WHY CARE FOR PETRA?

Petra is a unique historic treasure that is an important part of Jordan's history and has been designated a UNESCO World Heritage Site since 1985. This beautiful ancient city was carved into the rock by our ancestors more than 2,000 years ago and the fact that it still stands today is testament to the effort and skill of those who built it.

Tens of thousands of people from all around the world come to visit Petra each year to see this magnificent site. Unfortunately this brings with it certain challenges, which you as a visitor can help mitigate.

Protecting this treasure, the communities that gain a living from it and the animals which live here is a collective and continuous effort, and you can be part of that!



The Care for Petra campaign was developed with the support of Bait Al Anbat, the Brooke, the International Labour Organization, the Jordan Inbound Tour Operators Association, the Jordan Tourism Board, the Jordan Tour Guides Association, the Petra National Trust, Save the Children, SPANA-Jordan, UNESCO Amman and the USAID Economic Growth Through Sustainable Tourism Project.

CARE FOR PETRA



CHILDREN, ANIMALS, HERITAGE



MAKE THE RIGHT CHOICES

Photograph © USAID EGTST



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CARE FOR PETRA



CHILDREN, ANIMALS, HERITAGE

THINK BEFORE YOU ACT BUY OR RIDE

Help protect Petra's heritage, stop child labor and ensure animal welfare

Cover photograph © UNESCO / Giuseppe Delmonaco

THINK BEFORE YOU ACT

Petra is carved from the area's sandstone rock, which is extremely fragile.

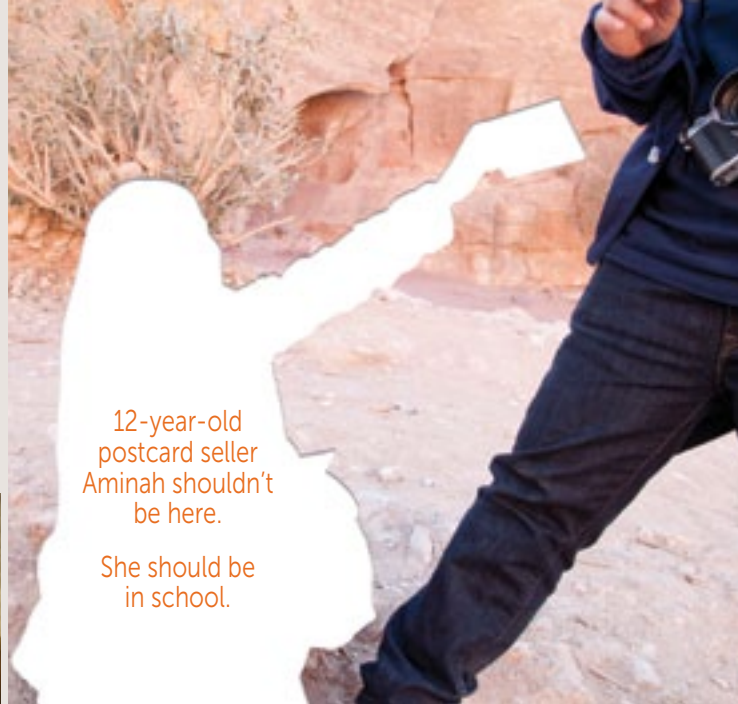
DO NOT TOUCH OR STAND ON THE MONUMENTS.

Rocks, pottery shards or broken pieces of monuments are part of Petra's treasures.

BUYING THEM ENCOURAGES BEHAVIOR THAT IS DAMAGING THE SITE.



None of Petra's ancient pieces should be sold or taken from the monument.



12-year-old postcard seller Aminah shouldn't be here.

She should be in school.

Photograph © International Labour Organization / Jared J. Kohler

THINK BEFORE YOU BUY

Children who work in Petra are exposed to risks to their physical, mental and emotional health and are deprived of their right to education that is guaranteed by Jordanian law.

BUYING THINGS FROM CHILDREN – OR GIVING THEM MONEY – KEEPS THEM OUT OF SCHOOL, WHERE THEY BELONG.

Giving money to animal handlers to take better care of their animals is not guaranteed to improve their welfare.

THINK BEFORE YOU RIDE

Animals may look strong but have limits just like us.

BEFORE YOU RIDE, CONSIDER WHETHER THE ANIMAL CAN COMFORTABLY TAKE YOUR WEIGHT AND PLEASE DON'T RIDE ANIMALS THAT ARE BEING BEATEN OR HANDLED ROUGHLY.

While walking up the stairs to the monastery is a pleasant experience, riding an animal damages the fragile carved Nabataean sandstone and harms the animals.



John should've thought about his size and the animal's welfare before taking a ride.

Photograph © The Brooke / Martin Osborne

MAKE THE RIGHT CHOICES

Take as many pictures as you like, but leave the monuments behind for future visitors.

MAKE THE RIGHT CHOICES

Instead of giving money, help children, animals and their communities by only buying from local licensed shops.

MAKE THE RIGHT CHOICES

Thank you for walking whenever you can.

Please help to protect Petra's heritage, stop child labor and ensure animal welfare.