

Sig.
Ghaleb Barakat
Addetto Turistico della
Reale Ambasciata della Giordania
R O M A

Caro Signor Barakat,

La ringrazio e Le porgo cordiali saluti.

ROYAL JORDAN EMBASSY
ROME



سفارة المملكة الأردنية الهاشمية
روما

TOURIST OFFICE
Via Toscana 10/3

Ref. 3110/423

8 SEP 1960

Prof. Gaetano Falzone,
Director,
Vie Mediterranee,
Via Mario Rapisardi, 16
PALERMO.

Dear Prof. Falzone,

With reference to my letter no. 3/10/414 dated 23.8.1960, kindly cite the address of the following department as your correspondent in Amman:

Information Department - National Guidance,
P. O. Box 932 - Amman,
H. K. of Jordan.

Please note further that most of the news items with which you will be supplied originate actually from the bulletins of the Information Department.

I take this opportunity to extend my best regards.

Yours faithfully,

S Z Barakat

Tourist Attaché

cc Director of Tourism
Amman.

With reference to your letter
SA/21/644 dated 27.8.1960.

ADDETTO PER IL TURISMO
REALE LEGAZIONE DI GIORDANIA
~~XXXXXXXXXXXX~~ ROMA
Via Toscana 10/3



REF.: 3/10/414
DATE: 23.8.1960

Ill. Prof/ G. Falzone,
Vie Mediterranee,
Via M. Rapisardi, 16
PALERMO.

Dear Prof. Falzone,

With reference to your letter dated 21.8.1960 kindly note that I have referred your request to the concerned authorities in Jordan and will inform you as soon as I receive the reply.

I tke this opportunity to extend my best wishes.

Yours faithfully,

Tourist Attaché

9 settembre 1960

Sig.
Ghaleb Barakat
Addetto Turistico della
Reale Ambasciata della Giordania
R O M A

Caro Signor Barakat,

rientrando oggi dalle vacanze nelle Isole Canarie desidero far pervenire a Lei, come espressione del mio immediato sentimento personale, le condoglienze di questa Rivista per la tragica morte del Sig. Asem Taij, vittima della selvaggia aggressione che è costata anche la vita a S.E. il Primo Ministro di Giordania .

La prego trasmettere alla Amministrazione Centrale del Turismo in Amman questi sentimenti, mentre sul prossimo numero della Rivista , se Lei lo riterrà opportuno potremmo pubblicare la fotografia dello Scomparso.

Con affettuosi sentimenti.

Prof. Gaetano Falzone



ROYAL JORDAN EMBASSY
ROME



سفارة المملكة الأردنية الهاشمية
روما

UFFICIO TURISTICO.

N.3/10/409

Roma, li 23 Agosto 1960

Egr.Dott.Anselmo Calaciura
Segretario di Redazione
"Vie Mediterranee"
Via Veneto, 14
Palermo.

Con riferimento alla lettera del Dott. Gaetano Falzone in data 18.8.1960 riguardante la nostra pubblicazione sulla Vostra Rivista, Le invio le fotografie qui allegate e le sarei grato se volesse prepararmi il disegno del Duomo da pubblicare nelle dimensioni volute ispirandosi sia alla fotografia contrassegnata col N°1 oppure facendo una combinazione delle fotografie N°2 e 3. All'occorrenza potrebbe anche riferirsi alla foto N°4.

La prego pertanto di farmi avere uno schizzo del disegno progettato.

In quanto al materiale redazionale, La informo che esso Le sarà spedito entro la settimana prossima facendole presente che per questa volta soltanto sarà in inglese e italiano.

Con i più distinti saluti.

Ghaleb Z. Barakat
Addetto al Turismo.

Palermo, 18 agosto 1960

Al Sig. Ghaleb Barakat
Addetto Turistico di Giordania
Via Toscana, 10
R O M A

Caro Signor Barakat,

ho ricevuto la Sua lettera del 16 u.s e mi congratulo per la determinazione del Suo Ufficio che porrà, sulla mia Rivista, la Giordania in una posizione molto interessante.

Sta bene il titolo permanente "GIORDANIA TERRA SANTA NOTIZIE", ma desidero sapere se mi manderà Lei il disegno del Duomo. Tenga presente che il disegno non può, per dimensioni, essere diverso da quelli degli altri Paesi. Affinché il contratto possa diventare operante La prego spedire nel più breve tempo possibile il materiale redazionale al mio Segretario di Redazione Dott. Anselmo Calaciura, Via Veneto, 14, Palermo.

Io sto infatti partendo per le Isole Canarie dove soggiornerò tre settimane e desidero trovare tutto pronto.

La prego spedire, finché possibile, notizie in lingua italiana. Molto gradite saranno anche le fotografie di avvenimenti.

Coi più cordiali e augurali saluti.

GAETANO FALZONE



ROYAL JORDAN EMBASSY
ROME

UFFICIO TURISTICO
Via Toscana, 10/3

سفارة المملكة الأردنية الهاشمية
روما

Ref: 3/10/392
Date : 16.8.1960

The Director,
Vie Mediterranee,
Via Mario Rapisardi, 16
PALERMO.

Sir,

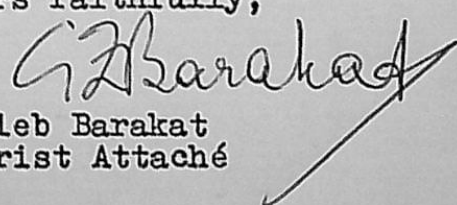
With reference to your letter dated 28.3.1960, I am glad to inform you that the Director of Tourism has approved on inserting a special page for Jordan in your Review. The approval is valid for 6 pages in 6 consecutive issues starting from your next issue, and we agree that the charges will be Lire 180.000.-

Please note that the page is to be entitled " GIBERDANIA - La Terra Santa Notizie ", and I suggest that the small cliché which will accompany the title be a small design of the Dome of the Rock and the Church of the Holy Sepuchre. The news to be published in the page will be supplied regularly by this Office.

Kindly inform me about the date of your next issue, and when you would like to have the material sent; and I would be grateful to receive at least 6 copies of each issue.

Thanking you for your collaboration.

Yours faithfully,


Ghaleb Barakat
Tourist Attaché

cc Director of Tourism,
Amman.

28th March 1960

Legation of Jordanie
Via Po 25 b
R O M A

with regard to the conversation that our Manager had with Mr. Barakat , we inform you that we should be very glad to insert in our Review a permanent page of " Giordania Notizie " as we do with almost all the other Mediterranean Countries .

The contribution for 6 pages , with the charges for the pictures , should be 180.000 lire .

It could appear a page on each of the 6 numbers that our Review publishes yearly .

Waiting for your decision and wishing to begin soon the work , we remain

yours sincerely

(The Management)

VIA PO 25/B
TEL. 847.176



N^o 3/3/274 الرقم
DATE 26.6.1958 التاريخ

Ill. Prof. G. Falzone,
Director,
"Vie Mediterranee",
Via M. Rapisardi, 16
PALERMO.

[Handwritten signature]
27-6
[Handwritten initials]

Dear Prof. Falzone,

I wish to refer to my letter
no. 3/3/206 dated 13 May, 1958; and
am glad to inform you that Mr. Asem
Taji, the Director of Jordan Tourist
Department has accepted with pleasure
to be a member of the International
Committee of the "Vie Mediterranee".

I take this opportunity to express
my highest consideration.

Yours faithfully,

[Handwritten signature: Ghaleb Barakat]

Ghaleb Barakat
Tourist Attaché

VIA PO 25/B
TEL. 847.176



Nº. 3/3/317 الرقم
DATE 1.7.1958 التاريخ

Ill. Prof. Gaetano Falzone,
Direttore,
" Vie Mediterranee '
Via Mario Rapisardi, 16
PALERMO.

Dear Prof. Falzone,

I acknowledge with thanks receipt of your letter dated 27.6.1958; and note with pleasure the formation of the Permanent Secretariat General of Mediterranean Tourism. I am sure that Mediterranean tourism will encounter success through your efforts, and will be glad to collaborate with you always.

I take this opportunity to express my highest consideration.

Yours faithfully,

Ghaleb Barakat
Tourist Attaché

VIA PO 25/B
TEL. 847.176



Nº. 3/3/205 الرقم
DATE 13 May, 1958 التاريخ

Egr. Prof. G. Falzone,
PALERMO.

I acknowledge with thanks your
letter dated dated 14th April, and wish to inform
you that I have written to Mr. Taji regarding
the possibility of having him member of the
Inter. Committee of "Vie Mediterannee".

Best regards and wishes.

Ghaleb Barakat

VIA PO 25/B
TEL. 847.176



Nº. 3/2/179 الرقم
DATE 10/4/1958 التاريخ

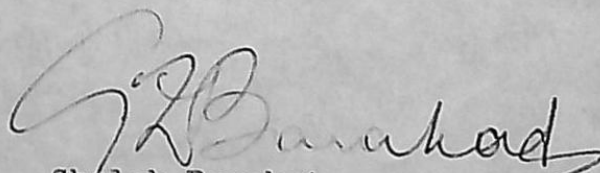
Eg. Prof. Gaetano Falzone
Direttore "Vie Méditerranée"
Via Mario Rapisardi, 16
Palermo.

A seguito della nostra conversazione al Grand Hôtel,
ho il piacere di informarLa che il nuovo direttore del Tu-
rismo Giordano è il Signore Asem Taji, all'indirizzo seguente:
Tourist Department, Amman, Jordan.

A proposito di istituire una pagina permanente per
la Giordania nella Sua rivista, mi pregio informarLa che
considereremo le sue proposte in^{un} prossimo futuro.

Spero inoltre, che sarà possibile per noi di par-
tecipare al Congresso Internazionale del Turismo Mediterra-
neo.

Colgo l'occasione per presentarLe i miei distinti
saluti.


Ghaleb Barakat
Addetto Turistico

16/4
Viale Emanuele Taji
ed occupare il posto di Taji

ADDETTO TURISTICO
LEGAZIONE DI GIORDANIA
ROMA

Rome, February 6th. 1958.

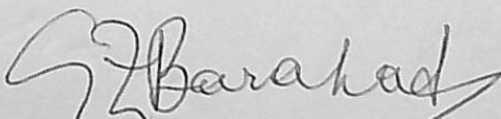
Nº.3/2/38

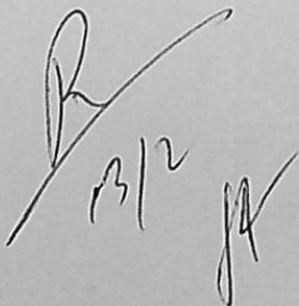
Egr. Professore
Gaetano Falsone
Direttore Vie Méditerranée
Via Mario Rapisandi, 16
Palermo.

Dear Sir,

I acknowledge with thanks receipt
of your letter dated January 10th. 1958, and
wish to thank you for your cooperation.

Yours faithfully,


Ghaleb Barakat
Tourist Attaché


R
13/2
JA

TOURIST DEPARTMENT

(MINISTRY OF ECONOMY)
FOREIGN AFFAIRS
JERUSALEM - Tel. No. 344



The Hashemite Kingdom
of the Jordan

Ref. 12/A-522

Date: 18/1/58

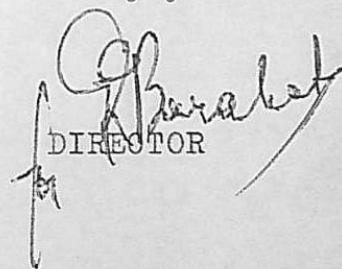
Mr. Gaetano Falzone
Vie Mediterranée
Via Mario - Rapisardi 16
Palermo - Italia

Dear Sir,

Receipt of your letter of the 17.9.57
is hereby acknowledged. Its contents are
under study and should the final decision be
a positive one, I shall notify you instantly.

With best personal wishes.

Sincerely yours


DIRECTOR

HS/ES.

30 G

Mr. Director of Tourist Department
J E R U S A L E M

Dear Sir,

Referring your letter of the 18 instant (Ref. 12/A-522), I am very obliged to you for your kindly communication and I hope to receive as soon as possible a favourable final decision.

I am glad to take this occasion to send you one of my article recently published on the newspaper "Italia Turistica", that, I believe, should be of interest for the Kingdom of Jordan too.

With my best cordiality

Your very truly

(Gaetano Falzone)



ADDETTO TURISTICO
LEGAZIONE DI GIORDANIA
ROMA

Ref: 3/2/388

26th November, 1957

Egr. Prof. Gaetano Falzone,
Direttore,
Vie Mediterranee,
Via Mario Rapisardi, 16
PALERMO.

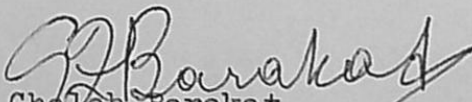
Dear Prof. Falzone,

I regret for not having written to you for so long a period because I was not in Rome. Your letters addressed to Mr. Sabi' have been sent to Jerusalem, and I shall let you know of whatsoever Mr. Sabi instructs me.

I do thank you for having published the answers of Mr. Sabi on your questionnaire, and note that the contents were cited by Mondar; however, I shall be grateful if you would send me two or three copies of the extracts of the answers, because I have not had the chance to see the text.

Thanking you in anticipation, I remain,

Yours truly,


Ghaleb Barakat
Tourist Attaché

*Enviato 5 copie
28/11/57*

20 Novembre 1957.

Sig. Ahmed N. Sabi
Directeur General du Tourisme du
Royaume de Jourdanie
AMMAN

Un Comité Consultatif Méditerranéen dans lequel chaque Pays Méditerranéen sera représenté par une haute personnalité de son Tourisme, s'est révélé nécessaire, vu le caractère international de la Revue.

Puisque ce même Comité se mettra à la tâche en 1958, je vous invite à vouloir accepter d'en faire partie comme représentant de la Jourdanie. Le Comité devra conseiller la Direction dans le développement des divers points du Programme de la Revue, qu'ont été formulés au début, mais qui sont naturellement susceptibles de modifications dans le futur sur la base des nouvelles expériences qui pourraient se présenter et des conseils du Comité même. Les membres du Comité auront en outre le droit de faire connaître leurs suggestions en ce qui concerne l'action de "Vie Méditerranée" dans le pays, qu'ils représentent, dans le but d'en faciliter une plus parfaite connaissance touristique à l'Etranger.

Je serai très flatté de recevoir votre adhésion et, vous remerciant dès à présent pour l'honneur que vous voudrez bien, je l'espère, accorder à "Vie Méditerranée", je vous prie d'agréer l'expression dévouée de mes sentiments distingués.

GAETANO FALZONE



57° Anno.

N.

L'ECO DELLA STAMPA

(L'Argo della Stampa: 1912 - L'Informatore della Stampa: 1947)

UFFICIO DI RITAGLI DA GIORNALI E RIVISTE
FONDATA NEL 1901 - C. C. I. MILANO N. 77394**Direttore: UMBERTO FRUGIUELE****Condirettore: IGNAZIO FRUGIUELE**

VIA GIUSEPPE COMPAGNONI, 28

MILANO

Telefono 723.333

Corrispondenza: Casella Postale 3549 - Telegr.: Ecostampa

LEGGASI A TERGO

LEGGASI A TERGO

MONDAR - Roma

24 SET. 1957

Il capo del turismo di Giordania preannuncia importanti iniziative.

Palermo, 24 (Mondar) - In una ampissima dichiarazione fatta alla rivista "Vic Mediterranee", la bella pubblicazione dedicata all'incremento delle relazioni culturali, turistiche ed economiche fra tutti i paesi del bacino mediterraneo, il direttore generale del turismo del regno di Giordania Ahmed Sabi ha sostenuto la necessità di una sempre più stretta cooperazione fra tutte le nazioni del mediterraneo nel vasto settore delle attività turistiche. "Il nostro governo - prosegue il dirigente giordanico - ha rilevato con interesse le varie iniziative promosse in Italia a tale scopo e ha dato istruzioni alla propria Missione diplomatica a Roma di collaborare in pieno." Per quanto riguarda la Giordania, il direttore generale Ahmed Sabi rileva che il movimento turistico nel suo paese non è progredito come si attendeva a causa dell'instabilità politica che domina il Vicino Oriente. "Il governo è tuttavia in programma - egli ha aggiunto - di effettuare i seguenti progetti durante il 1958: una larga ed efficace campagna propagandistica nel continente europeo e in America per attrarre turisti verso la Terra Santa; preparazione di un nuovo Centro d'Informazione e di esposizione a Gerusalemme; preparazione di materiale di vario tipo illustrante le grandi possibilità offerte dalla Giordania ai turisti stranieri; concessione di prestiti ai proprietari di grandi alberghi sia per il miglioramento delle loro attrezzature che per la costruzione di nuovi alberghi, creazione di un ufficio turistico a New York; miglioramento delle strade di accesso a centri di interesse turistico e aumento delle spese di manutenzione delle località di interesse storico e religioso. (Mondar)

17.9.1957.

Sig. Ghaleb Barakat

Addetto Turistico della Legazione di Giordania

R O M A

Care signor Barakat,

mi riferisce al nostro breve incontro alla Fiera del Levante per comunicarle che sarei molto lieto di potere presto aprire la rubrica "Giordania notizie".

Unisce una lettera per il signor Ahmed Sabi' al quale verrà cortesemente farla pervenire, insieme ai miei personali omaggi.

Io partirò fra pochi giorni per la Spagna e il Portogallo, ma, prima della mia partenza, Le farò avere gli estratti della pagina dedicata sull'ultimo numero al Sig. Sabi.

Con molta cordialità

Gaetano Falzone



17.9.1957.

Dear Mr. Sabi',

I am very much obliged for your efficient and interesting response to my questionnaire and I wish to assure you that I have given it the display it deserves in the tenth issue of the Review "Vie Mediterranee". As I have admired your Administration's programme for the expansion of tourism in Jordan, I wish to submit you the following offer.

Wouldn't you be prepared to secure, as other countries do, a permanent whole page in every issue of my Review to tourism in Jordan, which, similar to the others, could be headlined "Giordania Notizie" ?

As the Review appears six times a year the total expense would amount to Lire 200.000 per year which would include the cost of the photoengraving and of translations, if any. Besides, we would give every consideration to the publication free of charge of any article with higher literary topics fitting into the main body of the Review. Such contribution have proved a very efficient means of propaganda.

Otherwise, if you prefer to display Jordan's touristic features through usual advertising, I wish to give you our terms below.

a) for a page in white and black, per number Lire 50.000.

b) for a page in two colours (of your choice) Lire 60.000.

c) for an inlay page of thin cardboard

per number Lire 90.000

The Editors of "Vie Mediterranee" will put at the disposal of advertisers up to ten copies of the Review and will mail them off to given addresses.

With my best hopes for a promising cooperation may I extend to you, dear Mr. Sabi, my very best greetings and wishes for the progress of tourism in your country

Yours sincerely,

Gaetano Falzone



GB/WP

OFFICE OF THE
TOURIST ATTACHÉ
LEGATION OF JORDAN

R O M E

VIA PO. 25 B - TEL. 847.178

Ref: 3/2/245
Date: 20.8.57

مكتب

الملحق السياحي

مفوضية المملكة الاردنية الهاشمية

روما

شارع بو، ٢٥ ب - الهاتف ٨٤٧١٧٦

الرقم

التاريخ

Dott. Gaetano Falzone
Director,
"Vie Méditerranée"
Palermo.

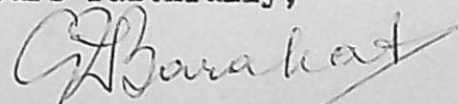
Dear Dott. Falzone,

With reference to your letter dated 24th. July 1957, I enclose herewith the answers of the Director of Jordan Tourist Department on your enquiry, together with a short biographical note and a photograph of Mr. Sabi'.

I shall be grateful if you would kindly supply me with 3 copies of the issue where the answers will be published.

With best wishes and regards,

Yours faithfully,



Ghaleb Barakat
Tourist Attaché.

Encl. 3.-

Cooperation in the field of tourism between the Mediterranean countries is not only desirable, but a necessity. It is believed that such cooperation would enhance understanding between the countries of this area, and eventually would lead to an increase in the revenue of the respective countries. This Department has noted with interest the various efforts which were started in Italy to promote this cooperation, and did instruct its representative in Rome to collaborate fully. It should be noted with regret, however, that no effective cooperation has been attained up till now.

- A. In my opinion a better cooperation should be realized on two bases :
- 1) Encouraging tourist exchange between the various countries by encouraging tours, and promoting the various countries of the area through the official and commercial tourist organizations.
 - 2) Selling the Mediterranean basin to foreign tourists in a package tour. This could be realized through the cooperation of all travel agencies.
- B. Propaganda on a regional basis would be fruitful provided the proposed Mediterranean Committee, with the cooperation of the renowned travel and maritime agencies in the region, would follow the same principles of the European Travel Commission in setting up promotional propaganda, which would include inter-regional tours between the various countries. It is also suggested that propaganda material, by the member countries, be distributed without any hindrance through the respective official tourist organizations.
- C. Differences in currency regulations and frontier formalities of the Mediterranean countries, in many instances, are a standing block in the way of expanding tourism. A special committee should be formed to study these differences and try to prescribe a unified policy that would eliminate these difficulties; and at the same time the members of the organization will take it upon themselves to convince their governments for the adoption of same.

Jordan Tourist Department realizes that the tourist trade in the country has not been promoted as expected due to the political instability which took place in the Middle East. The Department is planning to effect the following projects during 1958 :-

A wide promotional campaign on the Continent and the Americas to attract tourists to the Holy Land.

Preparation of tourist promotional material of different types to enlighten foreigners of the great possibilities that this kingdom offers the tourist.

Establishment of a new information centre and an exhibition premises in Jerusalem.

Granting loans to hotel owners for improvement and establishing hotels.

Improving the roads leading to the places of interest, and improving the maintenance of the historical and religious sites.

6) Establishment of a new tourist office in New York.

These plans take into consideration the touristic possibilities of the country, and the immense potentialities that Jordan can offer. It is to be noted, however, that the Hashemite Kingdom of Jordan houses among other things Christianity's most revered shrines, the Church of the Holy Sepulchre and Nativity, in addition monuments and leisure spots which render it ideal for the visitor. All types of tourists can satisfy their wishes while in Jordan.

I take this opportunity to congratulate the "Vie Méditerranée" magazine on having organized this enquiry, and do hope that Mediterranean tourism would realize the positive steps which are very important for the whole region.

Ghaleb Barakat,
Tourist Department,
Jerusalem, JORDAN.

1st August, 1957.

Ill. Dott. Gaetano Falzone,
Via Mario Rapisardi, 16
Palermo, ITALY:

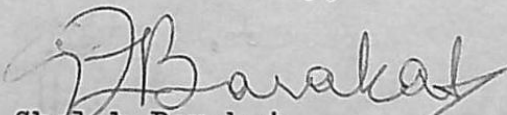
Dear Dott. Falzone:

I acknowledge with thanks the receipt of your letter dated 24th July, 1957 together with its enclosures. I hope to be back in Rome during the first week of August and will supply you with the answers of the Director of the Tourist Department.

Thank you very much for your cooperation, and I shall not fail to let you know of any Jordanian personalities who would visit Italy.

With my best wishes and regards.

Yours faithfully,


Ghaleb Barakat

BY AIR MAIL

بالبريد الجوي

AIR LETTER

خطاب جوى

IF ANYTHING IS ENCLOSED
THIS LETTER WILL BE SENT
BY ORDINARY MAIL.

اذا وضع أي شيء
بدخله فسوف يرسل
بخطاب بالبريد العادي



المملكة الاردنية الهاشمية

THE HASHEMITE KINGDOM OF JORDAN

Ill.mo Dott. Gaetano Falzone,

Rivista "VIE MEDITERRANEE",

Via Mario Rapisardi, 16

Palermo, ITALY.

First fold here يفتى هنا أولا

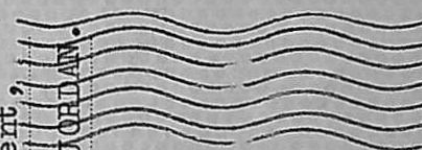
Second fold here يفتى هنا ثانيا

اسم المرسل وعنوانه:-

Ghaleb Barakat

Tourist Department,

Jerusalem, JORDAN.



To open cut here
افتح هنا عند الخط