

## The Role of Erbil Citadel Precinct in Developing the City Tourism Sector

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### Abstract



Erbil Citadel is one of the most important monuments in the City. The Citadel has a significant role in the world as one of the oldest preserved city according to the UNESCO. Although the citadel can attract people and work as a tourism pole, it suffers from many functional, transformational and accessibility problems. Those difficulties characterized by the weak connectivity between the citadel and the old fabric which is the Citadel precinct. Also, there is a vital rapture in the visual consistency between the citadel and its precinct. The research aims to identify the deficiencies in the citadel urban precinct. As well as to make a comprehensive way to encourage the associations of tourists and locals in the citadel urban space through adopting creativity as a development strategy. Also, to clarify methods for revitalizing the developed urban fabric and transform the negative activities in the citadel precinct to encourage foreign investment, especially in the tourism sector. The research adopted bifold methodology. First, there is a land use classification by using direct survey and analysing through GIS mapping. In the second stage the problem identified in the area, adjusted and modified according to the local environment and international code.

**Keywords:** Development, Erbil Citadel Precinct, Land use, Tourism, Urban Space.

### 1- Introduction

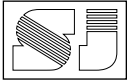
Erbil is one of the prominent city in Iraq; it's the capital of the Kurdistan region, has a rich historical record. Erbil city is one of the oldest settlements in the world as it still has a fabulous urban life and development. However, the name of the town recorded in many historical tablets; it is the only Assyrian city that kept its name and kept the urban life until present. The city mentioned in Sumerian King (Shonki 2000 BC), it is mentioned as Urbilum. Also, it is mentioned as

Urbela when it was a part of the third Ur Empire dynasty. Also, it is mentioned in the cuneiform tablets under the name Arba Ela, as well as in the Persian records under the name Erbela. (المصافي، 2012، صفة 11)

### 2- The historical development of the citadel and the city

The citadel is the essential elements in the city; the citadel has kept its form and function till the recent days. It is believed that that the city had been built on an artificial hill and it had been built prominently for defensive issues; it worked as a defensive castle (باتر وسفر، 1966، صفة 4). Yakut al Hamaui (died 1228 AC) described the city as the castle and big city in behemoth space. It is almost similar to Halab castle with deep canyon encloses it. It is a perfect city with a high defensive wall, housing for residents, Mosque, school (the citadel school) (حسين م.، 1976، صفة 53). The Archaeologists believes that the city is the remains of an Assyrian town which known as Ara Elo, Probably the citadel was all city before becoming a part of the city and located in a peripheral area. According to the archaeological studies, the city has gone through three steps. First, the citadel was all the city. Second, the citadel was the most significant part of the city. Third, the citadel is just a small part in the city (العديدي، 2014، صفة 95).

Accordingly, the citadel is the most important part in the city; it is believed that the citadel had the priority to keep the location of the city. Otherwise, it had been moved to some other places as there are no constraints on moving the city to some another part in case of ignoring the citadel. It is clear that there are no geographical constraints on moving the city. there is no mountains or river working as a local constraint in moving the city. Consequently, the strong relationship created between the city and the citadel which kept the location of the city in that part and worked as a semiotic factor to define the



boundaries of the city. In the present day, the citadel is located in the city centre and composed of three residential parts part, Al Sarai situated on the east, Al TopKhana in the south-east and AL Takyya in the north-west. Most of the citadel composed of bad conditioned and deteriorated houses. It is worth to mention that most of those homes constructed and built at the end of 19th and the beginning of the 20th century (الحيدي، 2014، صفحة 97).

### **3- The partial development of land Use in Erbil City boundary (the effect of the citadel on the cities' land use)**

According to the previous statements, it is clear that the citadel was a complete city with all its important function and infrastructure, references confirmed the existing of Market (Souq), Housing, Great Mosque and School. In addition to the previous functions, it is mentioned in the Atabeki age that, "the citadel contained the main government offices, the administration offices and the prison which was in the south part of the city" (الحيدي، 2014، صفحة 110). However, because of the historical development, many functions had been created in the city to comply with the technical development and the new demand of new age. The previous demands led to public and private innovations in the city, for example, the old transportation facilities which characterized by its slow-motion effect led to concentrate people in a small area instead of large area. However, the development of those facilities affected the social and economic activities with it.

In 1940, Ain Kawa gate created in the northern part, as well as a street created to in the mid of the citadel, connecting the opposed parts from one side and easing the accessibility of the different parts of the city. The previous changes led to the change of the land use within the citadel especially those part which located within the main street; many residential plots had been converted to commercial use to comply with the new functions (الحيدي، 2014، صفحة 102). From the previous statement, it is clear that new functions introduced to the city according to the new economic and social demands, it is worth to know that the people of the citadel were concerned with the new development and activities. Studies in 1847 suggested that the citadel population were 4500- 6000, "the city was the citadel itself" (Marouf, 1980, p. 29).

In the second term of the 19th century, a huge development occurred in the different parts of the city, that period was the beginning of the

industrial age and new commercial establishment. The new development demanded to exploit new areas for the infrastructure not just for the citadel residents, rather for the people in the suburb and rural area around the city. At the same time, there was a normal increment in the population number as well as huge immigration to the city in the city that led to creating new services outside the citadel wall (الحيدي، 2014، صفحة 108). Almost half of Erbil city residents lived in the citadel at 1916. The continuous expansion of the city caused the citadel to be a small part with Erbil urban fabric. "As well as the continuous expansion led to creating new residential sectors, those new sectors started to develop and go beyond the citadel wall gradually" (الحيدي، 2014، صفحة 112).

### **4- Factors that caused the expansion of the city outside the citadel wall**

We could summarize those factors as listed below:

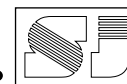
- 1- The inability of the citadel to cope with the normal increment of the population and the new urban land use, those factors had forced the population to invest the hilly area located in the citadel south-east and west.
- 2- The deteriorated building and infrastructure in the citadel with an existed maintenance for those building forced the residents to leave the citadel and live in the neighbouring area.
- 3- Disappear of the security factors that forced the people to live inside the citadel wall which led to people residing in the hilly area beside the citadel.
- 4- The economic, social and cultural changes of the people that led to change in the urbanization concept, especially in the residential sectors.

From the previous point, we conclude that the augmented expansion of the city in central form, creating streets and road concentrating on the citadel (Harold, 1972, p. 136). Therefore "the city kept its circular form which is related to the citadel augmented growth cities in the form of concentrated forms" (حسين ع.، 1977، صفحة 165).

### **5- The effect of the citadel on Erbil city land use**

#### **5-1- Residential Land use**

The old Erbil city centre is composed of 65 hectares; the citadel located in the centre of this part which is almost 11 hectares. This area is famous for economic activities like old Suq and



supermarket in addition to the public and healthcare buildings, in addition to that there is some residential area (البيدري، 2014، صفحة 119). The residential area in the old city characterized by the high density and its traditional housing building with one floor. The area between the citadel and first circular road (Soran) around the citadel characterized by its high density with the very less open area and high prices. The area between the second circular road and 60 meter (Shastti) characterized by mid and high range density. The area outside the 60 m road is characterized by the new residential sectors which prove that the effect has less effect on those parts because of the distance (البيدري، 2014، الصفحات 119-121).

### 5-2- Commercial Use

It is worth to mention that most of the commercial activities moved to the outside of the citadel as a result of citadel growth and located in the south part of the city in Khanqah and Arab district. Those parts included most of the commercial activities in addition to the physician's clinics, pharmacies. (البيدري، 2014، صفحة 122). Accordingly, the commercial land use in the city could be classified as below:

- The central commercial area
- The secondary commercial area
- The main street commercial district
- The local road commercial street.
- Accumulated commercial stores (Proud foot, 1937, p. 427).

### 5-3- Industrial Land Use

The industrial land use is one of the prominent urban use and plays the main role in creating the urban centre's economic foundation. Those activities have a direct effect on people moving within the urban boundary. Most of the industrial activities within Erbil city boundary are light industry and played a role in helping some other industrial and commercial activities. Factors like closeness to the market, housing and transportation with the availability of workforce had played the main role in accumulating most of the industrial activities in the central area of the city centre. Because of the previous factors, most of the area around the citadel started to change its function from residential sector to industrial, and that is the main reason we could see the intersection between the activates all around the citadel (البيدري، 2014، الصفحات 124-127).

### 5-4- Entertainment Land Use

Most of the entertainment activities represented by cafes and traditional restaurants located in the city centre from the northern and southern part, there were almost a few places for entertainments, and the reason of that go back to society and religious issues.

### 5-5- Transportation Land Use

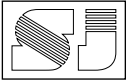
The effect of the citadel is direct in the area beside its peripheral area. Especially in the area constrained between the citadel and the first circular road (Soran). The previous area classified by the high density and the less open area. The density is becoming less as much as the distance increase outward the citadel. The high density and the circular form indicate the relationship between those activities and the citadel while as it is the centre of the main activities, while the other circular roads don't depend on the citadel, rather it depends on the first and second circular roads (البيدري، 2014، الصفحات 127-129).

## 6- Erbil Citadel's Urban Development Studies & Projects

### 6-1- Iraqi Consultant Bureau (1968)

According to this study which had been done by the architects, Rifaat Alajaderch, Fuad Uthman and Maath Al Alousi, the touristic magnificence of the citadel could be kept through keeping its form and avoiding the demolishing of some part looking for archaeological benefits and artefacts. The study suggested guideline and strategies develop the citadel through:

- Remove the road in the citadel's peripheral area and concentrate on accessibility.
- Creating a green and flowery landscape all around the hilly topography of the citadel by using seasonal flowers and using artificial mechanism for irrigation.
- Using lighting in the top of the citadel and focus on the flowers on the hilltop.
- Creating two lifts with proper size to lift people from the ground to the upper part of the citadel.
- Keeping the building and the institutions in the citadel through two ways:  
First: renewing some houses and building and use it for touristic issues after transferring the ownership of those building to the municipality by compensating the owners.



Second: the other part of the house would be rehabilitated by the municipality for ten years and transfer its function to touristic issues as restaurants and motels, all those buildings would be refurbished by their owner under the municipality supervision.

Keeping the Minaret and the existed Mosque, and build another mosque in a good architectural manner that is compatible with the citadel style under the Archelologies office administration.

Adopting a straight approach for excavations that could be done by archaeology office, also, to transfer the ownership of the excavated area to the administration or the municipality to be under their supervision (وزارة البلديات والاشغال، 1968).

### 6.2. Piier Lopoto (بيير لوبوتو) Study (1971)

Lopoto suggested developing the citadel through: Concentrate on excavation, Lopoto believed that the archaeological findings would create a magnificent announcement in the media.

The complete maintenance for the citadel includes keeping some residential buildings and concentrate on the exterior wall in the process of the maintenance, in addition to that the deteriorated housing should be removed and changed with a new one which is compatible with citadel style. In general, the citadel style should be respected and followed by using traditional material like brick and wood; it is worth to avoid the direct usage of concrete in elevations. Accordingly, the citadel should be suitable for living in after the maintenance.

Creating touristic organization inside the citadel and some open space could be created and connect them through zigzag alleys to connect people within the citadel, as well some cultural festivals could be done in those open spaces. In addition to that, some commercial market and stores could be created to encourage tourism in the citadel (لوبوتو، 1971).

### 6-3- Sheren Sherzad (1978)

This study suggested three alternatives to develop the citadel:

- First: whole maintenance for all the building in the citadel, as well as restrict the car movement with full restriction of insertion any new activities to the citadel.
- Second: Elective maintenance which includes keeping some existing building according to its archaeological importance with car accessibility to some parts of the citadel.

- Third: maintain the outer part of the citadel, the Hill, and the peripheral building and proceed to change all the building within the citadel boundary and preserve the cityscape.
- According to the study, the best alternative was the second (شيرزاد، 1978).

## 7- Tourism, Creativity, Innovation, and Development

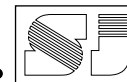
In spite of the recent attention paid to creative development strategies, it should be recognized that the application of creativity to urban and rural development is not new.). "The idea that creativity is a freer form of cultural expression than the (re)production of culture is attractive not just to the producers of creative products, but also to many policy analysts, particularly in free market economies" (Richards & Wilson, 2007, pp. 12-13). Creativity involves "producing new meaning and linking things together in new ways. Creativity is not only connected with art, culture, and science but with all forms of human activity" (Koivunen, 2005, pp. 29-30).

The inspirations for such creative development strategies can locate in the general idea that creativity could deliver wider benefits than a cultural strategy alone. Culture, seen as relatively static and anchored in the past, needed creativity to inject dynamism and release the potential of people and places. The focus of many development strategies has therefore shifted from the cultural industries to the creative industries (Richards & Wilson, 2007, pp. 4-5).

Richards and Wilson (Richards & Wilson, 2006) also identify some reasons why creativity is now more popular than traditional cultural approaches to development:

- Culture often associated with 'high culture,' which has a traditional, staid image.
- The cultural sector doesn't perceive as being very flexible or dynamic.
- The creative sector is broader than the cultural sector alone, covering more sub-sectors and having a greater total value and employment impact.
- The creative sector closely linked to innovation and change.
- The creative industries include many more aspects of visual consumption (advertising, cinema, design, fashion, video games).
- Women often play a key role in the development of the creative industries.

One of the problems inherent in cultural distinction strategies is that many places adopt



similar strategies (often copying or 'borrowing' ideas from one another), and therefore even 'culture' begins to lack distinction (Richards & Wilson, 2007, p. 3).

Some basic factors, therefore, stimulated the creative turn in culture-led development:

First, the development of the symbolic economy (Lash & Urry, 1994) privileged creativity over cultural products.

Second, regions and cities have increasingly used culture as a form of valorisation (Ray, 1998).

Third, the sheer proliferation of 'real cultural capital' created the need to find new cultural signs to create distinction in an increasingly crowded marketplace.

Finally, places which do not have a rich built heritage or iconic architecture and therefore lack the 'real cultural capital' needed to find a new means of cultural development (Richards & Wilson, 2007, p. 4).

### 8- What is creativity?

There are a few key elements of creativity which tend to be widely repeated, and which also turn up in the many definitions that do exist. For example, the Oxford English Dictionary defines creativity as being 'inventive, imaginative; showing imagination as well as routine skill.' (Chartrand, 1990) Argues that individual creativity occurs when an individual step beyond traditional ways of doing, knowing and making'. These ideas suggest that creativity is above all about developing new ways of thinking and doing, which explains the close link often made between creativity and innovation (Chartrand, 1990, p. 2). In this sense, creativity could be applied to tourism through the development of new products or experiences; of new forms of consumption or new tourism spaces. Arguably, any form of tourism which is related to imagination, whether the imaginative capabilities of the producers or consumers of tourism, could be considered to fall within the sphere of 'creative tourism.'

In fact, there are a large number of ways in which creativity is interpreted and applied, both within the wider cultural development field and in tourism in particular. Among the uses of the term 'creativity' in this volume, we can identify:

- creativity as a product.
- creativity as an experience.
- creativity as innovation.
- creativity as a marketing strategy.
- creativity as an industry sector.
- creativity as a social development strategy.
- creativity as a landscape.

- creativity as problem-solving.
- creativity as a blanket term for heritage and cultural tourism.
- creativity as a challenge to identity.
- creativity as difference and diversity.

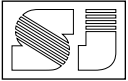
It is clear that there remains much discussion about the nature, scope, and application of creativity, and that this debate will continue for some time to come (Richards & Wilson, 2007, pp. 15-16). This new landscape of presumption offers opportunities for a range of strategies for creative tourism development, for example:

- tourism based on the consumption of creative media;
- tourism based on the creative input of the consumers themselves;
- traditional forms of tourism consumed or produced more creatively.

The importance of image in the new means of presumption also gives particular prominence to the creative industries as a channel for developing and diffusing destination images (Richards & Wilson, 2007, pp. 16-17). Vanolo (Vanolo, 2006, p. 7) puts it: "the construction of the image of the creative city lies in the building up of visual symbols – landmarks– of creativity, specific narrations, emphasizing the creative milieu of the cities, and the location of connected functional and, above all, cultural references". This process is, Vanolo argues, based on a range of key ideas which are increasingly utilized in the creative development and marketing strategies:

- 1- The 'buzz,' i.e., scenes with people, and particularly scenes of people meeting and chatting, with special attention towards situations of multi-ethnicity.
- 2- The local art scene, referring both to 'official' and more 'popular' forms of art.
- 3- Nightlife, both in the case of fancy restaurants and other places for young and trendy people.
- 4- Public spaces, particularly natural environments and parks, together with outdoor sports situations and landmark buildings.
- 5- Representations of high-quality education, both for young people and professionals, widely considered as an essential element of urban competitiveness.

What Vanolo essentially seems to be talking about here is the creation of a 'cosmopolitan' atmosphere, which then becomes packaged in



marketing strategies. The picture that emerges is one of a general shift away from tangible culture and heritage towards intangible culture and creativity. This affects tourism products of all kinds (Figure 1) as well as the cultural tourism field specifically (Figure 2). Destinations are having to learn new ways of developing and marketing tourism as the emphasis moves from traditional forms of culture to new, more diffuse resources. The modern art of creative development, therefore, lies in transforming intangible elements of the culture of a place into 'experiences' that can be consumed by tourists. This is a complex process that requires the coordination of cultural and creative hardware, software (Richards & Wilson, 2007, p. 18):

- Creative hardware – infrastructure/spaces for creative production, consumption, and presumption;
- Creative software – atmosphere/ ambiance, fashion, quality of life, perceived diversity, 'vibrancy';
- Creative orgware – sectors, industries, clusters, policies, governance.

(Richards & Wilson, 2006) summarize these combinations into three basic types of creative tourism experience:

- 1- Creative spectacles. Creative and innovative activities which then form the basis of more passive tourist experiences as spectacles (i.e., production of creative experiences for passive consumption by tourists).
- 2- Creative Spaces. Creative enclaves populated by cultural creatives to attract visitors (often informally at first) due to the vibrant atmosphere that such areas often exude (e.g., Down Under Manhattan Bridge Overpass – DUMBO – in Brooklyn).
- 3- Creative tourism. Active participation by tourists in creative activities, skill development and/or creative challenge can form the basis of tourist experiences, which can also imply a convergence of creative spectacles and creative spaces.
- 4- In tourism terms, the shift towards creativity can be seen as part of evolution on the basis of tourist experiences (Figure 3).

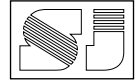
(Richards & Wilson, 2007, p. 25) identify key elements of creative development which tend to ensure their smooth incorporation into large-scale urban redevelopment schemes:

- 1- Clustering – Creative enterprises need a network of colleagues and suppliers, and clustering is therefore seen as providing an impulse to both individual and collective creativity.
- 2- Consumers – Audiences are vital to the creative industries, and in many cases, creative enterprises need to attract audiences or consumers to specific locations.
- 3- Co-makers – To function well, creative clusters need to involve both producers and consumers in the process of co-makers.
- 4- Clarity – Attracting audiences depends on a certain level of visibility within the urban fabric, and the ability of potential audiences to 'read' the creative landscape. It is also important that the creative enterprises have a certain level of permeability for the consumer.
- 5- Confidence – Developers must have the confidence to invest in creativity, but trust between creative individuals is also important. Cities and regions must also have the confidence in their ability to make such developments work and to be able to sell success.

Given this level of complexity, it is perhaps not surprising that there is an easy link between creative development and large urban areas. According to the previous paragraph, the development of the historical development and must be applied to the historical precinct which includes not only the citadel instead it includes all the area related to the citadel area all around it which will be explained in more details in the next paragraphs.

## 9- City Spaces and Tourist Places

Couclelis (1992) in Suvantola (2002) identified five different types of spaces: mathematical, physical, socio-economic, behavioral and experiential. Mathematical space reflects ideas relating to the precise measurement of relations in space – size, distance, scale and the like. Physical space is more labile and considers the entire universe as 'space.' However, physical space has a relation to mathematical space as its conceptualization is both our common sense understanding of space (the 'space' around us), and it is positional or relativist – we are located in a particular space relative to other spaces. Socio-economic space is concerned with the spatial analysis of regions and the socio-economic phenomena embedded within them. Here, too, space is quantifiable by the comparative value of space according to, (e.g., its utility, position, and location). Behavioural space



focuses on how we perceive and use space. In understanding this type of space, the concern is with investigating the ways behaviour is affected, through our perceptions, when space changes. For example, a reconfiguration in the aspect of a precinct may lead to changes in behaviour. Here the emphasis is on measuring or analysing the impact of such change – a potentially problematic construct.

Finally, experiential space is the use of space as lived and experienced. Of the five different types of space, it is perhaps the least quantifiable yet arguably the most important in respect of the tourist experience. It is within the experiential realm that meaning is applied to space through our experiencing of it (Hayllar , Griffin, & Edwards, 2008, pp. 11-12).

City spaces are a pastiche of conflicting and complementary forms. They are modern and aging. They are a part of, and apart from, the city. They are confined and open, colourful and plain, commonplace and unique. They are organic and highly structured. They serve different purposes and perform a range of functional roles. However, underpinning these diverse expressions of distinctly organized city space is their fundamental human dimension. They are human spaces, where visitors and locals 'create' places for civil interaction – to meet, eat, amble, spectate, shop, view or to simply pass the time. However, some precincts are more 'successful' than others in fulfilling the roles and functions ascribed to them. Likewise, they differ in their effectiveness to create meaningful experiences or to be financially sustainable.

Why do some precincts 'work' and others fall into a state of disrepair? Why are some abandoned at night while others are 24-hour places of human activity? Why do some precinct architects choose serial reproduction over unique local designs? Why do governance structures fail in some places yet are highly effective in others? (Hayllar , Griffin, & Edwards, 2008, pp. 12-13).

#### **10- Introduction to Tourism Precinct**

Cities divide into geographically discrete precincts which rarely conform to impose administrative or political boundaries. Rather, they form around the activities of commerce, sociability, domesticity, and collective identity. The resulting precincts have a vitality and a 'look' that marks each as unique.

The study of tourist precincts is a study of particular space(s) in the city. Some of these spaces, particularly in large cities, form part of the everyday urban fabric where tourists and

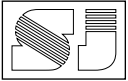
locals share communal space for purposes embedded into the urban lexicon of experiences, such as a hub for transport, a location for shopping or a venue for dining. Some of those spaces developed to convivial spaces that worked as magnetic to attract people, not from the suburb area, rather from the outside cities and countries that those cities are related to. So it is important to come across precinct area and ask to analyse the places by trying answering the following questions:

- 1- How have city spaces evolved into tourism precincts over time?
- 2- What functions or roles do precincts perform, particularly about the tourist's experience of a city?
- 3- What are the critical design elements of an effective precinct?

So, there is a need to understand the meaning of place and space. The idea of 'space' and 'place' require each other for completing their implementing definition.

There are some terminologies that from the structure of the place, however, while security and stability are relating to the meaning of place, there is a compatible combination between aware of the openness, freedom, and threat of space, and vice versa. Furthermore, "if we think of space as that which allows movement, then the place is a pause; each pause in movement makes it possible for a location to be turned into place. (Hayllar , Griffin, & Edwards, 2008, p. 12). The previous point is important as most of the tourism precinct should have the sense of the place as it clarified by Hayllar and et al when they stated "It is likely that most 'tourism' precincts locate themselves somewhere between the two and each have the potential to 'create' experience for their visitors – what we have called elsewhere, the existential 'feel' of the space (Hayllar , Griffin, & Edwards, 2008, p. 11). According to the literature review, there are many definitions to the tourist sector or the precinct and is classified in (table 2).

So the precinct is a distinct geographic area within a larger urban area, characterized by a concentration of tourist-related land uses, activities and visitation, with fairly definable boundaries. Such precincts generally possess a distinctive character by virtue of their mixture of activities and land uses, such as restaurants, attractions, and nightlife, their physical or architectural fabric, especially the dominance of historic buildings, or their connection to a particular cultural or ethnic group (Jhon, 2004, p. 12).



### 11-The Principal Functions of Precincts

The studies described above identified a broad range of functions that urban tourism precincts appeared to be performing. On close examination, these functions seemed to fall into three broad categories, which could be classified as (Hayllar , Griffin, & Edwards, 2008, p. 49):

- facilitating functions;
- external or place-connecting functions;
- internal or state-of-mind functions.

The facilitating functions reflect some basic needs that tourists have when they are in an unfamiliar environment. Precincts tend to be relatively well known and recognizable parts of a city. They, therefore, can act as relatively familiar, easily negotiated places to meet up with other tourists, or even with locals, before embarking upon other activities such as sightseeing or socializing. A central location or good transport connections can facilitate this function. The landmark characteristics and central location of some precincts may also assist the tourist to become oriented to the geography of a city by providing a strong reference point, thereby facilitating its broader exploration by the tourist. Finally, precincts may provide efficient opportunities, regarding time and expenditure, for tourists to have relatively short but enjoyable and satisfying experiences of a destination – a phenomenon that could be described as ‘experience compression.’ The clustering of desirable activities in precincts described elsewhere in this volume facilitates this compression and economy of tourists’ time and effort. The external or place-connecting functions are fundamentally about helping the tourist relate to, appreciate or comprehend the place they are visiting. In this context ‘the place’ is the broader destination of the city, or even country, rather than just the precinct per se. The contention here is that the tourist does not visit the city to experience the precinct but rather, that visiting the precinct is an important part of experiencing the city. In a sense, the precinct acts as an intermediary, which enhances the tourist’s feelings of connection to our experience of the place, in particular, its people, history, a way of life and spirit (Hayllar , Griffin, & Edwards, 2008, p. 51). The internal or state-of-mind functions relate to how precincts make the tourist within the city feel. Precincts allow the individual tourist to obtain or maintain the sense or feeling of being a tourist in a setting, i.e., a city, which was not created for that purpose. In traveling, tourists hope to achieve a desired changed state of mind

through the experience of tourism. Tourists who visit a resort find themselves in a place which built for the primary purpose of satisfying leisure and pleasure needs and where the majority of the people they encounter will either be tourists pursuing similar ends or service workers whose primary function is to satisfy the tourists’ needs and desires. Urban tourists still generally need to be satisfying some psychological needs associated with tourism, such as freedom, novelty, escape from routine and every day, and social interaction or being at play, with both local people, and with other tourists. The precinct offers labile space within the city where these desired feelings can be achieved. The tourist here is not seeking to connect to the physical place they are in, but instead arrive at the mental place where they desire to be! The physical place, the precinct, needs to facilitate that by generating an appropriate atmosphere or providing certain opportunities for the tourist.

### 12- A Functional Typology of Precincts

The above discussion suggests that an understanding of how urban tourism precincts need to be planned and managed relies on an appreciation of the functions they should be performing for the tourists. A typology that relies on describing their essentially superficial characteristics, e.g., historic precinct or cultural quarter, fails to serve that purpose. A more meaningful typology may then be one that based on functional considerations. For example, precincts could be classified as (Hayllar , Griffin, & Edwards, 2008, p. 54):

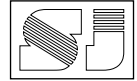
- meeting places,
- places of orientation,
- comfort zones,
- places of respite or refuge,
- play spaces,
- encounter zones,
- zones of intimacy,
- zones of authenticity,
- zones of distinctiveness and contrast.

Based on the evidence and arguments presented above, most precincts will perform multiple functions and consequently represent hybrids of these types.

### 13- A Disciplinary Approaches 13.1- Geographic Approaches

The geographic dimension has been the most commonly utilized of the approaches. The study of





urban tourism precincts has directly come from geography where the concept of tourism precincts that developed from the literature that has used a variety of terms to describe 'areas' over some decades. As (McDonnell & Darcy, 1998) summarized, the terminology used to describe these areas included:

- Tourist-Historic Cities (Ashworth & Tunbridge, 1990)
- Tourism Shopping Villages (Getz, 1993b)
- Tourism Business Districts (CBDs) (Getz et al., 1994)
- Recreational Business Districts (RBDs) (Stansfield & Rickert, 1970; Meyer-Arendt, 1990)
- Tourism Destination Area Development (Travis, 1994)
- Enclaves (Brohman, 1996; Rutheiser, 1997; Davis & Morais, 2004; Brenner, 2005)
- Integrated Beach Resort Development (Smith, 1992; Pearce, 1995)
- From a tourism precinct perspective the essential elements are:
  - Core Attractions: natural, heritage, cultural, events, shopping, and conventions.
  - CBD Functions: retail, government, and meetings.
  - Services: transport to, access within, catering, accommodation and information
  - One or more attractions, treated thematically for marketing, to give one or more products with appeal to specific sectoral markets.
  - A set of services and facilities, including accommodation, catering, shopping, information, and publicity – for residents and visitors.
  - Transport and communications, high accessibility, spare capacity, and possible treatment about tourism, e.g., via landscaping, signposting, stopping and service points.

### 13-2- Urban Political Economy Approaches

There are clear interrelationships between the economic, political and planning approaches to urban tourism precincts. Better conceptualized as the urban political economy of tourism, it should be recognized that this has overlaps with geographic approaches. Seminal urban tourism texts invariably portray this overlap context (Law, 1993; Page, 1995; Tyler et al., 1998). Rogerson (2002), Coles (2003) and Paddison (2003) suggest that the importance of the economics of urban tourism

attributed to how cities are marketed to promote economic redevelopment.

From an economic and tourism perspective, urban policies which offer mixed-use development to create a sense of place and space provide the tourist with a richer environment (Stevenson, 1998). The importance of creating a sense of place for tourists within urban tourism precincts has been examined more recently through sociocultural approaches as follows (Hayllar, Griffin, & Edwards, 2008, pp. 66-69).

### 13-3- Sociocultural Approaches

Sociocultural approaches to urban tourism draw heavily on the disciplines of sociology, anthropology, and history with sociology being the guiding discipline. The sociology of tourism has been well served both theoretically and empirically (Dann & Cohen, 1991; Boniface & Robinson, 1999; Dann, 2002; Cohen, 2004). As Cohen (2004) suggests, the sociology of tourism can be divided into four 'issue areas':

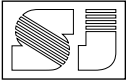
- 1- the tourist;
- 2- relations between tourists and locals;
- 3- the structure and functioning of the tourist system;
- 4- the social and environmental consequences of tourism.

### 13-4- Psychological / Behavioural Approaches

Psychologists have long acknowledged that behavior occurs in a social environment, but it was not until the 1960s that the field of "environmental psychology" emerged investigating the interactions people had with their physical (built and natural) environments. In addition to studying people's experience of specific urban building types, some environmental psychologists took a more macro perspective to cities, with a particular interest in images of cities, orientation and distance estimation. Cognitive mapping became a useful research method to understand these psychological concepts (Hayllar, Griffin, & Edwards, 2008, pp. 69-71).

### 13-5- Poststructuralist Approach

In contemporary social sciences, there has been a move to more critical, alternative approaches to mainstream disciplinary analyses. As a consequence, disciplinary lines have blurred and moved towards a shared epistemology, ontology



and, to some extent, methodology, through poststructuralism. Cultural geography has been a key force in this paradigm shift. A poststructuralist approach to tourism places, spaces, and landscapes consider their representation, production, and consumption as a sociocultural process. The place is not something 'out there' but is socially constructed and thus unstable, fluid, not fixed (Blunt & Rose, 1994). There is a shifting struggle of dominance and resistance among the stakeholders.

A poststructuralist position on tourist places claims that there is nothing random or haphazard about how places presented and how we, as tourists, experience places. Urry (2002), for example, stresses the role of tourist professionals in regulating and systematizing how a tourist experiences a place. Tourist places, such as precincts, are consumed differently according to gender, sexual orientation, age, ethnicity, social class, dis/ability and other dimensions of identity with their associated power relations. A full understanding of tourists' experiences of place requires an understanding of spatial differences among many social dimensions. Places are also consumed differently at different historical times (Hayllar, Griffin, & Edwards, 2008, p. 74).

#### 14- Tourism precinct Elements

From a tourism precinct perspective, the essential elements are:

- 1- Core Attractions: natural, heritage, cultural, events, shopping, and conventions.
- 2- CBD Functions: retail, government, and meetings.
- 3- Services: transport to, access within, catering, accommodation and information (Hayllar, Griffin, & Edwards, 2008, p. 64).

The elements of visitor movement, as one form of spatial interaction within a tourist precinct, may be categorized according to Gould's (1973) concept of mental maps (the images used by people in their organization of spatial routines and expression of preferences). These include gateways (entrances and exits), nodes (the places visited), paths or circulation corridors (the channels along which movement occurs), districts (subdivisions), edges (barriers or markers separating subdivisions) and landmarks (points of reference for navigation) (Hayllar, Griffin, & Edwards, 2008, p. 116).

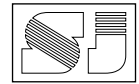
There is a fundamental inner connection between each pattern of events, and the pattern of space in which it happens. The requirement, which allows

the pattern of events to happen. In this sense, it plays a fundamental role in making sure that just this pattern of events keeps on repeating over and over again, throughout the space, and that is, therefore, one of the things which gives a certain building, or a certain town, its character (Hayllar, Griffin, & Edwards, 2008, p. 140)

#### 15- Development of the precinct

Implementing a grand design for a new precinct requires a high degree of Creative control over the development process. Hence this is often overseen by a special purpose authority that has both planning and development powers.

- 1- Most urban tourism precincts, however, do not involve the creation of a new place, where the pre-existing physical fabric has been razed and replaced by something markedly different.
- 2- Introducing tourism-related land uses and activities into an existing fabric, most of which will be maintained. Indeed, in some cases, it is the distinctiveness of the original physical fabric that has attracted tourists' interest, and the emergence of the area as a tourism precinct has been gradual and largely unintentional. In such precincts, planning is fundamentally about guiding or regulating future development so that the qualities of the place are at least maintained and if possible enhanced.
- 3- Planners may establish controls over such things as the design of new buildings so that they are compatible with the current architectural style. the types of land uses that are permitted so that they contribute to rather than detract from the appeal or activity base of the place; the height and bulk of buildings so that the human scale of the place is maintained; and the setback of buildings from public spaces so that their access to sunlight is preserved or the movement of visitors is not impeded. Planning in these situations involves being mindful of the quality of public spaces and places within the precinct, which are influenced by both the physical fabric of the buildings and the social atmosphere generated by the activities within the precinct.
- 4- The influx of tourists to the area also places additional burdens on the precinct's supporting infrastructures, such as transport and parking facilities. Hence planning is needed to ensure that the



capacity of this infrastructure can cope with the demands placed upon it (Hayllar , Griffin, & Edwards, 2008, p. 248).

- 5- Management also entails ensuring that tourists from diverse backgrounds and with a range of personal capabilities can find their way around the precinct with both ease and comfort. The public domain must also be engaging and interesting, and hence the activities that take place within it must be managed or at least enabled by management practices. Controlling the tenant mix around public spaces so that, for example, there is a concentration of outdoor cafes which generate a sense of vitality as well as afford opportunities to people-watch is one way of achieving this (Hayllar , Griffin, & Edwards, 2008, p. 250)
- 6- An increasingly important aspect of precinct management is related to the function that they may perform as a venue for events of various kinds. Indeed the recognition of the value of creating such venues has been part of the motivation behind major redevelopments of redundant urban sites into tourism precincts. (Hayllar , Griffin, & Edwards, 2008, p. 251)
- 7- Unlike most 'product' marketing there is not necessarily a direct exchange process whereby a supplier provides a good or service to a consumer who pays money for same. In precinct marketing, the 'product' is disparate and rarely will the marketer directly control, distribute or receive a direct payment from the visitor who 'consumes' the experiences of the precinct. (Hayllar , Griffin, & Edwards, 2008, p. 251). Pearce has argued that what is needed is a 'more explicit recognition of tourism as a distinctive land-use and a more proactive stance rather than reactive stance taken about this sector (Hayllar , Griffin, & Edwards, 2008, p. 252).

## 16- The Case Study

### 16-1- The study area

AL-Khanqah is one of the oldest Turkuman Neighbourhoods; it is one of the traditional neighbourhoods which adjacent to the citadel, those neighbourhoods are Khanqah, Tajel, and Arab (Figures 4 and 5). The area of AL-Khanqah is (151180) m<sup>2</sup>. Al- Khanqah neighbourhood at the begging of the 20th century, as described by Turkumans people, it was:

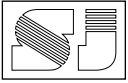
The boundaries of this area were, form the west Jote Hamam, Al-Kaledia, and Al-Haj Mawlood Mosques, and ended on the west side by Atawel

Agha's Palace. The boundaries for this area, from the north side, was Sheikh Abu Baker Al-Nakshabandi Mosque and Ali Agha Hamam, and from the south side was a shrine and mosque of Sheikh Abdulla Kutub and the great cemetery (محمد, n.d.). Nowadays, from the survey for Al-Khanqah district, we can find new functions inters to this area, those activities with their areas will be discussed in the next paragraph.

### 16-2- The results

From (Figure 6), shows the land uses percentage for Al- Khanqah district nowadays, which refers to:

- 1- Increase the percentage of commercial activities, it is about (49700) m<sup>2</sup>, those activities concentrated on the outer boundaries of this district. Those activities are shops for clothes, carpets, electrical equipment like refrigerates and freezers. The existence of those business activities leads to pulling a large number of cars that cause traffic jams in the district.
- 2- Transportation activities, it means parking to serve this district, its area about (18619) m<sup>2</sup>, that parking also concentrated on the outer boundaries of this district. This area is not enough to accommodate the large number of cars entering this area, at the same time, the existence of parking increase traffic congestion in this area.
- 3- Industrial activities, its area of (3606) m<sup>2</sup>. Those activities are traditional ovens (tenor), equipment for traditional air conditioner (mubarida), pipes, and furniture industry. The existence of those industrial activities (like the commercial) leads to pulling a large number of cars that cause traffic congestion in the area. Also, it causes the visual and architectural pollution for this area.
- 4- Institutional activities, its area about (11883) m<sup>2</sup>. Those activities include some governmental institutions.
- 5- Educational activities, its area of (1326) m<sup>2</sup>. There is a primary school serving the remaining residents in this area.
- 6- Religious activities, its area about (6551) m<sup>2</sup>. Those activities include some mosques.
- 7- Residential activities, its area (40946) m<sup>2</sup>. The most of those traditional houses in this district shows these houses are in bad constructional and functional conditions some of them demolished (partially or



completely), while the others used as stores for the commercial activities. A very small percentage of the population remained in this district because of bad services and constructional conditions in it.

- 8- Open spaces and recreational activities, its area (14916) m<sup>2</sup>. Open spaces include alleys and narrow streets which are mostly used by pedestrian and old Cemetery. The area lacks to open spaces or urban plazas to accommodate social activities for people. Recreational activities include some restaurants and cafes which are in a poor level and inappropriate with the importance of this district in the case of developing it to become a touristic centre integrated with the citadel.
- 9- Cultural activities, its area (3630) m<sup>2</sup>. Those activities include museum some of the institution affiliated to the ministry of culture. Generally, this area is not enough to accommodate cultural activities which are very important to revitalize this area to be a touristic centre, in the same time there is a need to add new cultural activities such as cinemas, theatres, cultural centres, museums, etc.

From the above, it is clear that there is a defect in the type, areas, and distribution of activities in this district. Also, those activities do not fit in their location next to the castle as a historical and cultural symbol of the world.

For that there is a need to think in a new way to redevelop the citadel, which includes the following:

- Revitalize the area around the citadel (traditional districts Arab, Tajeel, and Khanqah), to become an integrated part of the citadel.
- Displacement of some activities outside of those districts, because they cause traffic congestion, in addition to the architectural and visual pollution, those activities are the industrial and some types of commercial activities. In the same time, there is a need to enter new activities encourage the tourism like cultural and entertainment activities, new commercial shops to sell traditional gifts, etc.

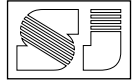
## 17- Conclusions and Recommendation:

### 17-1- Conclusions

- 1- Rethinking about the idea of "cultural development strategy" which is limited in its principles and practices to "creative development strategy" which is wider and

more flexible, and can give benefit results especially in cultural and historical places.

- 2- The concept of "creativity" can be used in "cultural development" generally, and "tourism" specifically, and that can be achieved in the product, experience, innovation, marketing strategy, industry sector, social development strategy, landscape, problem-solving and challenge to identify.
- 3- The concept of "creative tourism" can make the general shift away from "tangible tourism" to "intangible tourism."
- 4- City spaces can be classified to five types; those space are mathematical, physical, socio-economic, behavioural and experimental spaces. The experimental space meant the use of space as lived and experienced for that it is more suitable for the tourists' experiences.
- 5- a success tourist experience, city space should be organized to possess human dimension to be human spaces, and the tourists or locals will create "places" through their social interactions in those spaces. Theoretically, space imbued with meaning becomes a place.
- 6- Urban tourists need to be satisfying some "physiological needs" for the tourism such as novelty, and "social interaction" with locals or other tourists, for that urban spaces, should be able to accommodate those needs.
- 7- Tourism precinct can be discussed from different approaches, geographic, urban political economy, sociocultural, psychological/behavioural and post-structural approaches. In our research "geographic" approach is important because it defines the essential elements for Tourism precinct which are; "core" attraction, "CBD" functions, and "services." This approach will help us to determine the boundaries for the area that can be adapted to redevelop Erbil citadel precinct.
- 8- There is a wide range of functions they should be performing for tourists in urban tourism precinct, for the precinct classified as different spaces and zones.
- 9- Urban precinct visitors can be classified in different types; explorers, browsers and samplers visitors. The touristic experience for those basic types of visitors will vary due to their personal preferences and circumstances surrounding.

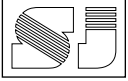


### 17-2- Recommendations

- 1- Developing Erbil citadel need to change and replace some functions in the districts around the citadel, (Arab, Tajeel, and Khanqah). Most of the new functions should relate with the "culture", in this case, this area will support the citadel to be a tourism precinct, which includes; the citadel as a "core", the districts around the citadel as a "CBD", and "services" to serve this area (transportation system).
- 2- Change the traffic movement in this area, restriction of cars movement in the precinct (core and CBD) to become specified for "electrical cars" to serve the visitors and tourists, this will preserve the area from the pollution and reduce the number of cars entering to the precinct.
- 3- The importance to replace the industrial and commercial functions that do not fit with the cultural functions, those functions pull the cars and trucks to the site that cause traffic congestion like (furniture industry, electrical equipment, pipes). According to the (International Zoning Code, 2012), each 500 square foot need parking for (1) cars (1 square foot = 0.0929 m<sup>2</sup>), for that replacement of those industrial functions will reduce the traffic congestion in this area (International Code Council, 2012).
- 4- Tourists are attracted to the original physical fabric, for that the height and bulk of new buildings in this precinct should be compatible with the current architectural style and details, and the human scale should be taken into account.
- 5- Redesigning public spaces for the precinct, they should be ease, comfort and interesting, adding outdoor activities like cafes which generate a sense of place and vitality as well as offer opportunities to social interaction.

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## دور المنطقة المحيطة بقلعة أربيل في تطوير قطاع السياحة في المدينة

د . سحر هلال الدجيلي - استاذ مساعد

د . مصطفى عزيز امين - مدرس

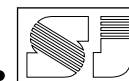
جامعة جيهان - كلية الهندسة - قسم الهندسة المعمارية

### المستخلص :

تعتبر قلعة أربيل واحدة من أهم المعالم الأثرية في المدينة ، هذا وتمتلك القلعة دوراً مهماً على مستوى العالم باعتبارها واحدة من أقدم المدن التي يتم الحفاظ عليها وفقاً لمنظمة اليونسكو العالمية . وعلى الرغم من ان القلعة تجتذب إليها اعداد كبيرة من الناس وتعمل كقطب سياحي على مستوى المدينة ، الا انها تعاني من العديد من المشاكل الوظيفية ، التحولية بالإضافة الى مشاكل أخرى ترتبط بسهولة الوصول إليها من باقي أجزاء المدينة (مشاكل الازدحام المروري) . وتعتبر مشكلة ضعف الاتصال الوظيفي بين القلعة والنسيج التاريخي القديم المحيط بها هو أحد المشاكل الرئيسية التي تعاني منها المنطقة ، هذا بالإضافة الى ضعف الإتساق البصري بين القلعة والمناطق المحيطة بها .

يهدف البحث الى التعريف باوجه القصور في المنطقة الحضرية المحيطة بالقلعة ، بالإضافة الى وضع سياسة شاملة تشجع السكان المحليين الساكنين في المناطق المحيطة بالقلعة مع السياح بالاعتماد على الابداع كاستراتيجية للتطوير . بالإضافة الى توضيح عدة طرق لإعادة إحياء النسيج الحضري وتحويل كافة الفعاليات والوظائف السلبية في المنطقة المحيطة بالقلعة الى مناطق أخرى وذلك لتشجيع فرص الاستثمارات السياحية فيها . اعتمد البحث على منهجية ثنائية ، تم الاعتماد في المرحلة الأولى على تصنيف إستعمالات الأرض الحالية وذلك من خلال إستخدام المسح الميداني المباشر وبالاعتماد على خرائط الـ (GIS) ، وفي المرحلة الثانية تم تحديد المشاكل الموجودة في المنطقة ومحاولة إعطاء الحلول المناسبة التي تتلاءم مع البيئة المحلية والمعايير العالمية .

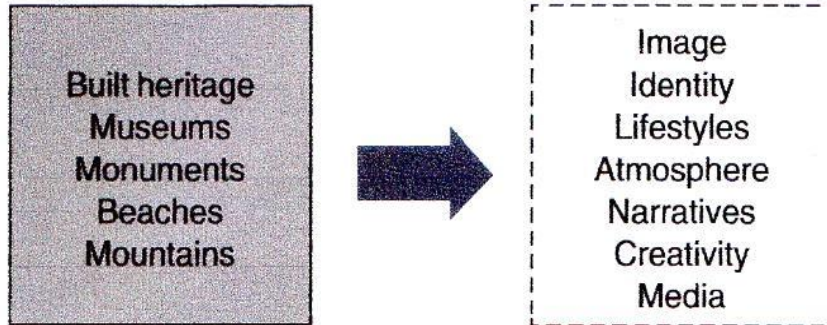
**الكلمات المفتاحية :** التطوير ، محيط قلعة أربيل ، استعمالات الأرض ، السياحة ، الفضاء الحضري .

**Table 1: Types of spaces Source: Researchers from** (Hayllar , Griffin, & Edwards, 2008)

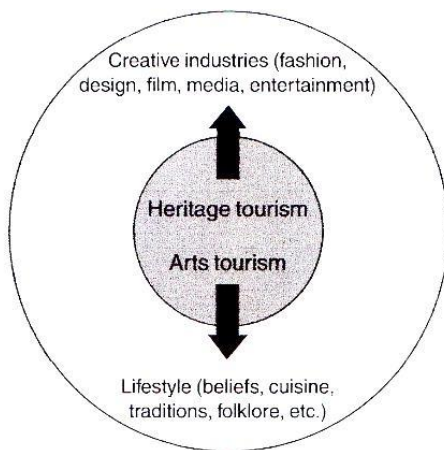
Space	Description
1. Mathematical	reflects ideas relating to the precise measurement of relations in space –size, distance, scale and the like
2. Physical	is more labile and considers the entire universe as ‘ space.’ However, physical space has a relation to mathematical space as its conceptualization is both our common sense understanding of space (the ‘ space ’ around us), and it is positional or relativist – we are located in a particular space relative to other spaces
3. Socio-Economic	space is concerned with the spatial analysis of regions and the socio-economic phenomena embedded within them. Here, too, space is quantifiable by the comparative value of space according to, (e.g., its utility, position, and location).
4. Behavioural space	focuses on how we perceive and use space. In understanding this type of space, the concern is with investigating the ways behavior is affected, through our perceptions, when space changes. For example, a reconfiguration in the aspect of a precinct may lead to changes in behavior. Here the emphasis is on measuring or analyzing the impact of such change – a potentially problematic construct.
5. experiential space	the use of space as lived and experienced. Of the five different types of space, it is perhaps the least quantifiable yet arguably the most important in respect of the tourist experience. It is within the experiential realm that meaning is applied to space through our experiencing it. Theoretically, space imbued with meaning becomes a place.

**Table 2: Definitions to the tourist sector or precinct Source: Researchers from** (Hayllar , Griffin, & Edwards, 2008)

No.	Scholar	Year	Definition	Note
1.	Stansfield and Rickert	1970	Recreational Business District (RBD)	characterized by a distinctive array of pedestrian,tourist-oriented retail facilities and [which is] separated spatially as well as functionally from the other business districts
2.	Getz	1993	Tourism Business District	focus more on the functions of these areas
3.	Ashworth	1988	Tourist-Historic City model	
4.	Ashworth and Tunbridge	1990		Provided significant insight into the development and management of the tourist-historic city but its application to urban tourism more generally is limited.
5.	Urry	1990	tourist bubble	
6.	Mullins	1991	Consumption Compounds	
7.	Weaver	1993	Specialized Tourism Zones	
8.	Rowe & Stevenson	1994	The festival marketplace	
9.	Judd and Fainstein	1993	pure tourist spaces	
10.	Craig-Smith	1995	revitalized waterfront development	
11.	Pearce	1998	Tourist Districts	
12.	McDonnell and Darcy	1998	Tourism Precinct	
13.	Maitland and Newman	2004	tourist areas	

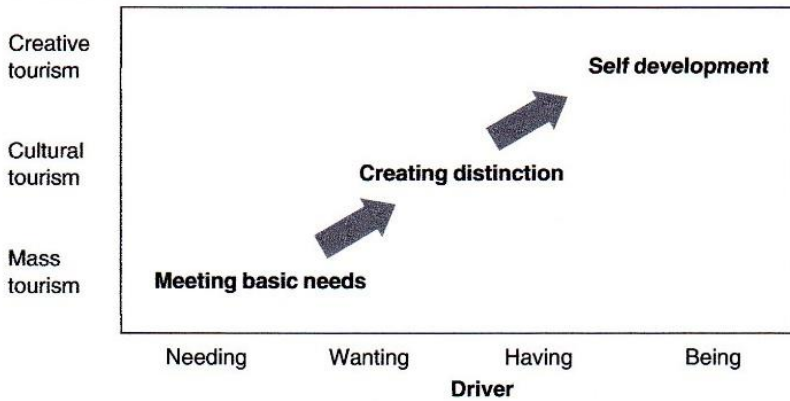


**Figure 1: the shift tangible to intangible tourism resources.** Source: (Vanolo, 2006)



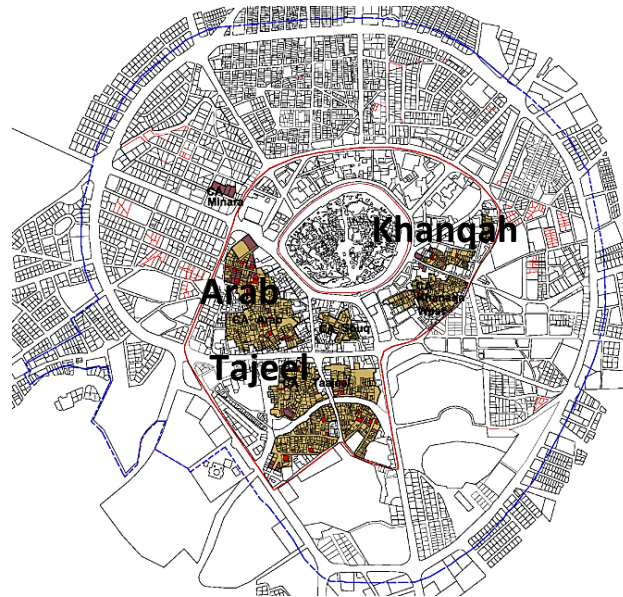
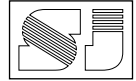
**Figure 2: The shift from tangible to intangible cultural resources in tourism.** Source: (Vanolo, 2006)

**Tourism style**



**Figure 3: Changes in the drivers of tourism over time**  
Source: (Richards & Wilson, 2007)

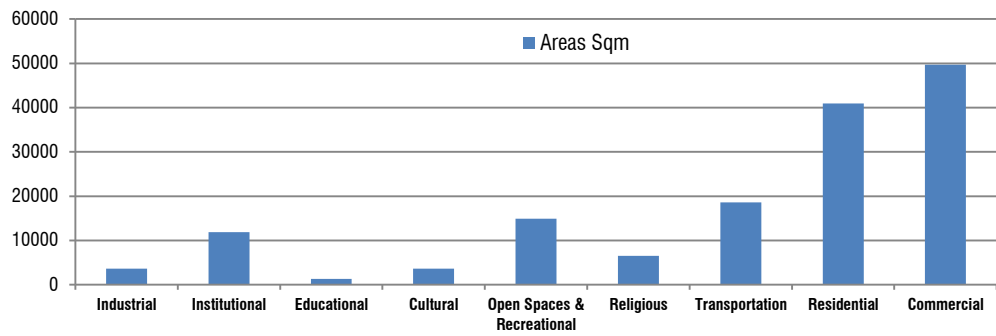




**Figure 4: Erbil citadel and traditional neighborhoods.** (by Researchers)



**Figure 5: Al- Khanqah neighborhood**  
Source: <https://www.google.iq/maps>



**Figure 6: The land uses percentage for Al- Khanqah district.** (by Researchers)