

Revitalizing Urban Heritage for Tourism Development: A Case Study of Baghdad's Old City Center



Neda Khalil Ibrahim Al-arab*^{ID}, Rawaa Fawzi Naom Abbawi^{ID}

Architectural Engineering Department, University of Technology, Baghdad 10066, Iraq

Corresponding Author Email: neda.k.ibrahim@uotechnology.edu.iq

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ABSTRACT

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Heritage is widely recognized as one of the key expressions of civilizations, acting as a conduit for customs, traditions, and human values. The revitalization and development of certain tourist sites are deeply intertwined with heritage and archaeological elements, particularly those bearing historical significance or associated with specific events. The aim is to promote and thereby invigorate these sites. Certain urban treatments and their extrapolations are considered attractive and supportive factors for the revitalization of tourism, designed with a view to their application within the local context. This research aims to spotlight the center of the old city of Baghdad, highlighting its most significant heritage monuments of historical and social value. It seeks to identify the potential factors and essential elements for the success of these sites, with the goal of transforming them into appealing tourist points for both local and international tourism. This endeavor is intended to stimulate the tourism industry and serve as a central axis for the development of the city center at large. The research adopts a descriptive analytical approach in order to gather and analyze information. It employs a comprehensive framework for local sites, incorporating contemporary urban treatments that activate tourism and emphasize the identity of the place. The research concluded that there are three beneficial components to revitalizing urban tourism effectively towards enhancing the tourism product in heritage tourism: creativity, innovation, and leadership. A case study was conducted on Al-Mutanabbi Street, demonstrating how it is possible to activate the tourism product by utilizing these three components. These elements work in tandem to ensure the success of the initiative locally, and subsequently, globally.

1. INTRODUCTION

Tourism acts as a significant source of national income for many countries, with nations vying to develop tourist destinations that bolster the economy, as well as urban and social development. The revitalization of tourism has heightened competitive capabilities, with success factors for heritage sites being identified in numerous countries. This has led to an increase in tourism promotion, with the aim of elevating heritage tourist destinations, strengthening collective memory and spirit of place. The public and private sectors are empowered by a vision primarily crafted by decision-makers and stakeholders, focusing on preparing visitors, promoting destinations, and associating them with specific cultural or heritage events, or with the local or collective memory of the community, as a backdrop for events [1-3].

2. HERITAGE TOURISM

The heritage tourism sector is expanding at a more rapid rate than all other forms of tourism, especially in third-world countries. Visitors to cities seek to appreciate and enrich their understanding of cultural and historical aspects, making this sector a potentially effective tool for poverty alleviation and community economic development (UNWTO 2005) [4].

The historic quarter of Old Rusafa is a city area where historical quality is embodied in places, buildings, and spaces steeped in history, culture, and significant political and popular events dating back to the thirteenth century. Examples include Al Mustansiriya School, The Abbasid Palace, and Al Khulafa Mosque [5], along with many distinctive buildings and spaces reflecting important political, social, and architectural changes over time.

Heritage tourism is defined as a subset of cultural tourism, where the primary motive for the visit is dependent on the characteristics of the place as perceived by tourists in terms of their own heritage [6]. Previous discussions [7] have emphasized the importance of a tourist's perception, motives, and expectations. The motives for heritage tourism include nostalgia for the past, social distinction, and the desire for an authentic experience, with nostalgia and authenticity being significant motivational factors driving demand for heritage tourism. Heritage tourism encompasses all activities undertaken by tourists in areas with historical monuments [8]. Thus, heritage tourism shares some attributes of cultural tourism, but it is more focused on the characteristics of the place as perceived spatially, in terms of tangible heritage aspects and their connection with intangible aspects. Another study [9] suggests that the preservation of heritage extends to maintaining the economic structure, and that economic activity is not confined to tourism aspects solely. There needs

to be an integrated organization benefiting all parties involved in the process, including the government sector, international and local organizations, as well as the residents of the heritage area.

3. LITERATURE REVIEW

Existing literature primarily categorizes heritage into two types: tangible and intangible. Tangible heritage includes all assets that possess a degree of physical embodiment of cultural values, encompassing cultural assets, movable materials, historical cities, archaeological sites, and the cultural landscape [10-12].

Heritage tourism is introduced as one of the most popular forms of tourism related to all visitors who travel to experience the culture, scientific performances, or the lifestyle/heritage of a community, region, group, or institution. In this context, the cultural experience is the foundation of entertainment and constitutes a repository of the values of modern society, including economic values. Meanwhile, van Renswouw et al. [13] suggests that it involves implicit or active and interactive engagement with cultures, civilizations, and societies, where the tourist gains new experiences of an educational, creative, and recreational nature.

Another study highlights the significance of promoting health aspects and improving the quality of life in outdoor spaces in heritage tourism. It suggests the possibility of designing urban activity environments as places that increase the physical activity of users or passers-by with the aid of interactive technology [14].

In this vein, another study indicates that tourism is a pioneering, profit-driven industry at the levels of economy and use. It leverages information and communication technology to provide new tools for marketing tourism, aiming to develop, manage, and market the product and the tourist destination using points of attraction between the tourism and culture sectors, thereby preserving and developing heritage [15, 16].

Smith proposes a comprehensive taxonomy of cultural tourism, including: heritage sites, performance venues, visual arts, festivals and special events, religious sites, rural environments, indigenous communities and traditions, modern popular culture, and creative activities such as painting, photography, and dancing. Culture encompasses both tangible and intangible elements of a group or society passed down from previous generations.

Urban outdoor spaces, in this context, play a crucial role as “factories of meaning” for the sensory experience of the visitor and tourist [3]. Cultural tourism parallels the growing interest in culture in general. However, Richards [1] suggests that rather than an increase in cultural stimuli, there are more people making short visits, thus boosting the number of visitors to all kinds of attractions. As highlighted by the World

Tourism Organization (2002), the creation of a cultural tourism destination is not confined to cities or regions boasting an impressive cultural background or rich heritage. Cultural attractions allow travelers to experience human and intellectual creations (ibid).

According to marketing theory, the term “product” is defined as “any service that can be offered to the market for interest, acquisition, and consumption use that may satisfy a need or desire” [17]. This definition emphasizes “meeting customer needs”. Meanwhile, González et al. [18] defines the tourism product as “a satisfying experience in a desirable destination”. Other studies suggest that the tourism product is a blend of tangible and intangible elements, tourist attractions, facilities, services, and activities centered around a specific element of interest that generates a comprehensive tourism experience for potential customers [19]. Some suggest it is any product marketed by a country or an institution to attract visitors and experience the aforementioned product [20], while others propose that the tourism product is a set of elements based on impressions, interpretations, concepts, and sensations, primarily experiences that shape the tourist’s feelings and attitudes towards their visit [21].

Middleton Pointed that the tourism product is a geographical area containing administrative borders [21]:

- A place where the tourist finds the means of entertainment and stay, such as entertainment and shopping events, attractions and event areas;
- Existence of tourism marketing efforts, i.e., the place should market itself to attract visitors;
- Establishing an organizational structure that coordinates and leads the management of the tourist destination and coordinates tourism efforts in the place;
- Perceptions about what the place should offer to tourism. These images may or may not be accurate;
- Government agencies have introduced special laws, regulations and regulations that control various aspects of tourism;
- Mix of stakeholders in tourism: private sector companies, government agencies, organizations, non-profit organizations, including NGOs.

4. EXTRACTING WHAT WAS PROPOSED IN THE LITERATURE REVIEW

By reviewing the previous literature, it is possible to summarize what was presented with regard to heritage tourism and tourism product because it represents the main focus of the research topic, as shown below in (Table 1), the literature review shows that lack in studying the major concepts of revitalizing tourism product so it was needed to be more studies in further in the upcoming section.

Table 1. Previous studies and literature review

Study Title	Author	Year	The Most Important Aspect Raised by the Study
Actor Networks and Development of Cultural Tourist Destinations	González O, Rodríguez R, Fernández J	2022	A tourism product is a combination of tangible and intangible elements and attractions around a particular element of interest to generate a tourism experience
Exploring the Design Space of InterActive Urban Environments: triggering physical activity through embedded technology	van Renswouw L. et al.	2021	The use of technology in tourism to create an interactive environment designed to promote healthy lifestyles through human-environment interaction by personalizing the place with the aim of shaping a meaningful experience
Enhancing street-level interactions in	Gómez-	2019	Managing and marketing tourist destinations to gain a competitive

smart cities through interactive and modular furniture	Carmona O, Sádaba J, Casado-Mansilla D		advantage in order to improve the quality of life for residents and tourists by using information technology and focusing on the role of technology in society through creativity and innovation in jobs supporting tourism and developing infrastructure to increase the quality of life
Fifty Shades of Dark Stories	Kuznik L	2018	A tourism product is any product that is marked to attract visitors and tourists. It is a set of elements based on the recipient's impressions, interpretations, concepts, and feelings, i.e., a subjective mental construction related to feelings, thus forming the attitude of the recipient and the visitor
Tourism management in the historic city the impact of urban planning	Barrera-Fernandez D, Hernández-Escampa M, Vázquez A	2016	A source of knowledge Landscape as a source of meaning industry
Issues in cultural tourism studies	Smith M	2015	Active and interactive participation with the culture of a community through the acquisition of new experiences of a creative and entertaining nature
Sustainable heritage tourism marketing through intelligence ICT solutions	Katiyar R, Priyanka P	2015	Improving the quality of life through the use of interactive technology in heritage tourism
Marketing in travel and tourism	Middleton V, Clarke J	2012	Characteristics of the tourism product: a geographical area with administrative borders, the place markets itself to attract visitors, a place where the tourist finds means of entertainment and survival, the presence of an organizational structure that coordinates and leads the management of the tourist destination
Sustainable Marketing of Cultural and Heritage Tourism	Chhabra D	2010	Tangible heritage includes all assets with physical embodiment of cultural values, historic cities, archaeological sites and cultural landscapes The positive side of heritage is interest in culture and landscape for long-term use
Cultural Heritage and Tourism in the Developing World	Timothy D, Nyaupane G	2009	Tourism as a tool to alleviate poverty and increase community economic development
The core of heritage tourism	Poria Y, Butler R, Airey D	2003	Heritage tourism is part of cultural tourism, where the main motive is the characteristics of the place, nostalgia for the past, and the authenticity of the experience
Cultural attractions and European tourism	Richards G	2001	The importance of motivation and cultural motivation The importance of attractions through the experience of cultural and intellectual creations
Cultural tourism in Europe Cultural tourism and business opportunities for museums and heritage sites	Richards G Silberberg T	1996 1995	Heritage tourism is one of the most popular forms of tourism Interest in the lifestyle of a community motivated by interest in the historical and heritage experience
Marketing Management, Canadian	Kotler P, Turner R	1989	The marketing theory put forward the product as a service provided to the market with the aim of consumption to meet a need or desire.
Marketing tourism. A practical guide	Jefferson A, Lickorish L	1988	A tourism product is a satisfying experience in a desirable destination

5. COMPONENTS OF TOURISM PRODUCT ACTIVATION

The research aim focused on revitalizing heritage tourism by enhancing heritage tourism product achieved by three components, which are Creativity, Innovation and Leadership, as an essential step in revitalizing and enhancing the tourism product locally which a collaborative efforts of various stakeholders. The following is an explanation for each of them.

5.1 Creativity

The first component of activating tourism product is creativity that many studies and dictionaries indicated that creativity was defined in the Cambridge dictionary as a term that reflects the ability to produce or use original and unusual ideas. While oxford dictionary referred to creativity as involving the use of skill and the imagination to produce something new or a work of art. While academic discussions refer to creativity as the ability to think in new ways and apply fresh perspectives to old problems [22], or the capability or act

of conceiving something original or unusual [22], or a critical skill that enables people to adapt and create unique approaches that may be even better suited than tried-and-true methods.

5.1.1 Types of creativity

According to Dietrich [23], there are four types of creativity: deliberate and emotional, deliberate and cognitive, spontaneous and emotional, and spontaneous and cognitive. Creativity is an active process necessarily involved in innovation. It is a learning habit that requires skill as well as specific understanding of the contexts in which creativity is being applied. The creative process is at the heart of innovation and often the words are used interchangeably.

(Richards)coined the term in creative tourism first in 2000 and developed it through the years [24] as "Tourism which offers visitors the opportunity to develop their creative potential through active participation in courses and learning experiences, which are characteristic of the holiday destination where they are taken", by appreciating everyday life to build an authentic and unique sense about the destination visited through active participation.

5.2 Innovation

The second component of activating tourism product is innovation that is defined as:

Cambridge dictionary defined the term as a new idea or method that is being tried for the first time, or the use of such ideas or methods. Also Oxford dictionary referred to term as the introduction of new things, ideas or ways of doing something. While Nilssen [25] referred to urban innovation as solutions, provisions and/or ways of adapting to the challenges surrounding major cities. Innovation can be both multidisciplinary and multifaceted, including product, service, process, position, strategic, rhetoric, and governance innovation. Another point of view is an actively intended process of change that leads to discontinuity, with the aim of improving institutional structures and/or practices in a given context.

The implementation or creation of something new that has realized value to others [22]. Innovation can be broadly thought of as new ideas, new ways of looking at things, new methods or products that have value. Innovation contains the idea of output, of actually producing or doing something differently, making something happen or implementing something new.

5.3 Leadership

The third component was leadership that was defined in the Oxford dictionary as a state or position of being a leader or the action of leading a group of people or an organization, or the set of characteristics that make a good leader.

(Rada) pointed to the concept of Burn's Theory of Transformational leadership that involves leaders and followers working together to develop mutual goals, to recognize and achieve higher order needs [26], he argues that leadership can occur at all levels of organization and society

Another point of view [27] that referred to Leadership as

crucial role for successful projects and has an important function to satisfy the needs of all stakeholders developed three aspects of leadership: Communication of Vision, Stakeholder Engagement, and Adaptation to the Transition Process.

While Van Serters referred to the term as [28]:

Leadership is a complex process, consisting of behavioural, relational and situational elements. It exists not only in the leader, but also in individual, dyadic, group and organisational relationships. Leadership can stem upwards from lower organisation levels as much as it is initiated downwards from higher levels. Leadership occurs both internally and externally in the situational environment. It motivates people intrinsically by improving expectations, as well as extrinsically by enhancing reward systems.

Table 2 shows literature review on creativity, innovation and leadership

The most important components of the tourism product have been reached that deal effectively with each other when available to activate heritage tourism in the areas that are being rehabilitated and redeveloped, namely (as shown in Table 3):

- **Innovation:** Which is achieved through indicators of fair use, providing flexibility in design, providing sustainability in urban spaces.

- **Leadership:** Which is achieved through indicators of social participation in decision making process, Activating the tourism process, giving more attention to traditional activities, developing government legislation and laws, keeping pace with technological developments, Decentralized management model and the establishment of companies to coordinate projects in the city and the use of public-private partnership.

- **Creativity:** Which is achieved through indicators of authenticity in preserving architectural elements that carry value for historical continuity, The creativity of the designer in drawing inspiration from the heritage revival in architecture, Enhancing the commercial identity, Exploiting open spaces for urban events.

Table 2. Literature review on components of tourism product activation

Study title	Author	Year	Key Concepts
Towards activating comprehensive "global" urban design standards to develop heritage "tourist" urban spaces	Mohamed Ali et al. [29]	2022	The concept of comprehensive design within the tourist heritage areas Create appropriate conditions for all users Guide the design and permitting process Help increase designer and user awareness
Heritage tourism and its role in the tourism industry and activating the process of attracting tourists to Jordan	Nayef Alsarayreh, [30]	2017	Heritage tourism and its role in activating the tourism industry as a tool for tourism activation. Heritage elements are among the most important tourist attractions Using and integrating heritage elements with contemporary developments and cultural changes, and adapting capabilities to produce an architectural product that connects tradition and modernity. Carrying out training courses for engineers and workers in the field to get access to all new materials, techniques and construction, and to reach the desired results when working on projects related to the heritage and tourism aspects. Paying attention to cultural awareness and the importance of heritage and the values it carries that express society, its customs and traditions
The Flexibility Effect of Using Heritage Formation Vocabulary in Contemporary Architecture	Ali ElSayyad et al. [31]	2022	Developing study materials in the field of architecture to study how to deal with heritage and study everything that is new globally and the method of applying it on the ground for architects interested in either reviving heritage or quoting from it Taking heritage architecture as a source of creativity because of its solutions that respect the environment and people. Creativity is not incompatible with respect for heritage through a balance between them for cultural continuity. Reformulating and developing heritage elements and adapting technology with heritage revenue to achieve future goals and preserve the Arab identity

			Enhancing the role of heritage vocabulary by using modern materials to reach contemporary architecture
			Integration between old and new and considering possibilities as a design potential
			Reaching compatibility with the customs, traditions and privacy of the product with the community and has its own character and identity that distinguishes it from others
			Develop laws for heritage projects to reduce distortion and respect the preservation of the spirit, character and personality of the place while benefiting from the developments of the times
Employing urban heritage in tourism	Al Rajoub A.M. and Al Shawabkeh [32]	2019	Highlighting the most important archaeological and heritage monuments of historical, social and economic importance
Leaderships in Urban Contexts of Diversity and Innovation	Oliveira et al. [33]	2015	Employ the components of preservation, development and reuse to create a sustainable urban center and an attractive tourist point locally and globally
			The role of leadership in the urban context, based on theories of business administration
			Capacity building for diversity, innovation and success of urban renewal processes
			Revitalization and rehabilitation operations

Table 3. Ways to achieve the components of tourism product activation

The innovation component is achieved through	The nature of the place, personal identity, and the combination of daily life and spatial elements that create the spirit of the place	Fair use and rehabilitation of urban spaces by providing them with floor elements that facilitate movement
		Providing flexibility and designing paths that achieve visual and functional diversity, usability, and interaction with surrounding buildings
		Achieving the suitability of urban spaces for use and linking all squares with a set of paths and passages that provide proper movement
The leadership component is achieved through	A leadership plan for government institutions cooperation with the private sector and the local community	Restoration and maintenance of sites through restoration, rehabilitation and re-employment
		Activating the tourism process in those sites through the establishment of visitor reception centers that include (showrooms, administrative offices, a public library and an archaeological museum).
		Giving more attention to traditional activities and festivals
		Developing government legislation and laws to revitalize the heritage scene
		Keeping pace with technological developments in publicity and advertising of tourist sites
		Decentralized management model and the establishment of companies to coordinate projects in the city and the use of public-private partnership to contribute to the implementation of projects: local governments, active municipal government, interaction with judicial authorities, adoption of exemplary management practice
The creativity component is achieved through	Considering the possibilities as design potentials of the era by reflecting and expressing the identity of the community	Authenticity in preserving the elements of the heritage that carry value for historical continuity, through temporal and spatial communication achieving contemporary formally and functionally (environmentally, economically, socially)
		The ability to modify, reshape and adapt to the variables of time and space to meet the user's need
		The creativity of the designer in drawing inspiration from the heritage revival in architecture (a new design idea that bears the changing character of the heritage)
Flexibility and ease of change in containing creative activities		Enhancing the commercial identity in the region and finding traditional markets that meet the needs of the visitor and support handicrafts and local goods
		Exploiting open spaces to establish public gardens and terraces for celebrations, festivals and cultural activities

6. CASE STUDY

6.1 The history of Al-Mutanabbi Street

Al-Mutanabbi Street was chosen as a sample for the case study, as Al-Mutanabbi Street is located in the center of Baghdad near Al-Midan area in Al-Rusafa district, and it is considered the vibrant axis of the cultural side in the city of Baghdad because it contains many libraries, printing and publishing houses, in addition to containing some old Baghdadi buildings and significant landmarks. The historic

street was named in 1932 during the reign of King Faisal I after the famous poet Abu al-Tayyib al-Mutanabbi, who was born during the Abbasid state [34, 35].

6.2 Redevelopment efforts for Al-Mutanabbi Street

Al-Mutanabbi Street, like other heritage areas, was exposed to neglect and deterioration of conditions, especially after what it witnessed of the 2007 bombing. A joint committee was formed from the Ministry of Culture, the Ministry of Municipalities, and the Baghdad Provincial Council to

reconstruct it and open it in 2008, in the presence of many Iraqi personalities, writers, and intellectuals. Then, the area was redeveloped in 2021 [36] with the support of the Tamkeen initiative of the Central Bank of Iraq and the Association of Iraqi Banks within the Baghdad Revival Project launched by the Municipality of Baghdad (as shown in Figure 1) to beautify the streets of the capital and its heritage places, in addition to holding many artistic and musical activities and events along the street, which has been paved again. The facades of the brick shops were re-coated and painted, as were the small ornate iron balconies and compact columns. Small identical wooden boards bearing the names of the shops were hung over their entrances. The street is about one kilometer long, and leads to one of the banks of the Tigris River, preceded by a large statue of Al-Mutanabbi, and ends with an inscription on which is one of the verses of his famous poems (Figures 1-4).

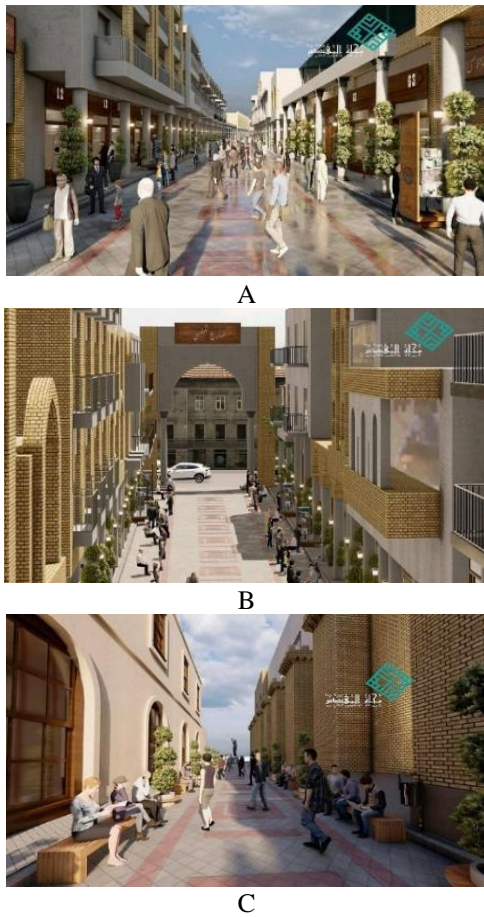


Figure 1. The proposed design for Al-Mutanabbi Street
 Source: <https://www.shayd-eng.com/post/how-to-make-the-most-out-of-remote-meetings>



D



E



F

Figure 2. Maintenance work on the project and restoration of building facades

Source: <https://www.ina.iq/132164--.html>



G



H



I

Figure 3. The end result and the reality of the situation for Al-Mutanabbi Street

Source: www.googlephotos.com



J



K



L

Figure 4. The river front and the end of the axis of Al-Mutanabbi Street overlooking the Tigris River, with the presence of a small river transport station and the statue of Al-Mutanabbi

Source: www.googlephotos.com

7. CASE STUDY DISCUSSION

The case study was analyzed through what was extracted shown in Table 3, the theoretical framework presented, and ways to achieve this in the chosen area of the case study.

7.1 The innovation component

The innovation component is employed through the nature of the place and its personal identity, and the combination between daily life practices that could enrich the visitors' experience through innovative ways and functions by spatially preserving heritage contents that help restore heritage identity, for instance the recall of authentic experience to have a cup of tea in Al-Zahawii coffee shop as a way to experience the community's traditional values and introducing new functions that are more flexible for multi-functions of space as using libraries for communicating with intellectuals, writers and poets in small groups in two or three to discuss cultural, poetic and literary matters. Fair use for all and equalities is achieved through rehabilitating urban spaces within archaeological areas and providing them with floor elements that facilitate movement, providing flexibility in use and designing a structure of paths to achieve visual and functional diversity, usability and

interaction with the surrounding buildings, achieving the suitability of urban spaces for use and linking all urban spaces with a set of paths and corridors that provide proper movement.

7.2 The leadership component

The leadership component is achieved through the development of applicable governmental legislation and laws to activate heritage tourism and the laws of restoration of sites and the development of a leadership plan for government institutions in cooperation with the private sector and the local community that reflects multiple interests by establishing a decentralized management model and facilitating legal procedures to activate heritage tourism in addition to keeping pace with technological developments in publicity and advertisement for available tourist sites, and it is necessary to give more attention to heritage and cultural activities and festivals, thus increasing the ability to compete between cities by attracting new companies and building urban revitalization projects to change the city, and establishing companies to coordinate projects in the city and using partnership between the public and private sectors to contribute to the implementation of projects. Local governments, active municipal government, interaction with the judiciary and adoption of exemplary management practice.

7.3 The creativity component

The creativity component is achieved by containing creative cultural, social and commercial activities such as establishing visitor reception centers that include (showrooms, administrative offices, a public library and an archaeological museum) and strengthening the commercial identity in the region of Al-Mutanabi and Al-Karkh region and revitalizing and initiating national projects to revive and enhance the traditional markets that meet the needs of the visitor in achieving a sense of place and nostalgia to the past through traditional crafts that are it disappeared with time as a result of the lack of artisans working in the fields of handicrafts, which were replaced by ready-made goods imported from other countries. In addition to that, the case study region has potentials to develop the river front by introducing river taxi which exist but need much more attention and development matching the value of the place and developing the tactic interventions as an approach to maximize the percentage of marketing activities in the campus of heritage areas with distinguished identity and exploitation of open spaces to establish public gardens and terraces for celebrations, festivals and cultural activities and work to rehabilitate the main movement axes surrounding the region and provide the necessary commercial services for the region with the need to take into account the services necessary for the local community in addition to flexibility and ease of change and the possibility of modification and reconfiguration in order to respond with the variables of time and place to meet the need. The user takes advantage of the capabilities of the era and expresses the identity of the community as a result of local creativity with authentic values and a contemporary spirit, through originality in preserving the elements of the heritage that have a fixed character and that are still of value for historical continuity, and through temporal and spatial communication, the creativity of the designer is inspired by the revival of heritage in Architecture (Think Design A new water that bears the changing character of inherited), a changing use

of inherited architectural elements (such as shanasheels, iwans, mashrabiyyas, air catchers, tents and domes) in a contemporary manner by simplifying and abstracting ideas and achieving contemporary formally and functionally (environmentally, economically, socially).

8. CONCLUSION

Tourism is a major source of national income for many countries, and many countries are competing over increasing the competitive value of the city through the possibility of developing tourist product that enrich the economic aspect and urban and social development.

The most important components to enrich and revitalize heritage tourism product have been indicated as: the first component was Innovation, which is achieved through indicators of fair use, providing flexibility in design, providing sustainability in urban spaces, the second component was Leadership, which is achieved through indicators of social participation in decision making process and urban interventions, stakeholders synergy to maintain and recall the essence of Baghdad and spirit of place and activating the tourism process, Giving more attention to traditional activities, Developing governmental legislation and laws, Keeping pace with technological developments, Decentralized management model and the establishment of companies to coordinate projects in the city and the use of public-private partnership. the last component was Creativity, Which is achieved through indicators of identity by providing an authentic experiences to the visitors and tourists and preserving architectural elements that carry a unique value for historical continuity, the adaptation to change and transforming it to urban potentials to enhance the commercial intellectual and cultural identity, Exploiting open spaces for urban events and national festivals and taking advantage of existing landmarks and benefit from them as a design power and potential for revival process in urban design that reflect the nostalgia to the past and empower the future generations by recalling the values of the past, reflecting on it, taking lessons and learning from them (Figure 5).

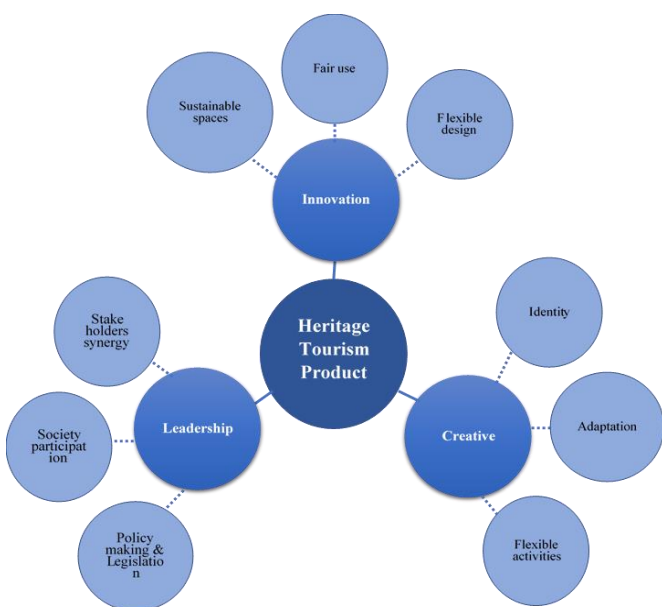


Figure 5. Components of activating tourism product in heritage tourism

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