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Instructions for Authors

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The following is the manuscript type classification used by the Editorial Board:

1. Article: An account of an author's work in a particular field. It should contribute new knowledge to the field in which the research was conducted.
2. Review article: A critical synthesis of the current literature in a particular field, or a synthesis of the literature in a particular field during an explicit period of time.
3. Brief article: A short article (note) having the same characteristics as an article.
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Lynnl, Woods; Larry, G. (1998). ''Effects of a tourism awareness program on the attitudes and knowledge of older adults'', Educational Gerontology, vol.24, no.1, pp.69-78.

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9. Opinions: Manuscripts submitted to the Journal for publication contain the author's conclusions and opinions and, if published, do not constitute a conclusion or opinion of the Editorial Board.

Contents

English Section

Analyzing the strategic framework for developing tourism in urban heritage sites (uhss): a case study on the old city of sana'a (Yemen)

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Abstract: Urban heritage has an important status in the process of developing the tourism sector. Urban heritage in Yemen differs depending on the regions and historical cities such as City of Old Sana'a, Historic Town of Zabid, Shibam, Taiz, Thula, Saada and others.

The Old Sana'a City is one of the ancient cities in the Arabian Peninsula dated back to Fifth Century B. C. It is located in the northern part of Yemen. The old city of Sana'a is rich in in terms of urban heritage reflecting through buildings, mosques, scientific old schools, castles, walls, towers, mansions, markets and luxury homes. It was included in world cultural heritage list by UNESCO in 1986.

This study aims to examine the relationship between tourism and urban heritage, Also to promote the role of built heritage on the Old City of Sana'a to developing tourism. It investigates a strategic plan for developing tourism in an urban heritage sites applying to the Old City of Sana'a, which focuses on promoting sustainable development of cultural and environmental resources to achieve a balance between protection of heritage sites and development of tourism.

Keywords: the Old City of Sana'a, Strategy, Tourism Development, Urban Heritage.

تحليل الإطار الاستراتيجي لتنمية السياحة في مواقع التراثي العمراني: دراسة حالة عن مدينة صنعاء القديمة (اليمن)

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– جامعة إب، اليمن

ملخص البحث: يحتل التراث العمراني مكانة مهمة في تنمية قطاع السياحة. ويختلف التراث العمراني في اليمن باختلاف المناطق والمدن التاريخية مثل مدينة صنعاء القديمة، مدينة زبيد التاريخية، شبام، تعز، ثلا، صعدة وغيرها.

مدينة صنعاء القديمة –الواقعة في الجزء الشمالي من اليمن – إحدى المدن القديمة في شبه الجزيرة العربية، يرجع تاريخها إلى القرن الخامس قبل الميلاد، وهي غنية بتراثها العمراني الذي يظهر من خلال المباني، والمساجد، والمدارس العلمية القديمة، والقلاع، والجدران، والأبراج، والقصور، والأسواق، والمنازل الفخمة. تم إدراجها في قائمة التراث الثقافي العالمي من قبل اليونسكو في عام 1986م.

يهدف هذا البحث إلى دراسة العلاقة بين السياحة والتراث العمراني، وتعزيز دور التراث العمراني في مدينة صنعاء القديمة في تنمية السياحة. كما يهدف إلى اقتراح إطار استراتيجي لتنمية السياحة في مواقع التراث العمراني يمكن تطبيقها على مدينة صنعاء القديمة، وتعزيز استدامة الموارد الثقافية والبيئية، بما يُحقق التوازن بين حماية المواقع التراثية وتنمية السياحة.

الكلمات المفتاحية: مدينة صنعاء القديمة، الاستراتيجية، التنمية السياحية، التراث العمراني

1. INTRODUCTION

The Old City of Sana'a in Yemen is an example of Islamic cities which is includes the architectural style of Islamic cities around the world of construction are special and unique

The urban heritage of Sana'a has been the focus of international conservation efforts, which have stimulated local interest and contributed to preserve it.

The OWHC inscribed the Old City of Sana'a on the World Heritage List in 1986. The inscription was accompanied by a recommendation to strengthen the conservation effort and management of the site. This site meets the following criteria as established by UNESCO (UNESCO 2016):

☐The city presents a "homogeneous architectural ensemble" meaning that many of the buildings look very similar and portray the stylistic elements of early Islamic culture.

☐The partially built wall around the city reveals a city which contains houses that are an "extraordinary masterpiece" of traditional human settlement dating back 2,500 years ago.

☐This city also has a direct relationship with the history and spread of the Islamic religion.

☐The Old City of Sana'a in Yemen is very rich in terms of heritage that varies from walls, towers, gates, streets, houses, and mosques. It can be invested in tourism development in the city. The foregoing discussion proved that a positive relationship has existed between heritage and tourism as exemplified by the economic and social benefits.

To preserve the urban heritage in the Old City of Sana'a, a proposal national tourism strategy of definite objectives and principles has been formulated. The strategy is meant to contribute to the process of promoting and developing heritage tourism.

2. LITERATURE REVIEW:

Tourism and heritage buildings have a strong relationship. Traditionally, heritage is one of tourist attractions elements, while the tourism sector with its broader base has assumed the role of product development and promotion. This close relation between tourism and urban heritage has attracted the attention of specialists and tourism scientists (Cruza & Guzmán, 2017) to conduct many studies in an attempt to explain, evaluate, criticize and manage this relationship (Wu, 2018).

The interest in the relationships between cultural heritage and tourism has been strengthened and the economic function of heritage has been explicitly recognized. Studies show that each restored and enhanced heritage site gives rise to a certain amount of jobs in the site and peripheral activities. There are studies on the economic benefits accruing from tourism that demonstrated its ability to create jobs and earning hard currencies (Getz, 1986) after it became a major component in the local and national economic scene (Kilinc, 2011).

In recent decades, urban heritage sites have contributed significantly to the development of tourism as a unique destination, especially if the places need it

desperately for economic gain. However, there is a risk and reality of destroying the existing heritage items by over-increasing tourism and ignoring the requirements of the local population (Kilinc, 2011)

Heritage tourism is also one of the most extensively discussed issues in recent years by the academic literature, and it is, undoubtedly, closely related to heritage management and development (Timothy & Boyd, 2006). Most importantly, it is one of the fastest-growing types of tourism in the world (Timothy, 2011). Heritage tourism is a valuable opportunity to enhance competitiveness and attract investment in heritage sites (Wu, 2018).

On the other hand, one of the most important issues to be addressed is mass tourism or excessive tourism that can upset the lives of the local population and increase the exchange rate, or even the collapse of their culture (Jokilehto & Fielding, 1993). We know that some historical cities have lost their characteristics due to the displacement of the local people as a result of the lack of an administrative plan that accommodates tourists and takes into account the interests of the community and its local culture (Evans, 2002). Therefore, historic cities need a plan that helps absorb tourists and benefits more from tourism development instead of creating negative impacts because these urban heritage sites attract many visitors (Murphy & Boyle, 2006).

To increase the tourism income significantly, the handicraft sector should be re-activated, fees from visits to historical sites need to be increased as well as greater access to a larger number of buildings, facilities, and the establishment of hotels

and restaurants and other services is required (UNESCO, 2007) .

Based on the studies conducted about tourism development in urban heritage sites, it is apparent that historical towns can develop good practices towards developing tourism, especially heritage tourism, and economically benefit society. However, the tourism sector in the old city of Sana'a is still very underdeveloped, especially in light of the deteriorating political, socio-economic and security conditions that Yemen has experienced during the past years, which have worsened in early 2015. These conditions have compromised institutional frameworks, causing conservation and development activity to cease with little available resources are inadequate and inability international experts cannot enter Yemen at present. Despite Sana'a's classification as a World Heritage Site, few tangible benefits have been brought to the city population. Since 2015, the tourism potential in Sana'a has seen a continued decline when the UNESCO registered the old city of Sana'a in the World Heritage in Danger.

One of the biggest conservation challenges that have been echoed by independent national conservators as well as national and local officials is the need for effective management (Mehta, 2009, p.11). The deterioration and mismanagement of heritage sites like Sana'a, as World Heritage City.

3.THE OLD CITY OF SANA'A

The Old City of Sana'a is located at the northern part of Yemen in a mountain valley at an altitude of 2,200 m, at 15o 21" Latitude and 12o 44" Longitudes. It is the one of the oldest cities in the Arabian

Peninsula date back to Fifth Century B. C. It is situated within a closed boundary wall, spanning an area of about 1.35 square kilometers. The Old City of Sana'a is defined by an extraordinary density of rammed earth and burnt brick towers rising several stories above stone-built ground floors, which may reach nine floors at times, strikingly decorated with geometric patterns of fired bricks and white gypsum.

Old City of Sana'a is considered one of the best examples of built heritage models in Arabian Peninsula, and was listed by UNESCO on the World Heritage List in 1986. The old city of Sana'a is rich in both architectural art and cultural heritage, which can be seen through the buildings, mosques, scientific old schools, castles, walls, towers, mansions, markets and minarets pierce the skyline and spacious green bustans (gardens) are scattered between the densely packed luxury houses.

Inhabited for more than 2,500 years, the city was given official status in the second century BC when it was an outpost of the Yemenite kingdoms. By the first century AD it emerged as a centre of the inland trade route. The site of the cathedral that called ALQULAIS constructed during the period of Abyssinian Occupation (525-75) bear witness to Christian influence. The city witnessed the destruction of remains of the pre-Islamic period to a large extent as a result of the profound changes that took place in the city from the seventh century.

After that Sana'a became a major centre for the spread of the Islamic faith as demonstrated by the archaeological remains within the Great Mosque, that have been constructed while the Prophet Mohammed was still living. Successive reconstructions of Sana'a under Ottoman domination beginning in the 16th century respected the organization of space characteristic of the early centuries of Islam while changing the appearance of the city and expanding it with a second city to the west. The houses in the old city are of relatively recent construction and have a traditional structure. Described by historians, geographers and scholars of the early Islamic and medieval eras by most beautiful descriptions.

4. THE MAJOR ELEMENTS OF THE BUILT HERITAGE IN THE OLD CITY OF SANA'A:

The Old City of Sana'a is a fortified town with six remaining gates. It has all the elements and components of architecture as well as urban heritage that makes it an outstanding archaeological and historical site. UNESCO (2016) mentions just how spectacular the architecture within the city is. There are around 103 mosques, 14 hammams (steam rooms), and over 6,000 houses. They all have a craftsman like quality to the design aspect implementing white detailing on beige brick and stone giving it a pictorial like essence.

The wall of the city is the oldest landmarks that constitutes an aesthetic attraction, historical references, and was built by King Sha'arm Otter in the second century AD (Haddad, 1992: 5). The height of the wall is between (7-10) meters, and its width is (6) meters, and was built of dried mud, the length of the wall around the city is about (12,500 meters), most parts of the wall is destroyed under the justification of the requirements of modern development. Then large parts of it were restored (Albanna, 2002: 180). The guard towers on the wall reached approximately 139 towers, were distributed on the wall of the fence to

achieve its security defense, (Taher, 2005: 180).

The Old City of Sana'a has two main gates, namely: Bab Shuob, located on the northern side, and Bab al-Yaman, on the southern side. As a result of the expansion of the city, new gates were built until their number reached six gates, three of which are southern, namely: Bab Al-Yaman, Bab Stran, Bab Khuzaymah, and two northern doors, which are: Bab Shauob, Bab Al-Shagdif, and western gate which is Bab Al-Sabah. Most of these gates had been destroyed during the urbanization of the city, leaving only the main gate South Bab al-Yemen, which is the most beautiful city gates (Banna, 2008: 159).

The old city of Sana'a has many mosques dating back to different historical periods, totaling 106 mosques until the fourth century AH / tenth century AD (Al-Akwa, 1981: 11), and only 44 mosques remain, the most prominent are the beauty and architecture is the Al-Bukayriyah Mosque.

Mosques occupies a prominent place among various buildings in the old city of Sana'a in terms of the large number, and the beauty of ornamentation, and the skill and diversity of building materials, (Yosr, 2004: 270) and the most important historical landmarks in the city. Foremost among these is the Great Mosque of Sana'a (Jami' al Kabir), one of the first mosques in the Muslim world which was built outside the holy lands of Mecca and Medina. During a routine renovation in 1972, workers came across stacks of ancient papers and manuscripts in a long-forgotten attic space. On further investigation, it was discovered that many of these documents dated to the earliest days of Islam, and included the

oldest known copy of the Qur'an in existence.

The twisted streets and alleys of the old city of Sana'a are the most distinctive features of the city. It width was range between (4-6) meters (Haddad, 1992: 41), and perhaps the reason for this was due to conditions of planning, to cope with the environmental factors.

The residential buildings in the old city of Sana'a has been characterized by small space. And distributed vertically. According to a recent statistical study carried out in 2008, the number of residential houses is 8,000, distributed in forty neighborhoods, each neighborhood including a mosque, an orchard, places for recreation, and social activities such as baths and squares. The population of the old city of Sana'a is 90,000 people (Othman 2009: 10).

Some of the buildings in the old city of Sana'a had been repaired such as: "Elfulaihy Home" which was used as an educational center to serve the community, and "Happiness House" which was used as a national museum to show the ancient history of Yemen.

Some buildings in the city has been exploited to serve as heritage hotels, without compromising its traditional architectural, most notably the Peace Hotel, the Hotel Nights Sana'a, and Taj Talha Hotel and Sultan's Palace, and Dar gold, and the Sam City Hotel, as well as the exploitation of some of them as café and restaurants heritage regard to providing food and drinks in a traditional method.

There are a number of bathrooms (steam rooms) in the old city of Sana'a, such as

Yasser's bath, which dates back to the pre-Islamic period as indicated by most historical sources. Bathrooms have played a clear role in the social life in the old city of Sana'a, it serves a lot of events, customs, and traditions to San'aani community.

The Old City of Sana'a market is one of the main attractions, which is the product of a physical and cultural historical eras, and the oldest and largest markets in the entire Arabian Peninsula. The Sana'a market represents the base of foundation and planning of the city, there is special markets for each trade and craft, and they retain their names until today such as: Baz Market of fabrics and silk, Alnhaceen market (Brass tool makers), and Janabi market (traditional dagger).

Historical references mention that the Sana'a market contained 23 specialized markets in the fifth century AH / eleventh century AD (Al-Razi, 1974: 85; Abdullah, 1983: 289). Then the market expanded during the city's development stages until it reached more than forty markets (Al-Haddad, 1987). : 164), in response to new requirements that have emerged (Dostal, 1990: 57).

Old city of Sana'a contains more than (60) Sabil of different sizes, (42) of them are still in a good condition, as the majority of them are still functioning today such as "Alabhar Sabil" (Banna, 2008: 174). They are tank for storing drinking water to serve the general public in the streets and markets. In the old city of Sana'a, there are a large group of squares in different sizes and shapes, they are distributed according to the general system of formation of the city or neighborhood. The squares are spaces mediated old city of Sana'a, surrounded by houses on all sides, and

conducive to some streets (Taher, 2005: 123), its being the scene of social and cultural relations for the local community where wedding ceremonies, funerals, holidays, Eid prayers and important occasions were held.

The Old city of Sana'a has distinctive horticulture, there are (43) ones which distributed in the city center and its outskirts, and constituted a total area of (9.16) hectares, which accounted for (12.2%) of the total area of the city (Brsolo et al, 2006: 17).

5. PROTECTION AND MANAGEMENT REQUIREMENTS

The international conservation of the Old city Sana'a by UNESCO had led the Yemeni government to initiate the General Organization for the Preservation of The Old Sana'a in 1984, in need to conserve the Old City of Sana'a as a designated a World Heritage Site 1984 by UNESCO. Its main assignment was to study the historical background and the house's description of the old city of Sana'a. From 1987, the scope extended to include all the historical cities of Yemen.

The General Organization of the Preservation of Historical Cities and Antiquities of Yemen (GOPHCY) mainly is responsible for supervision to preservation. It was established in 1990, to manage and protect the historic cities of Yemen (GOPHCY, 2010: 39). GOPHCY, is an independent body set up to create an appropriate strategy for sustainable development. It is the overall authority for management of the World Heritage property. Consequently, conservation policy and guidelines have been established and upgraded throughout the years.

The General Organization for the Preservation of the Historic Cities of Yemen (GOPHCY) aims to develop the Conservation Plan. It is also proposed to establish a Conservation Unit to involve all stakeholders, who will be encouraged to participate in the preparation of the city Management Plan process. The conservation of the old city of Sana'a was under taken by GOPHCY with the assistance of UNESCO and UNDP their target was building in risk such as private sectors, hotel and privately owned houses of architectural significance. The beginning of adaptive reuse movement took place by the international organization that collaborated with the local authority, to encourage the traditional handicrafts such. Caravanserai (Samsara) Al-Mansorah renovated into crafts shop and Al-Mutahar house into women technical center (Petzet &Koenigs, 1995). The adaptive reuse movement has spread all over the old city by the private owners with no consideration for refurbishing or adapting them into a suitable usage. A lot of random modernization of buildings and services took place (UNESCO, 2008). Overall, the adaptive reuse projects has improved the public life, and the city infra-structure, but for the private ownership houses executed adaptive reuse randomly solely, for the purpose of upgrading their income because of the economic crisis which affected the owners' income.

6.THE STRATEGIC FRAMEWORK FOR DEVELOPING TOURISM IN THE OLD CITY OF SANA'A

5.1 Strategic objectives

-The revival of heritage sites to ensure the means of its survival, and to provide reasons for caring.

-To strengthen its role in the development of local communities economically and socially, and hence, increasing their participation in tourism development.

-To preserve the architectural character and architectural heritage sites.

-Disseminate the culture of tourism, and spread awareness of the importance of heritage to the community.

-To encourage tourism investment and the establishment of tourism projects in the heritage sites.

5.2 General principles of the strategy:

To achieve the intended objectives, the principles are as follows:

-The existence of the essential partnership between the public and private sectors for increasing tourism.

-Taking into account the values, customs, and traditions of local communities.

-To preserve and protect the sites and monuments in heritage sites.

-To ensure sustainable development in the heritage sites.

5.3 Dimensions and strategic axes:

The proposed strategy relies on several dimensions to ensure that conservation effort, tourism employment and proper activation of cultural tourism in heritage sites are possible (Figure No. 13).

5.3.1 Administrative and legal dimensions:

-Drafting the legal basis for the protection of heritage sites.

-Conducting documentation and a comprehensive inventory of the Architectural Heritage.

-Building Rating graded into categories of historical and architectural significance, economic, and begin the restoration and maintenance of the major infrastructure of importance that faces destruction.

-To reconstruct in a unified manner and to preserve the heritage sites.

5.3.2 .Environmental Dimensions:

-The preservation of the environment, and minimizing the negative impacts on the urban fabric within the heritage sites.

-Giving attention to the carrying capacity of ancient sites to avoid their destruction.

-Carrying out an Environmental Impact Assessment by tourism employment in heritage sites, and work to address the expected negative effects.

5.3.3 Social dimensions:

-Encourage popular participation of the local population for the success of tourism recruitment plans, and the integration of local communities in the tourism development process and the management of heritage sites.

-Improving the living conditions of the local population by encouraging them to engage in traditional occupations and industries.

-The development and provision of the necessary needs of the infrastructure requirements while maintaining the architectural style of the heritage sites (transportation, water, and electricity, sewage).

5.3.4 Economic dimensions:

-Work to promote handicrafts and traditional industries in the heritage sites under the framework of the loans granted by the youth to complete small projects.

-Encourage tourism activity in the heritage sites in alignment with the customs and traditions of the community.

-Building balanced economic investment activity in the neighborhood, including the employment of older buildings for a variety of investments (service - literal - entertainment - cultural) without confining one type of business activity.

-Establishment of special funds for the development of heritage sites, including being funded through donations and subsidies, grants, bequests, and banks, companies, and institutions.

5.3.5 Architectural and structural dimensions:

-Maintain the historic character of heritage when undertaking restoration, renovation and maintenance, and to comply with the terms and architectural standards.

-Fit the proposed use of a heritage building.

5.3.6 The artistic and historical dimensions:

-Conducting a heritage survey of the area to have an idea of the importance of its heritage buildings.

-The preparation of the National Register of heritage buildings after its distribution to various categories.

-Making new functionality suitable for the heritage character of the building visually, and to match with its historically valued shape and design (Mustafa, 2010, p. 944).

7.TOURISM DEVELOPMENT GUIDELINES

In this axis, the study will offer some guidance to achieve tourism development and to ensure that the tourist gets an enjoyable cultural experience from their visit to the Old City of Sana'a:

•It is necessary to find a balance between developing tourism, conservation heritage and coordinating efforts to achieve mutual benefits.

•Planning awareness programs that invite the visitor to respect and understand the culture of the community, the local way of life, culture, history, and religion.

•The development of tourism must be firmly based on all the heritage and cultural components in the town and make the heritage monuments selectively available to visitors (Jokilehto & Fielding, 1993).

•A tourist development strategy is essential as the pre-condition for developing tourism

and all potential resources (Wager, 1995, p.521).

•The revenues generated by tourism should be used in the conservation of the city.

•Improvements in visitor facilities and services at the Town.

•Participation of local people in the management of tourism and give them preference in employment because the local communities are a key social reference point in developing tourism and are crucial for successful heritage tourism and community development (Su & Wall, 2014).

•Attention to cultural activities that increase the length of stay and total spending.

•Establish a site committee, that will be responsible to reconcile the legitimate interests of the local population with the interests of the visitors or tourists who come to the town.

•Increase promotion of the Town as a tourist destination, and encouraging domestic tourism.

•The proposed strategy emphasizes reducing the overuse of heritage and does not seek to maximize visitor numbers but to provide tourists with a good experience.

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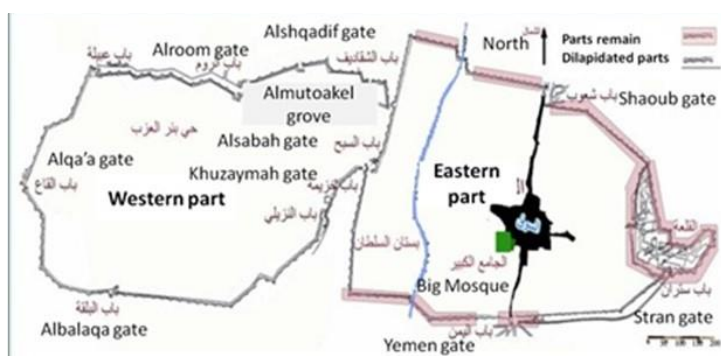Figure (1) Shows the location of the Old City of Sana'a on a map of Yemen

Figure (2) Shows the fence and gates oh the Old City of Sana'a.

Figure (3) Shows the parts of the southern wall of the Old City of Sana'a.

Figure (4) Shows the southern gate of the Old City of Sana'a - Bab Al-Yemen

Figure (4) Shows the southern gate of the Old City of Sana'a - Bab Al-Yemen

Figure (6). Shows the Great Mosque of Sana'a (Jami' al Kabir) (By Yasser Alhiagi)

Figure (7). Shows the vertical direction of residential buildings in the Old City of Sana'a (By Yasser Alhiagi)

Figure (8). Shows buildings that have been converted to heritage hotels in the Old City of Sana'a (By Yasser Alhiagi)

Figure (9). Shows Al-Abhar Steam Bath in the Old City of Sana'a (By Yasser Alhiagi)

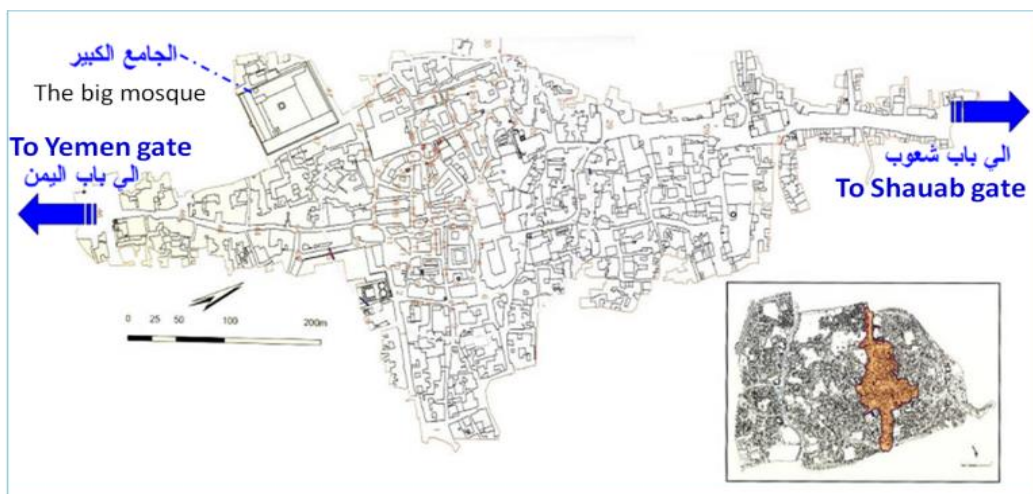*Figure* (10). Shows some shops in the Sana'a market (By Yasser Alhiagi)

Figure (11) Shows the market position of Sana'a for the city (Albanna, 2008)

Figure (12) Shows Sabil Dar Aljamea in the Old City of Sana'a (By Yasser Alhiagi)

Figure (13) From the right, a view of the al-Qasimi and al-Tawashi horticulture in the Old City of Sana'a (By Yasser Alhiagi)
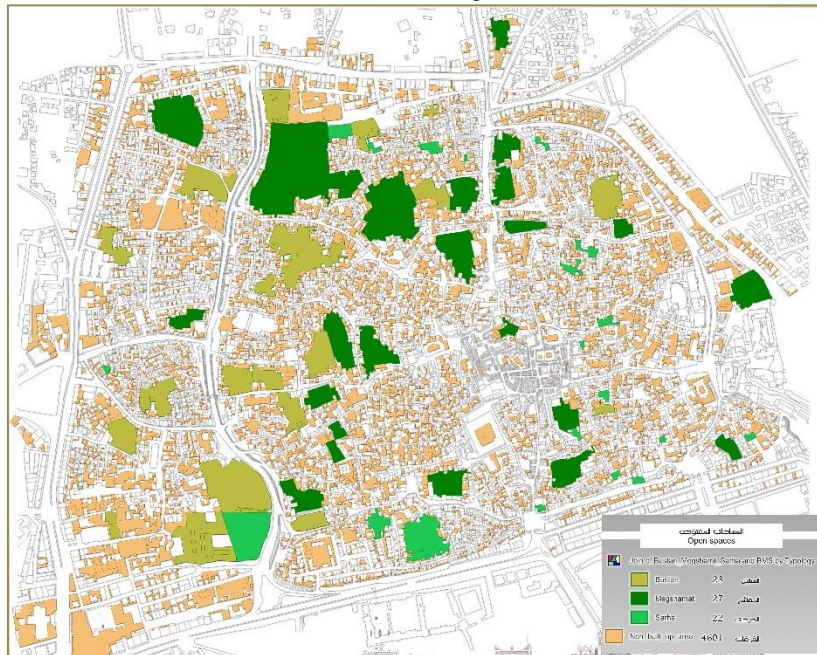

Figure (14) Shows distribution of green areas in the Old City of Sana'a (from conservation plan, GOPHCY)
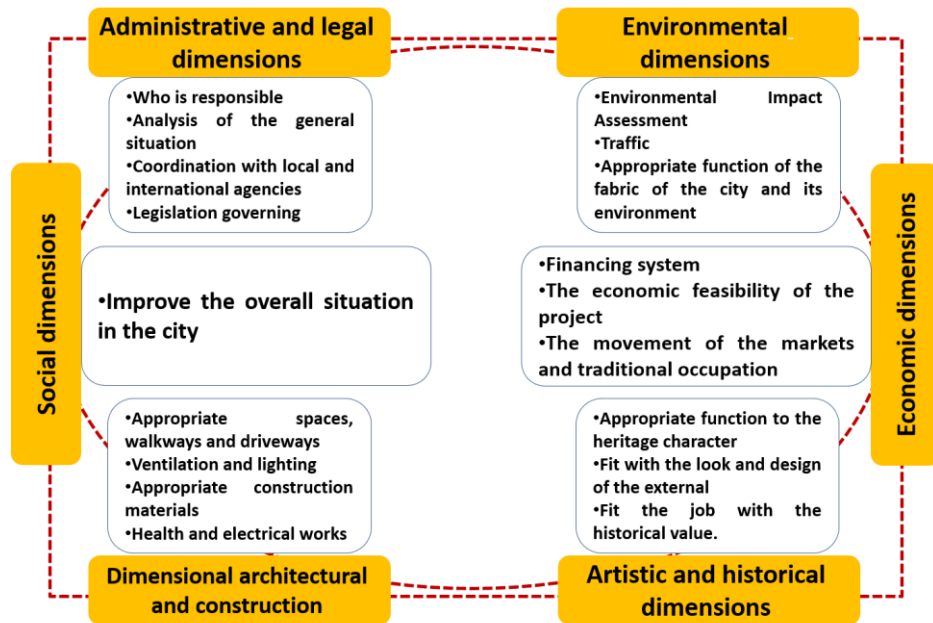
Figure 13. The dimensions of the proposed strategy in heritage sites The Old City of Sana'a (By Yasser Alhiagi)