

## **An Investigation of the Strategies of Introducing Yazd as a Global Brand**

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**ABSTRACT** — Historical contexts are very important in the world. Taking care of these contexts over the years has been the focus of many traditions, culture and prosperity of the country. Historical urban spaces are responsible to keep the history and the objective and subjective identities of the city and to use it in their lives. Therefore, they need to do some activities in their body to be compatible with the mentioned purpose. Such spaces manage to develop the activities and the touristic spaces to preserve the monuments and historical elements which are able to attract the tourists. For this purpose, in this study it was attempted to investigate Yazd historical context in order to restore it and attract the tourists and to present it as a global brand which is possible through using different strategies and by taking advantage of getting familiar with the old neighborhoods. The present study chose Yazd as a case study while the altitude of this city is 32. Investigating the prosperity of Yazd and the original core of Yazd center have been taken into account regarding two main issues. The research method was descriptive, analytical and surveying. The data of the census were separately gathered from 2006 to 2011 by Statistics Center of Iran for both old and new contexts, especially for the neighborhoods inside the old context. The obtained results suggested that it is important to create and design the spaces and trails for the tourism which aims at protecting the old context and to boost the tourism industry which can be described as a strategy to revive and restore the urban historical areas and to attract the tourists. However, it was essential to prepare a database of the implemented projects, the total number of housing units in the old areas of the province, and the funds allocated for planning and organizing the historical context.

**KEY WORDS:** old context, restoration of historic areas, global brand, Yazd city

### **Introduction**

Yazd is one of the major and historical cities in the world and this city has been known as the oldest adobe and a live city which is the second historical city in the world. This article attempted to introduce the historical context of Yazd and to present the important issues in branding this valuable area. Yazd is the capital of Yazd province which is located in center of Iran. This city is located between Shirkooh and Khranq mountains and inside a wide valley. Yazd prosperity started from 5AH and then Atabakan Fars played an important role in the development of the city in past centuries. Yazd is located in South East of Iran. Yazd, literally, means holy and pure and its appellation is the holy city, and the God Land. Yazd has been the shelter of many scientists and scholars who lived in this land in the seventh and eighth centuries after Mongol invasion to Iran,. The most prominent image of the city is its special desert architecture. Windward, minarets and domes are the most visible architectural appearance of the city. In this architecture, windward is used to catch the wind and to cool the buildings. The special architectural construction of Yazd region is one of the most prominent examples of architecture in hot and dry climates in the world. Meanwhile, its coordination with the climate-cultural needs and conditions of the local people, aside from the particular beauty of the architecture is one of its properties. Generally, there are baths, markets, cistern, mosque, religious site, lard, small workshops, and rivulet (for access to subterranean) while many of these facilities are still remaining. Yazd has desert, hot and dry climate and the temperature fluctuation in summer and winter is various during the day and night and this is one feature of the climate of this region. From this perspective, it can be said that Yazd has two seasons; the long hot season (from March to October) and the short cold season (Giabkolou, 2010). According to local sources, Fahadan neighborhood is one of the oldest neighborhood in Yazd and it is near to Bazar No and Vaght al-saat neighborhoods which is next to Shah Abolghasem and Kush No from the west and next to Imam Khomeini street from the east (Taheri, 2004). Yazd has the largest adobe context in the world with more than 743 hectares area of the historic context, and this city has a special position and it has always been considered in the planning and designing of the city. The relative health of the body of Yazd historical context, in addition to previous features focuses on this special position. The development of historical context cannot certainly be the same as other parts of the city, since historical context is subordinated by the rules and regulations of cultural heritage and the restoration, changing the role and using them in

this context have been taken into account. The most important historical monuments in Yazd province are related to Seljuk to Pahlavi eras while each one tells about the culture and traditions of the city to the tourists (Shamaei, 2004).



Figure 1.

### **Background**

People at different stages of their lives have travelled and faced with difficulties to see the natural attractions, to explore economic opportunities, to utilize better biological resources, and to make aware of ethnic and cultural diversities, so tourism is as old as the history. (Taheri, 2006). The historical contexts are the main center of the cities and the context aged over the centuries which have been the basis of many customs and culture as well as urban and regional prosperity. The restoration of historical contexts as a valuable heritage has been endowed by the ancestors and predecessors. Therefore, given the special status of Yazd city, the introduction of this city as a global branding for tourists' attraction is very important. Hence, it is necessary to preserve the historic context of Yazd and to organize its' old and valuable heritage by using new measures in this regard.

### **Methodology**

The research method was descriptive, analytic and surveying. The statistics and the data related to the census were gathered from 2006-2011 by Statistical Center of Iran separately for both old and new contexts, especially the neighborhoods in the old context. Data were gathered in the field and different studies were collected in the library. The area of old context was 700 hectare and by specifying the historical area on the map and determining the inside sections, the old context was divided into seven main neighborhoods which are: Fahadan, Godal Mosalla, Shykhdad, Dollat Abbad, Gonbad Sabz, Gazargah and Shish Badgir which were divided into numerous smaller neighborhoods. Afterwards, population data of each section of the city was distracted.

### **An introduction of a case study (Venice, Italy)**

Because of the strange shape and the numerous number of historical, artistic and architectural monuments, Venice city is categorized in the list of UNESCO World Heritage. This feature of Venice has caused that yearly millions of people (about twenty million people) visit this beautiful city and travel to Italy.



Figure 2.

In Italy for the preservation of historical and urban context of the cities, in other word, the urban core part, some specific rules have been set in order to maintain the old buildings to keep from destruction. These buildings are used as both touristic and business places, for example in Rome or Madrid certain restrictions were regarded for vehicles, so that the continuous smoke of vehicles doesn't hurt the people and the historical places in the urban context and the noise pollution doesn't face the tourists with problems in these regions. The cleanliness and neatness of this beautiful old context is also an important issue. The streets next to the old context were elaborately decorated by paving the sidewalks and through beautiful stairs. People are all walking in these areas. Historical context of this city has been considered as touristic centers.

### Research body

The aim of the archaeological studies in the historic city of Yazd and therefore speculation choice in this part of the historic context is to determine the purposes to introduce this historic city as a global brand. Data were gathered in the field and different studies were collected in the library. The area of old context was 700 hectare and by specifying the historical area on the map and determining the inside sections, the old context was divided into seven main neighborhoods which are: Fahadan, Godal Mosalla, Shykhdad, Dollat Abbad, Gonbad Sabz, Gazargah and Shish Badgir which were divided into numerous smaller neighborhoods. According to local sources, Fahadan neighborhood is one of the oldest neighborhood in Yazd and it is near to Bazar No, Shah Abolghasem and Kush No from the north it is near to Fahadan street, and from the south it is next to Bazar No and Vaght al-saat and from the west it is next to Shah Abolghasem and Kush No and from the east it is next to Imam Khomeini street (Taheri, 2004). Fahadan is one of the oldest and the most authentic neighborhoods in Yazd. In the historical books, this neighborhood is famous with two names; Fahadan neighborhood and Fahadan alley. In the history of the martyrs of Yazd, the name of this neighborhood is Youzdaran and Fahadan. There are still the remains of the tower and fortifications from Kakouyeh era and it was established in 432 AH. (Taheri, 2005). What adds to the importance of this neighborhood is its location within the early fences and walls of the city and the oldest architectural monument called Boghe 12 Imams which is located in this neighborhood, and therefore this region was chosen as a starting point for the field and archeological studies.



Figure3.

One of the problems that is always in front of cultural heritage is the presence of several trustee and according to experts' opinions, it is needed that the trustees interact more to get a final result to organize the historical context to take care of this old and historical heritage. Lack of a logical connection between the available data within different organizations and departments, and data related to different context in this neighborhoods are available in the database of Statistic canter of Iran. Other barriers include lack of access to data and information related to the population living in new and old neighborhoods in 1986. The archaeological studies have been done based on research that was conducted in the city of Yazd, but no information is available from the cultural layers. Thus, some research were chosen for better understanding of the city formation and the social relations and some evidences were found for people communications in this unique historical area. To do this purpose, a field study was done in depth of 1.60m and in a 500 meter area in depth of 4.80m. It is concluded that the geographical location plays an important role in formation of the culture in different places of the world. The other obtained results are the cultural layers and the possibility of periods of cultural history, according to cultural data. Therefore, the primary substrate of formation in these areas were identified as virgin soil that has been considerably different from each other.

### Results (analysis of results and strategies)

1. Creating entrances and designing trails for the tourists that aim at preserving the old context and booming the tourism industry as a method to restore the urban historical spaces and to attract the tourists. However, prosperous trade activities in tourism respect have changed the neighborhood economy and the use of valuable buildings as resorts such as hotels and restaurants
- 2) Regarding the capabilities of this province, it is recommended to Yazd authorities to focus more on investment in the infrastructure necessary to attract the attention of tourists and visitors, so the role of advertisement is very important for attracting tourists
- 3) Presenting a database from the implemented projects, the total number of housing units in the old areas of the province, the funds allocated for planning and organizing the historical are necessary.
- 4) Government support from the private investors to participate in the construction and restoration of the historical context reduces the cost
- 5) Making people more informed, a pre-established knowledge can be created through spreading the advertisement by using media and cyberspace for the public, while encouraging participation for the owners and residents of the housing units in the historical context can help to renovation and improvement of the historical context.
- 6) Stable economy in historic centers with emphasis on the tourism can be a great source of economic operation of these centers, while this issue helps to the revitalization of historic centers and it will return the rich functions regarding the latest potentials of these spaces
- 7) Preparing a comprehensive database of historical context of Yazd to separate historical periods in order to introduce the historical context of the world

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