CHAPTER I

PROBLEM AND OBJECTIVES
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Introduction

Places of heritage have significance to a community for many reasons, including their historic, aesthetic, social and spiritual qualities, or a combination of these qualities (Snowden, 2011). The heritage value of a place includes the place’s natural and cultural environments that have aesthetic, historic, scientific and social significance, or other significances, for current and future generations of the society. The heritage values of a place are identified through a careful study and analysis of that place, typically through commissioning of a Conservation Management Plan (Drury, MacPherson, and Heritage, 2008).

The features such as architecture, aesthetics, planning, engineering and environment that are seen in a given setup have a direct bearing and inter-relationship with the culture and civilization of the modern man and society. It is therefore appropriate to interpret that the realm of that setup has a heritage of its own. It is interesting also to trace the lineage of the heritage, although one is not fully certain about the origin and period of this ancient heritage. If one can look back to the overall history of people of a place, and also the region, it is possible to reconstruct to a certain extent the human as well as the urban aspect of evolution from the remote past to the modern present. In the process, it is easy to evaluate the changing parameters of the civilization of the present day (Kosambi, 1965; Morris, 1981).

A careful analysis of the different evolutionary trends related to civilization and urbanization provides alternative and specific parameters, leading to the end product, namely, the heritage. World Heritage sites belong to all peoples of the world, irrespective of the territory on which they are located. Currently, Iran has ten official heritage sites and over fifty more sites on a tentative list for review, the United Nations Educational, Scientific and Cultural Organization (UNESCO) seeks to encourage the identification, protection and preservation of cultural and natural heritage around the world, considered to be of outstanding value to humanity. This is embodied in an international treaty called
Introduction

CHAPTER I

the Convention concerning the Protection of the World Cultural and Natural Heritage, adopted by UNESCO in (1972).

Historic structures can include any structure of significant character or special historic or aesthetic interest or value as part of the development heritage, or cultural characteristics of a city, state, nation, or the world. Such structures are recognized as having special status and worthy of preservation so that they are protected from inappropriate alteration. Buildings which occupy a significant place in the development of the architecture of a region or of the whole nation, those which illustrate the distinctive contribution of cultural or ethnic groups, and especially those contributing to the evolution of modern architecture comprise another important category (UNESCO, 2006).

Table 1.1 shows the number of natural and cultural heritage sites in India and Iran, for a comparison. India as a vast country has a large number of world heritage sites (natural 5 and cultural 22) than Iran (cultural 10). There is no natural heritage sites declared as the world heritage in Iran. There are a total of 27 heritage sites in India against the 10 in Iran. There are 166 natural, 660 cultural heritage sites and 25 mixed properties in the world, totaling 851. There are no sites with mixed properties in either country,

Table 1.1: World heritage sites in India and Iran

<table>
<thead>
<tr>
<th>Country</th>
<th>Cultural Sites</th>
<th>Natural Sites</th>
<th>Mixed Properties</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>India</td>
<td>22</td>
<td>5</td>
<td>-</td>
<td>27</td>
</tr>
<tr>
<td>Iran</td>
<td>10</td>
<td>-</td>
<td>-</td>
<td>10</td>
</tr>
<tr>
<td>World</td>
<td>660</td>
<td>166</td>
<td>25</td>
<td>851</td>
</tr>
</tbody>
</table>

Source: UNESCO World Heritage

Among the Indian natural heritage sites, the Manas Wildlife Sanctuary is inscribed under the List of World Heritage in Danger. In Iran, the Bam and its Cultural Landscape are inscribed under the same List of World Heritage in Danger.
Problem of the Study

Conserving and maintaining the heritage areas is very essential and the responsibility for conservation of heritage areas is not only with the owners, but also with the community at large. The entire brood of conservation specialists and the professionals, managers, politicians and administrators working at all levels of a government should have the responsibility to encourage private-public participation in this endeavor (Ardalan, Bakhtiar, and Haider, 1973; K Browne, 1976).

Cultural heritage is a unique expression of human achievement; and as this cultural heritage is continuously at risk, it is the main reason for documentation of the cultural heritage. There is an urgent need to conserve the heritage areas to ensure cultural and historical continuity of the city of our concern, that is, Isfahan. The current study rightfully belongs to that part of preservation that is called informational preservation, but does analyze what has happened in Isfahan in its conservation over the years of the immediate past.

The need for studying conservation of heritage areas is essential also for the following reasons:

• To acquire knowledge in order to advance the understanding of cultural heritage, its value and phases of evolution;
• To permit informed management and control of construction works and of all changes to the cultural heritage; and
• To ensure that the maintenance and conservation of the heritage is sensitive to its physical form, its materials, construction, and its historical and cultural significance (K. Karimi, 2000).

The UNESCO (1972) has pointed out that the preservation of monuments should be an absolute requirement of any well-designed plan for urban development, especially in historical areas, towns, cities or districts. Regulations should cover the areas surrounding a scheduled monument or site and its setting to preserve its association and character. Due allowance should be made for modification of ordinary regulations applicable to new constructions, and they should be placed in abeyance and new regulations should be introduced in these areas of historical importance (Bandarin and van Oers, 2012).
It is necessary to develop a deeper understanding of the context, elements and values of heritage and their linkages, as related to urban planning and development. A planner has to look much beyond the archaeological, physical and visual forms. Heritage has mythological, iconic, and symbolic values, which are manifested in cultural pluralism, arts and literature, music and performing arts, crafts and industry and customs and festivals (Honarfar, 2002; K Karimi, 1997).

**The Need for Conservation of Historic Cities**

The integrated old fabric of cities could not cope with the new means of communication and historic preservation programs are further broadening their interests to address the conservation of old neighborhoods, the adaptive reuse of vernacular buildings, the economic issues besetting small town main streets, and the representation of the many cultures that have contributed to each nation's history; in most cases, these efforts have not resulted in total conservation of urban areas yet (Stubbs, 2009).

Thus, any attempt regarding conservation of heritage, culture and identity in cities or in other words, conservation of historic center faces two contradictory yet interwoven challenges: on the one hand, the old city with its unique and irreplaceable monuments, history, culture and identity and, on the other hand, contemporary urban life with its technological requirements. In Iran, due to old rooted and unique traditions of urban life and unplanned progress and acceptance of modernity at the same time, the challenges are much more problematic (M. Moosavi, 2011).

**Urban Conservation in Isfahan**

In the most recent periods, the historical structures of cities were in stark contrast to the modern physical needs of societies. Therefore, the historical urban fabric of cities was torn asunder by wide streets which were planned in order to respond to the increasing car use. Similar urban renewal and conservation strategies were experienced by most of the cities of Iran. Also, the rapid social and economic changes had their impact on the Iranian society as well. In addition, some of the large cities of Iran underwent major bureaucratic reforms during the modernization programs of the 1930s (Borjian, 2007).

Population growth and rapid urbanization as well as new programs for modernization and industrialization of the country were the most influential factors on the
city forms during the 1950s and 1960s. Isfahan underwent one of its most significant socio-spatial transformations during the Pahlavi period. While the Safavid urban transformation was considered as a successful urban development process in the history of Isfahan, there is strong criticism of the urban renewal programs of the Pahlavi period. The urban growth of Isfahan, akin to many historical cities, was the outcome of a process over centuries (Samani, Salehi, Behbahani, and Jafari, 2012).

In the beginning of the 20th century, however, many road building plans in addition to the Comprehensive Master Plans of the mid-century, transformed the city forms of Isfahan. Although these plans were executed as a temporal cure for the illnesses of the city at that time, they caused many future problems within the physical as well as social contexts of the city (K. Karimi and Motamed, 2003).

The Master Plans had three important outputs: road network, land uses and building density or vertical growth (also known as highrise). Through the control of these three elements, the Master Plans attempted to achieve their initial goals. After the first program of road building in Isfahan, a comprehensive plan was produced by E.E. Beaudouin, a French architect and planner, who had studied Isfahan as a Roman Scholar and published a special issue of Urbanism on Isfahan, in collaboration with Organic Consultants, an Iranian architectural and planning firm (Mirmiran, 1992).

The plan produced by these planners was outrageously radical. A rectangular grid of roads designed for cars had been superimposed on the older grid without slightest regard to the historical evolution and older patterns of growth. For someone unfamiliar with Isfahan, there is no way to understand anything about the character of the city before this Master Plan. The only thing that can be vaguely recognized from the Safavid period in the plan is Chahar Bagh Avenue, which stands as important as the other streets in the grid. The great Naghsh-e-Jahan square and the Bazar area appear as two simple polygons. High densities have been suggested for the new street frontages and each rectangular urban block has been given a neighborhood centre, a learning centre and some schools (Golombek, 1974).

**Historical Zoning Policy**

The purpose of historical zoning was:
• to preserve and protect the historical and/or architectural value and cultural heritage of buildings, landmarks and historical districts;
• to regulate exterior design, arrangement, texture and materials proposed for new constructions to be used within the historic district to ensure compatibility;
• to create an aesthetic appearance which complements the historical buildings or other structures;
• to stabilize and improve property values;
• to strengthen the local economy;
• to promote the use of local historical districts for the education, pleasure and welfare of present and future citizens;
• to promote neighborhood pride in and awareness of the beauty and significant accomplishments of the past;
• to protect and enhance the city's attraction to residents, tourists and visitors and serve as a support and stimulus to business and industry;
• to foster and encourage preservation, restoration and rehabilitation of structures, areas and neighborhoods, thereby preventing future urban blight and preserving existing housing stock; and
• to prevent intrusions of newly-developed structures into the district that would be incompatible with the established character of the neighborhood or district.

This program was formulated and implemented as a pilot project in cities of Isfahan, Tabriz, Shiraz, Kerman and Hamadan and, in order to ensure full implementation of the policy, a separate municipality was designated for the district. The project, if fully implemented, would be generalized to other historical cities of Iran as well (M. S. Moosavi, 2011).

Conservation and Development Policy and Practice

In Iran, like in some other countries, conservation planning policies have been among the most significant policies formulated for preservation of historical centre of the cities. Preservation planning is the integration of historical preservation principles, for example, documentation of historic structures and legislative action to protect historical locations, into urban planning including new constructions and adopting a public-focused
approach to planning and use of resources like tourism and historical structures to stimulate economic development (Moosavi, 2012).

Over the past three decades, conservation activity has broadened from being characterized as an act of preservation towards being characterized as part of a broader vehicle for urban development and economic development (Hanachi and Nezhad, 2011; Pendlebury, 2002). The evolution of conservation policy has provided a basis for the emergence of an integrated approach to the balance between conservation and development. As Tiesdell, Oc et al. (1996) stated "the initial preservation policies had largely been concerned with the pastness of the past, the later conservation and revitalization policies were about a future for the past" (Tiesdell, Oc, and Heath, 1996).

With the establishment of Iranian Cultural Heritage Organization in January 1986, the conservation planning system has entered into a new phase of development. During this period conservation policy achieved a higher priority and underwent vigorous development. Since the establishment of the Iranian Cultural Heritage Organization (ICHO) in 1986, it has evolved through several organizational reforms which affected the concept and direction of urban conservation policy and practice. The following chart summarizes the major organization transitions during this period (1986-2005) and the political and administrative changes of the ICHO between 1986 and 2005 and the evolution of conservation policy and planning system during this period (Figure 1.1).

**Operational Definitions of Key Words**

**Heritage Conservation**

The aim of heritage conservation is to ensure that the cultural significance of heritage places is retained for future generations to enjoy cultural and historical continuity. In 1979, Australia adopted a charter outlining the general principles and philosophy behind heritage conservation called the Burra Charter. This now forms the backbone of the management of historic places across Australia and indeed many other countries worldwide (ICOMOS, 1999).

Conservation, on the other hand, has a much narrower meaning when applied to historic cities. The principal root is architectural conservation, whose starting points
include archaeology and historical evolution of architectural styles, building materials and techniques. The secondary root of urban conservation is the conservation of the townscape or morphology of a town and its aesthetics and also adopting a holistic approach for effective management of changes occurring in historical cities (Rodwell, 2007).

**Figure 1.1: Evolution of conservation policy and planning system**

<table>
<thead>
<tr>
<th>Year</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1986</td>
<td>Creation of an independent organisation</td>
</tr>
<tr>
<td>1989</td>
<td>The charter of the Organisation was ratified</td>
</tr>
<tr>
<td>1992</td>
<td>Second cabinet of the State in reconstruction period (Technocrats)</td>
</tr>
<tr>
<td>1993</td>
<td>Improvement of historic and cultural values through preservation and safeguarding of historic buildings</td>
</tr>
<tr>
<td>1997</td>
<td>Beginning of reformism (Khatami’s cabinet)</td>
</tr>
<tr>
<td>2000</td>
<td>Beginning of the Third National Development Plan</td>
</tr>
<tr>
<td>2004</td>
<td>Reconsidering the Organisational form ICHO (3) to ICHTO (4)</td>
</tr>
<tr>
<td>2005</td>
<td>Stabilising cultural heritage laws together with emphasis on the role of the Organisation in national level</td>
</tr>
</tbody>
</table>

Source: Izadi, 2008; Hanachi and Nezhad, 2011.

**Preservation**

Beyond the heritage field, ‘preservation’ means to keep something as it is, without changing it in anyway: retaining its shape, status, ownership, and use. This general meaning is maintained when speaking of heritage preservation, which could be provisionally defined as ‘the activity that avoids alterations of something over time’. This apparently neutral idea is not entirely innocent, because it mandates that any preservation activity must be successful to actually qualify as preservation (Webb, Australia, Information, and Division, 2003). A treatment that does not avoid alterations will not qualify as preservation – which would rule out many, if not all, preservation processes carried out throughout the history: preservation processes can, at best, slow down alterations; but in many cases, preservation has accelerated the alteration of the objects it
has been performed upon: the use of cellulose nitrates and acetates in paper conservation, the use of polyethylene glycols in archaeological conservation or the use of adhesive tapes on documents are some examples of stabilizing processes that not only did not achieve their goals, but unfortunately even had negative effects on the objects they were intended to conserve. However, they are still considered to be preservation – failed or bad preservation, admittedly, but still preservation (Vinas, 2005).

Restoration

‘Restoration’ is another commonly accepted notion in the conservation field. In a general sense, to restore something means to return it to a former state. The 1801 edition of The Shorter Oxford Dictionary defines restoration as: ‘The action or process of restoring something to an unimpaired or perfect condition’. This definition is typically fact based and presents the same problems described in the preceding section: if a restoration fails to return an object to an ‘unimpaired’, ‘perfect’ state, it will not qualify as restoration (Vinas, 2005).

According to Vanis (2005), conservation is both preservation which does not call for deliberate and noticeable changes in the object of conservation and restoration which is of deliberate and noticeable changes that could be brought about in the object. Conservation, by the contemporary theory of conservation, as shown in Figure 1.2, is a two-fold action: one in which no noticeable changes are desired (preservation) and in the other deliberate and noticeable changes are made (restoration). Both are towards preservation. Under preservation, there are (a) direct and (b) environmental preservation. While direct preservation changes the object with action limited in time, environmental preservation changes the environment of the object and hence action is not limited in time. Rather action continues in environmental preservation. There is also what is called informational preservation which results in documenting some features of the object of conservation but again does not preserve the object. So, in conservation, there are opportunities for both preservation and restoration, both of which are very important.
The Research Gap

A detailed study of literature has enabled the identification of research gaps in the process of privatization in Iran. After tracing the methodology and approach of this process, the partially reposed and untouched issues in the privatization of Iran have been clearly identified. None of the earlier and accessible studies could cover the major issues of privatization like the economic effectiveness of privatization, governance and management issues of privatization and the social reaction to privatization. In fact, the proposed study is to fill up the major research gap by providing a fairly broader, macro-level case study of privatization in Tehran city in Iran. All of the architectural and urban design research on Isfahan could be divided into two major groups (Sarraf, 2010), namely:

Figure 1.2: A classification of activities within the field of conservation

Source: Contemporary Theory of Conservation (Vanis, 2005)
• The first is that of the historical studies which deal with the situation of the city forms and functions during a specific period of time, or even the transformation of the city over centuries. The historical researches, which are usually in a chronological order, represent a description as the possible or actual situation of the physical entities and urban transformations of the city in the period of specific time that the researches have looked at; and

• The second is that of researches, which have greater focus on architecture and urban design, dealing with the typical physical principles and form characters of each era of study. The research might be on a wide range of scales, from a single monument to the whole structure of the city. Each period of time, with some specific physical characters, is associated with a distinct style of architecture or urban design.

**Aim of the Study**

The study in designed to prepare a plan for conservation of heritage areas of Isfahan city, by studying the past and present records. The study addresses informational preservation of the conservation, for the immediate future.

**Objectives of the Study**

The specific objectives of the study are:

• To identify the heritage areas and their significance in the conservation of Isfahan city;

• To examine the existing land use patterns and the heritage conservation efforts in the historic urban core of Isfahan city;

• To assess people’s opinions and perceptions for achieving sustainability in the historical city;

• To review and assess existing physical problems and develop guidelines for the conservation of heritage areas in Isfahan city; and

• To propose planning strategies, policies and recommendations for the conservation of heritage areas and to promote Isfahan city as a tourism center.
Research Questions
Suggestion: The research questions listed in Table 1.2 may be brought here and put under each of the sub-captions below:

1. Identifying heritage areas and their significance in conservation
   - What is the spatio-temporal growth of Isfahan city?
   - What are the human resources of Isfahan city and what are their ranks?

2. Examination of land use patterns and efforts at conservation of heritage in the city
   - What are the Conservation elements in historic urban core?
   - What is the role of bazaar in historical city of Iran?

3. People’s opinions and perceptions for achieving sustainability of the historical city
   - Which elements have more effect in morphology of Iranian city?

4. Assessment of physical problems and development of guidelines for heritage conservation in the city
   - Which types of elements highlighted for sustainability of historical city?
   - What are the ranking of sustainable development in public point of view?

5. Proposals for planning strategies, policies and recommendation for the conservation of heritage areas and promotion of the city as a tourism center.
   - Which plan suggested for conservation of heritage areas in Isfahan city?

A Brief Profile of the Study Area
Isfahan or Esfahan (historically, rendered also as Ispahan, in Old Persian Aspadana, and in Middle Persian, Spahan), geographically located between 51° 24´ E and 51°34´ E longitudes and 32°33´ N and 32°41´ N latitudes, in the lush Zayandeh-Round plain, at the foothills of the Zagros Mountain ranges (Map 1.1). Located about 340 km south of Tehran, it is the capital of Isfahan Province and is Iran’s third largest city, after Tehran and Mashhad (Statistical-Centre-of-Iran, 2006). With a population of 1,602,110 in
2006 Census, Isfahan has been designated by the UNESCO as a world heritage city, boasting a wide variety of Islamic architectural sites ranging from the 11th to 19th centuries.

The city enjoys a temperate climate and regular seasons. Major physical obstacles do not exist as far as 90 km north of Isfahan, with cool northern winds blowing from this direction. Isfahan is located on the main north-south and east-west routes crossing Iran, and is situated at 1,590 m above the mean sea level. It receives an average of 119.5 mm of rain per year, making it similar to Denver and Colorado in terms of altitude and precipitation. The southern and western approaches of Isfahan are mountains, but bordered in the north and east by fertile plains. Overall, Isfahan's climate is varied from occasional precipitation, and the average rainfall is between 100 mm and 150 mm.

Isfahan has a good historical and cultural base. The city was designed under the sustainable development goals centuries ago. The central and historical texture of the city of Isfahan is still representing culture that is Isfahan. On the other hand, in recent decades, the city was subjected to the effects of growth and development. As the city has commercial and industrial potentials, in turn, it is attracting migrants from the surrounding cities and also from other parts of the country. As a result, new dwellings and new buildings were constructed in the city. The new development has also encroached extremely in the historical area of the city. Due to new constructions, the central core of the historical texture was, and is, severely damaged. Hence, the present study aspires to evolve a strategy for the interface of conflict between developmental dynamics and urban landscape of Isfahan city (K. Karimi, 2002); (Fagih, 2002); (K. Browne, 1976b).
Research Methodology

The present study is based on both primary and secondary sources of data whereas the ideas given in the thesis have been assembled using a concerted library research. In this effort, relevant and current literature has been reviewed to set up a conceptual framework for the study, keeping in view its significance in the conservation of heritage areas of Isfahan city. To understand the land use, and activity pattern computability within heritage areas, considering the existing guidelines for conservation of heritage areas in the city, relevant data for the research study have been collected using a pilot-tested questionnaire in interviews with persons from various walks of life, but particularly involved in the process of conservation of heritage areas and planning and design of Isfahan city. The collected data have been processed by using appropriate
statistical techniques and the thesis is based on the inferences drawn from the analyses of data towards formulating policies and programmes for conservation of heritage areas to promote as sustainable tourist center. Figure 1.2 represents a schematic of the three phases in which the thesis has been accomplished.

Figure 1.3: A schematic of phases and activities of the study

Source: Designed by the author.
Table 1.2: Research matrix of present study

<table>
<thead>
<tr>
<th>Research objectives</th>
<th>Research questions</th>
<th>Data required</th>
<th>Data sources</th>
<th>Analyzing methods</th>
</tr>
</thead>
<tbody>
<tr>
<td>• To identify the heritage areas and the significance of conservation in Isfahan city.</td>
<td>What is the spatio-temporal growth of Isfahan city?</td>
<td>Relevant literature</td>
<td>secondary data</td>
<td>Literature review</td>
</tr>
<tr>
<td></td>
<td>What are the human resources of Isfahan city and what are their ranks?</td>
<td>Relevant literature</td>
<td>secondary data</td>
<td>Literature review</td>
</tr>
<tr>
<td>• To study the existing land use pattern and heritage conservation in the historic urban core of Isfahan city.</td>
<td>What are the Conservation elements in historic urban core?</td>
<td>Relevant literature</td>
<td>primary data</td>
<td>SWOT analysis</td>
</tr>
<tr>
<td></td>
<td>What is the role of bazaar in sustainability of historical city in Iran?</td>
<td>Relevant literature</td>
<td>secondary data</td>
<td>Literature review</td>
</tr>
<tr>
<td>• To review the existing physical problems and guidelines for the conservation of heritage areas in Isfahan city.</td>
<td>Which elements have more effect in morphology of Iranian city?</td>
<td>Relevant literature and asking from experts</td>
<td>primary data</td>
<td>SWOT analysis</td>
</tr>
<tr>
<td>• To study the Role of citizen participation for achieving sustainability of historical city</td>
<td>Which types of elements highlighted for sustainability of historical city?</td>
<td>Relevant literature and asking from citizen</td>
<td>primary data</td>
<td>TOPSIS analysis</td>
</tr>
<tr>
<td></td>
<td>What are the ranking of sustainable development in public point of view?</td>
<td>Relevant literature and asking from citizen</td>
<td>primary data</td>
<td>TOPSIS analysis</td>
</tr>
<tr>
<td>• To propose planning strategies and policies for the conservation of heritage areas and to promote Isfahan city as a tourism center.</td>
<td>Which plan suggested for conservation of heritage areas in Isfahan city?</td>
<td>Relevant literature and asking from experts and citizen</td>
<td>primary and secondary data</td>
<td>Literature review and TOPSIS and SWOT analysis</td>
</tr>
</tbody>
</table>

Source: Designed by the scholar
Scope and Limitations of the Study

This study is a major effort at looking into informational preservation of the conservation. There are however many forms of conservation which are practiced, namely; the conservation of history, conservation of resources like the open spaces and water bodies, conservation of architecture, conservation of wild life and so on. However, the scope of present study is the conservation of urban heritage areas in Iran, in particular restricted to a city core, dimensions and patterns of conservation in Isfahan city. The measures suggested in the study are the guidelines for the preparation of the city. The strategies suggested for conservation of the historical heritage areas of the city could go into a Master Plan of the city and the strategies could also be adopted by the Municipality of Isfahan city. The study is helpful for researchers of the area and Iran, to make further inroads and exposition of ideas that are relevant to conservation of the heritage sites in Isfahan and Iran and also in the world.

The study has a number of limitations. One particular limitation is that it is a doctoral study and hence is an effort of a single scholar to delve into several areas of conservation concerned with a historical city. Besides, the study has been limited by the space (or length of the thesis), time and money with the scholar. Because of these limitations, the scholar has been forced to work with limited data from a small sample of people and with limited perspectives on the conservation of a heritage core of the city of Isfahan. The study also has a limitation in regard to generalization of the results of the study to the entire country, that is, Iran and for global applications.

Organization of the Thesis

Chapter 1 deals with the introduction to the study which mainly discusses an overview of urban conservation, statement of problem, aim and objectives of the study, research questions and research gap, need for the study, research methodology, scope and limitations of the study and also organization of the thesis. However, research methodology discussed here is rather brief, because a detailed methodology is discussed in chapter 4.

Chapter 2 deals with the existing theories and methods reviewed during the research to conceptualize the research problem and to highlight the concerns with which the study has been designed. A review of the literature is attempted to give an appropriate background for understanding heritage conservation in historical cities, land use patterns
and citizen participation in urban conservation across the world. A special treatment is
given to related literature of Iran.

Chapter 3 provides a profile of the study area and describes the geographical
setting and the spatial and temporal growth of Isfahan city. There is also a discussion on
the process of urbanization and major cities of Iran. It also explains the human resource
and social demographics in the evaluation of historical case studies. The methods used in
such studies are analyzed with the main focus on achieving research objectives and
addressing research questions. The rationale behind the choice of Isfahan city is given as
a case of research. Also, a historical-descriptive approach from the main monuments
around the center of the city, specially the Naghsh-E-Jahan Square. At the end of the
chapter, there is a ranking of the heritage monuments by a significant assessment score.

Chapter 4 is the research methodology adopted in the study. The discussion here
is elaborate and is on five components of a research methodology: primary and secondary
sources of data, statistical techniques and analyses used in the study, graphical and other
diagrammatic devises, including geographical information systems for mapping, and the
library research attempted in the study. The primary sources of the study includes a
sample, the sampling procedure in selecting the sample and the questionnaires used in the
study to collect data and information for the study. The secondary sources are of the
documentary types, including research reports and official documents and databases. The
statistical techniques used in the study are appropriate for the purpose on hand and they
are all elaborated for the reader’s understanding of why and how of them. Graphical and
mapping devices and also library research are elaborated in details necessary.

Chapter 5 describes the role of public participation and heritage awareness facing
the historical cities and analyzing them is a first useful step. In this chapter, the researcher
tries to find the parameters that affect sustainable development of the heritage core area
of the city of Isfahan and the relationship between the parameters with the public point of
view and how to rank the parameters. Research methods such as the TOPSIS known as
the Technique for Order Preference by Similarity to an ideal solution that demonstrates a
model for selection and ranking of the strategic plans on a Balanced Scorecard and Goal
Programming model.
Chapter 6 is concerned with identifying and interpreting the land use pattern of the historic urban core framework of traditional Islamic culture and elucidating the significance of conservation of heritage areas surrounding the main city core by using the SWOT analysis. There is also a description of the main elements of Iranian cities, bazaar as an important part and the existing problems that most have focused on, but mainly on the physical characteristics of urban conservation and heritage protection in the context of urban development in Isfahan city.

Chapter 7 is the conclusion and recommendations of the study. It presents a summary of the conclusions and remarks made during the research. It also gives recommendations for planning and developing heritage conservation and suggestions for future research studies.

Conclusion

This chapter has been introductory in that it has provided the problem and procedures followed in the study. For a clear understanding of the problem of study and the research methodology, it has first of all given a conceptual background of the study, which in essence has been a broad and a pertinent review of materials. The operational definitions of the keywords in the study, the problem of the study, the objectives and the methodology have all been outlined. The scope, limitations and the organization of the study have also been outlined.

In the next chapter, the focus is a review of relevant literature in the global as well as the regional context.