



The Impacts of the Renovation Master Plan on the Tourism Development in Archaeological Site of Erbil Citadel

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Abstract

Many countries around the world get multiple benefits from receiving tourists who are attracted to archeological sites. Thus, policymakers become highly aware of the importance of adequately managing the tourism sector, which can gradually support the development of the tourism industry. Nevertheless, the lack of an integrated tourism policy is one of the most important factors that many developing countries do not have. The specific problems about culture and heritage tourism have challenged those countries and dealing with domestic challenges for many years has been the main concern that developing countries have invested less in tourism development regardless of being rich in their cultural heritage sites. Thus, having many cultural heritage sites is important to give these countries many opportunities to develop tourism sectors. However, in Iraqi Kurdistan, there is serious attention to cultural heritage management, protection, and preparing them for tourist purposes.

This paper explores tourism's impact on cultural heritage conservation and the potential for cultural tourism growth. By looking at the perspective of different stakeholders in the cultural heritage industry, the study gives an understanding of the challenges in protecting cultural heritage sites. Following it explores the different impacts of tourism development on the site of Erbil Citadel in the Kurdistan Region of Iraq very specifically. This paper sheds a light on these impacts and recommends achieving more sustainable tourism development on the site. This study depends on secondary data, which is collected by the High Commission for Erbil Citadel (HCECR) and analyzed in the context of this study, besides, using and reviewing the main textbooks and written documents about the Erbil heritage site, a clear view will be given based on the data and the documentations.

Keywords: developing countries, socio-cultural, architectural monuments, tourism, Erbil Citadel.

1. Introduction:

Comparing the data between 2014 and 2019, it appears that the goal of the master plan for the restoration of the citadel in tourism development has been achieved; the main goal was to make the citadel a center of traditional and cultural activities and a world tourism monument. This study's importance lies at the heart of the significance of perseverance and restoration plans for Erbil citadel as a strategic cultural heritage in the region. Besides, the focus on archaeological tourism and proper management of archaeological areas and different investments can be made in archaeological sites and become tourist destinations at the local and global levels. The main purpose of this study is to investigate the objective of the citadel restoration master plan and whether the objective of the master plan has been achieved or not. According to the results of this study, with the beginning of the citadel restoration project, the number of tourists has increased annually at the level of domestic and foreign tourism. This study is composed of a brief background on the history of the citadel, the master plan for the restoration of the Erbil Citadel and its impact on the development of tourism in this archaeological site, what heritage tourism covers, and how to manage heritage tourism.



Cultural heritage tourism has become a key resource for many countries that have either embraced heritage tourism as a means for their economic development. However, the use of culture and heritage is not a new phenomenon around the world. It is clear that recently culture and heritage becoming more important for tourism, in developing countries (Timothy and Boyd, 2006, pp. 1-16; Timothy and Nyaupane, 2009, pp.7). There is a natural demand for cultural heritage experience by tourists, the importance of the site nationally or regionally, those sites that are internationally recognized, such as UNESCO World Heritage Status, especially those sites that have already convinced a level of popularity, thus, these sites require less promotion for tourism purposes compare to the less discovered ones. These are the main factors that affected the growing interest in cultural heritage tourism worldwide, especially in developing countries (Chhabra, 2010, pp. 702-19). Recently, around the world, cultural heritage tourism developed and became widely supported by major international and regional developed organizations (Spenceley and Meyer, 2012, pp. 279-75). It is clear that if tourism is not well managed, it has many disadvantages and it comes with a heavy cost to an economy. While, tourism can also have other impacts on the socio-cultural, physical, and natural environment at the destination. Especially in most Asian countries, heritage and archaeological sites encountered various challenges, especially in managing heritage-based tourism in Asia. Tourism involving cultural heritage needs special consideration for different reasons. Firstly, the growth of the tourism rate in Asia is the fastest in the world UNWTO (2012). Secondly, it depends on the famous model of the tourism area life cycle, between the exploration and development stage (Butler's, 1980, pp. 215-237; Ashworth and Newby, 1994, pp. 206-228).

2. Historical Background of Erbil Citadel:

Iraq is famous worldwide for its massive number of valuable historical monuments dating back to different ods. Due to the nature of Iraq's environment and the materials from which its archaeological remains are made, many of the monuments are in very poor condition and need urgent restoration and protection. because most of these archeological sites' architectural monuments arose in conjunction with the post-war and were damaged by the lack of interest of state authorities under Saddam Hussein's regime and the political condition directly affected the archaeological sites. Moreover, Erbil is one of those archaeological sites, an ancient city that dates back more than 4500 BC.

the citadel covers an area of 10 hectares and it is oval in shape with a long diameter of about 430 meters and a short diameter of about 340 meters. It is considered the oldest human inhabitant settlement in the world. The citadel is built on top of an artificial mound 32 meters above the surrounding ground level. Over the millennia, Erbil has been ruled by a few powers including the Subarian, Sumerian, Akkadian, Gutian, Hurrian, Assyrian, Median, Achaemenids, Sassanid, Greece, Parthian, Adiabian kingdom, Arabs, and Ottomans, that proved by archaeological finds (Pavelka et al, 2007, pp. 1-6). Erbil was already an ancient city when Alexander the Great famously defeated the Persian king Darius III in the Gaugamela plain near Erbil in northern Iraq, at the Battle of Gaugamela, also known as the Battle of Arbela (Erbil), in 331 BC (Rupert, M, 2017). Erbil citadel was recognized as a World Heritage Site by UNESCO in 2005. Then, it was enlisted in the UNESCO World Heritage since June 2014 it was listed as one of the 100 most endangered monuments because about 90 percent of its houses are in ruins. After the citadel was recognized as a World Heritage site, eight thousand years of inhabitation are proved in this unique urban concentration, making it the longest inhabited place on the Earth. The regional government of Kurdistan is looking for opportunities to renovate and preserve this unique complex for the significant rise in tourism that is expected in the future (Kowalczyk and Olbryś, 2019, pp 333-335).



3. Heritage and Tourism Management

Culture and heritage tourism are the most significant components of tourism in many developing countries similar to the developed world. These sectors in the past years become very popular worldwide. However, it has long been recognized that the ideological and institutional context of heritage tourism is fundamentally different from that of general tourism (Garrod and Fyall, 2000, pp. 681-708). It is clear that both contradictions and conflicts have effects on the relationship between heritage and tourism. (Nuryanti, 1996, pp. 249-260). For example, the number of Erbil Citadel tourists recorded a significant difference from 2014 to 2019. The total number of visitors in 2014 was 28,427 but in 2019 the total number of visitors was 165,330. The records and data show that the number of visitors has increased in the post-Dahsh period (HCECR 2014-2019), and if this load of visitors is not handled properly then it may endanger sites. There are different ways that authorities can use to minimize tourism threats on archaeological sites it might be needed for dialogue, cooperation, and collaboration among the various stakeholders involved (Aas et al, 2005, pp. 28-48). In this context, the residents, stakeholders, and local authorities became more influential in heritage management and planning. Therefore, they must be included in any sustainable tourism plan in order to reduce conflict and contradictions. According to Serageldin (1986, pp. 67-95) in different countries, the level of resident participation in tourism management is different. However, in most third-world countries, residents are not involved in the decision-making process of tourism development. Thus, an appropriate planned tourism development process in many countries especially the less developed countries needs to spread both costs and benefits more equitably and be more sensitive to the social and cultural impacts. This has directly affected promoting the local communities to the trade of their quality of life and social costs for economic growth, but would also contribute to having a more broadly based positive attitude towards tourism (Imon, 2013, pp. 255- 58).

3.1. What Heritage Tourism Covers?

There are close relationships between tourism and archaeology. Where archaeological sites are considered one of the most important factors that attract tourists, Tourists, workers, and archaeological experts in these archaeological tourist sites. They cannot do anything on the site of the monuments for fear of negative effects on the monuments. For example, carrying out tourism projects in archaeological areas without the participation of the relevant authorities will cause direct damage to the monument. States that both culture and heritage tourism are the most common terms used recently and it refers to different forms of tourism that involve cultural heritage. Culture tourism generally includes cultural heritage and many different aspects and expressions of culture like art, music, festivals, and museums. Nevertheless, heritage tourism refers to both types of tourism as, cultural and natural heritage. Therefore, cultural heritage tourism can be considered both a form of cultural tourism and heritage tourism. The most common definition for cultural heritage tourism represents the intention of people attracted by culture and heritage such as study tours, performing arts, festivals, cultural events, and visits to sited and monuments. Cultural tourism or heritage tourism contributes to the lifestyle of people and their cultural, and religious perspectives in the global or local context (Litchfield et al, 1993).

3.2. The Tourism Effects on Cultural and Heritage Sites

Tourism affects the archaeological and heritage sites in many different ways as some previous research has explored that the social and environmental effects are rather negative. Especially in a place that is not well managed by heritage authorities or in a place, where revenues drive economic development and activities are generated from the tourism sector. And while necessary measures are not considered accurately for protecting the sites consistently. Regardless of the sites' exploitation, heritage tourism's economic potential can create social



and financial support for heritage protection. There are different ways to heritage protection and reduce negative impacts, it needs legal architecture to ensure responsible behavior by the tourism industry and a good management system by local authorities. Often governments see the World Heritage Listing as the first step towards tourism and economic development, the strongest point for developing cultural heritage tourism in those countries that have a long history of tourism (Winter, 2008, pp. 224-39; Holzner, 2011, pp. 922-33; Andereck and lurowski, 2006, pp. 136-54).

The community perception in Erbil Citadel considers the social, economic, and environmental impacts of tourism seriously. Social concerns are to increase the recreational facilities and meet tourists as a valuable experience. While other people think that tourism causes problems by affecting their traditional culture and influencing the younger generation. Despite, environmental impacts like crowded public places, traffic congestion, noise, and air pollution, the most favored item by residents is tourism provides an incentive for the restoration of the sites. Even with those economic advantages, tourism in the site is supposed to be considered for better investment, spending, and job creation, while even prices might change due to the demand for tourism in some sites such as Erbil Citadel.

3.3. Erbil Renovation Master Plan, its Effects on Tourism Development and Management

According to (Naef and Ploner, 2016, pp. 181-88; Jasim et al, 2017a, pp. 283-306) the local inhabitants and policies of heritage participation are often regarded as vital principles for setting the multi-layered historical sites that demonstrate multifaceted living assets rather than physical residues from the past to be visited. As the culture and heritage, the potential is marketed in tourism contexts. Therefore, it is more important to protect the site. Besides, Huang (2006, pp. 124-127) believes that the protection and conservation of heritage led to globalizing the site and attracting more tourists to visit. Despite its importance, the role of local participation may represent a challenge for conservation processes of heritage sites, especially for some countries that lack proper experiences concerning heritage tourism development. Erbil citadel and its inhabitants have a deep correlation as a unique characteristic. Engagement of the indigenous people facilitates setting a good management plan for heritage conservation. While the factual participation of the inhabitants should depict conservation policies as community-based partnerships that need to give a more effective role for the views at the grassroots level of the site. One of the most crucial achievements for heritage policies to make heritage tangible and intangible assets is including local participation, which needs a decentralized strategy and a co-decision between indigenous and local authorities to make a conservation policy (Jasim et al, 2017a, pp. 296). Nonetheless, (Chhabra et al, 2003, pp. 207-219) state that the excessive interpretation of heritage by local inhabitants is seen by authorities as holding back some innovative global techniques of heritage conservation. The main goal of heritage authorities is to globalize the site and make it more open for accommodating tourists, tales, and visitors and increasing the cultural merits and economic impacts that can be brought to the entire place. In fact, Erbil Citadel was considered one of the most endangered archaeological sites. In 2005 the citadel has been recognized by UNESCO as a World Heritage Site. Restoration work began in 2007 under the supervision of UNESCO and continues so far. In 2007, the Kurdistan Region Government (KRG) created the High Commission for Erbil Citadel Revitalization (HCECR) The long history of Erbil Citadel makes diverse cultural value and historical events (Kowalczyk & Olbryś, 2019, pp. 333-335; Novacek et al, 2008, pp.259-302).

Depending on HCECR data indicate that after the site is enlisted as a UNESCO World Heritage Site in 2014, the number of tourists dramatically increased. The role of the local communities and the potential of heritage sites led to further consideration of how to promote cultural heritage tourism locally.

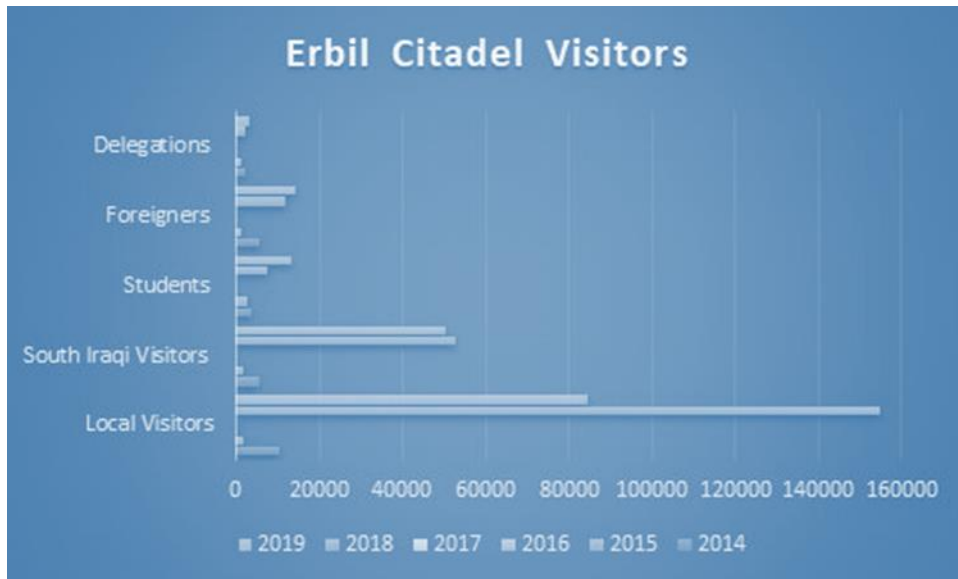
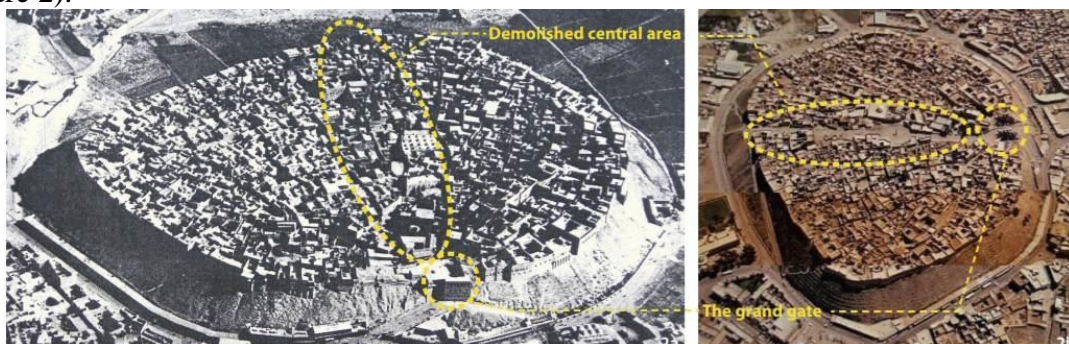


Figure (1) highlights tourism in Erbil Citadel

In recent years, a great number of visitors and tourists have visited the Erbil citadel as the citadel embraced more than 53,000 visitors in 2016. In 2014, the total number of visitors was 28,427 of which local visitors were 10,534 visitors from different cities in the south of Iraq 5,466 students from different schools 3,656 and 2113, delegations, and 5,550 foreigners. However, a different number was recorded in 2015 the total number of visitors were 8,029, which consists of local visitor 1734. Visitors from different cities in the south of Iraq 1520, students 2547, delegations 1072, and foreigners 1158. In 2018 the total number of visitors was 228,622 visitors. Which consists of local visitors 154,621, from different cities in the south of Iraq 52,517, students 7,493, delegations 2,174, and foreigners 11,817. In 2019 the total number of visitors was 165,330 visitors. Which consists of local visitors 84,500, from different cities in the south of Iraq 50,300, student 13,050, delegations 3,380, and foreigners 14,100 (HCECR, 2019).

4. Erbil Citadel Renovation Process

The renovation process was carried out in 1979 and was completed with a negative result that was correlated with the cultural ethos and the extent to which it corresponds with its local privacy. The renovation was made with a series of urban and architectural changes like the historical south gate and the site’s central area that were demolished. This left real repercussions on the built context as if they were deliberate demolitions of the site while both gates and central areas were important parts of the Erbil citadel. Therefore, the demolition of the south gate and central area jeopardized the site and it is deep residential cultural values. (Figure 2).



(Figure 2 from, Jasim et al, 2017, p. 295. Left the citadel in 1951, before the renovation; Right the citadel after 1979, after renovation).



Indeed, the main purpose of the renovation was to improve the accessibility and flow of traffic. However, the renovation has shown the complete exclusion of any local contribution from stakeholders and professionals. This might be attributed to the non-stop departure of those professionals and stakeholders, resulting from continuous physical damage. Therefore, the local authorities decided to reinstate the site to its original assets before the renovation (Brammah, 2009a, pp. 67- 68). This finally has urged UNESCO's Guidelines (2014) to consider the indigenous contribution for the assessment of any new plan to renovate the site. According to UNESCO Guidelines (2013 & 2014), the archaeological and heritage renovation process should be driven by the general frame of the site's broad topological and cultural tradition features. Sometimes the context is carefully traced to be well reinstated to it is authentic settings and to serve global heritage tourism based on its rich cultural potential. Which stretches back thousands of years (Beckman, 2021, pp. 665-66).

Brammah (2009b, pp. 26-92) claims that based on the World Heritage Committee the links and sense that belonging to inhabitation should be represented for its long-term renovation of the Erbil Citadel and contribute to its tourist goal. It is clear that the citadel is a popular venue that socially and culturally gathers the inhabitant, especially for some cultural-religious activities in the central public zone. Accordingly, renovation of the site needs to include planning for its tourist potential and restoring the built context to its authentic setting before the renovation

5. conclusion.

This study investigated the attitudes of the local people regarding the social, environmental, and economic impacts of tourism in the Erbil Citadel. Based on the current details and experiences of the people who live in the citadel area, there are a few vital highlights for better preservation of the citadel now and in the future. Drawing clear-cut conclusions, one is that the residents believe that tourism has not yet created enough economic benefits for the people of the region. However, residents agreed that tourism has created different job opportunities. They have hope and a positive attitude toward tourism development.

Meanwhile, others are concerned about the negative impacts that tourism might cause including the environment and traffic in the area, though residents know that tourism benefits in preserving and restoring heritage. It is vital for residents and the public to present the cultural heritage inside and outside of the cities to attract tourists and foreigners to the region.

At the same time, the position and role of local people in drafting the citadel restoration master plan and deciding how to implement the project were not involved. An archaeological restoration project means connecting the archaeological site to some modern services and reusing it appropriately. Regarding the Erbil citadel, the restoration project of the 1970s was a unilateral decision of the administrative authorities, which led to the deterioration of the civil structure of the citadel. Nowadays, however, the theory of archaeological conservation tries to accommodate diversity and involves the indigenous people of the site or academic organizations and institutions in decision-making on the procedures and methods of preservation and restoration of monuments. Regarding Erbil citadel, a series of interviews on restoration policy and opinions of the people in the citadel were conducted in 2014 with officials, professionals on the site and indigenous people to explain the possibility of any co-mechanism between restoration project managers and indigenous people the citadel HCECR it appears that the restoration did not reflect any level of co-mechanism between these groups simply decisions made from Baghdad to be implemented in the citadel. This is despite the positive role of the joint decision-making process, due to the lack of awareness about the participation of indigenous peoples (Jasim et al, 2018b, pp. 81-85). The main objective of the



restoration of the Erbil citadel is to have a prominent position in the context of World Heritage Tourism by using its unique characteristic that the oldest continuously inhabited citadel. To this end, restoration policy should build relationships with residents and local entities for protecting the cultural heritage in only in the citadel but also the entire region. This relationship will facilitate the formation of various opinions on the ways and methods of preservation and restoration of the citadel and help promote knowledge about the citadel that is important for local and international tourists. As well as, Achieving the main objective of the Master Plan the preservation of residential features is one of the main objectives of the citadel restoration project. Project managers and influential authorities agree that the residential area in the citadel is undergoing significant and global changes whose main purpose is only to attract tourists from all over the world.

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کارڤه رڤه کانی ماسته ریلانی نۆژه نکرده وه له سه ر گه شه پیدانی گه شتاری له قه لای هه ولیر**روخسار رمضان احمد**

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زۆرێک له ولاتی جیهان سوودی جیاواز له وه رگرتی گه شتاران و راکیشانی سه رنجیان بۆ شوڤنه واره کان وه رده رگرن. به م شوڤه، دارپۆه رانی ماسته ریلان ده یت زۆر ناگادارین له گرتگی به رڤوه بردن و گونجای که رتی گه شتاری که ده توائت پشگیری له په رپیدانی بکات. سه ره راپی ئه وه ش، نه بوونی سیاسه تی په گرتوی گه شتاری به کیکه له گرتگرتین هۆکاره کان که زۆرێک له ولاتی تازه ڤینگه یشتوی جیهان لاوازن له م پوهه. کیشه تابه ته کان سه باره ت به گه شتاری کولتوری و شوڤنه واری به رنه رگاربوووه بووه له گه ل سیاسه تی گه شتاری ولاته تازه ڤینگه یشتوووه کان وه به رنه رگاربوووه له گه ل کیشه ناوخۆییه کان که بۆ چه نڊین ساله نڤه رانی سه ره کی بووه له ولاتی تازه ڤینگه یشتوی جیهان که متر وه به ره یتانیان له په رپیدانی گه شتاریدا کراوه به ڤ گۆڤدانه ئه وه ی ده وله مه نڊن به شوڤنه واره کولتورییه کان. به م ڤڤه هه بوونی شوڤنه واره کولتورییه گه وره و سه رنج راکیشه کان گرتگرت بۆ ئه وه ی ده رفه تی زۆر به م ولاتانه بدرت بۆ گه شه پیدانی که رته کانی گه شتاری. ئه مه له کاتیکدا له کوردستانی عیراقدا گرتگیه کی زۆر به م په رڤوه بردن و پاراستن و تاماده کردنی شوڤنه واره کان بۆ مه به سته گه شتاری ده درت. ئه م توڤڤه وه ڤه هه ولده دات له کارڤه رگی گه شتاری له سه ر پاراستنی میراتی کولتوری و توانای گه شه ی گه شتاری کولتوری بکۆلته وه. به سه رکردنی ڤروانڤه جیاوازه کانی لایه نه په ڤوه نڤداریه کان له ڤشه سازی میراتی کولتوریدا، توڤڤه وه که ڤڤه یشتیکی ده دات سه باره ت پاراستنی شوڤنه کولتورییه کان. به دوایدا به دوادا چوون بۆ کارڤه رڤه جیاوازه کانی گه شه پیدانی گه شتاری له سه ر شوڤنه واری قه لای هه ولیر له هه ریمی کوردستان ده کات. ئه م توڤڤه وه ڤه رۆشنا ی ده خاته سه ر ئه م کارڤه رڤه ی بۆ به ده سه یتانی گه شه پیدانکی گه شتاری به رده وامت له شوڤنه که دا. ئه م توڤڤه وه ڤه ڤشت به داتی لاهه کی ده به سته تی که له لایه ن کۆمسیونی بالای نۆژه نکرده وه ی قه لای هه ولیر کۆده کرته وه و له چوارچۆه ی ئه م توڤڤه وه ڤه دا شیکاری بۆ ده کریت، هه ره وها سه رچاوه ی کتیب به کارڤت و ڤندا چوونه وه به به لگه نامه نو سه راوه کان ده کات ده رباری شوڤنه واری قه لای هه ولیر، له هه مان کاتدا بۆ چوونکی روون ده درت به ڤشته ستن به داتا کان و به لگه نامه کان.

ووه کلله کان: ولاتی تازه ڤینگه یشتو، فه ره نگی - کۆمه لایه تی، ڤاشماوه ڤناسازیه کان، گه شتاری، قه لای هه ولیر.

تأثیرات ماستر بلان للتطور و تجديید السیاحی علی موقع الأثری قلعة اربیل**روخسار رمضان احمد**

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معظم بلدان العالم من خلال استقبال السیاح و ملفت للنظر و أخذ اراء للسیاح و بهذا الشكل و مخططو ماستر بلان یجب ان یكونوا حذرین لأهتامهم بالادارة و ملائمة القطاع السیاحی یشتیح ان یأید التطور عدم وجود سیاسة اتحاد السیاحه یعد أحد الأسباب رجوع معظم بلدان العالم عن هذا القطاع. المشاکل الخاصه للسیاحه التراث و الأثار المواجهه مع سیاسة سیاحه بلدان النمیة و المواجهه مع المشاکل الداخليه اصبح منذ سنوات مشاکله ریسیه للبلدان النامیه فی العالم استثمارهم أقل فی التطور السیاحی بدون ان یهتموا بعراقه الأثار و التراث. وجود الأثار التراثیه الكبیره و الملفت للنظر یأخذ أهتامهم لأن یأخذ هذا البلدان فرصه للتطوير القطاعات السیاحیه. و مع هذا الوقت فی كردستان العراق یوجد أهتامهم کبیر للادارة و الحمایه و اعداد الأثار للسیاحه. هذا البحث یحاول ان یبحث التأثيرات السیاحیه علی حمایه المیراث و التطور السیاحی من خلال النظر لمختلف الجوانب المختصه فی صناعة میراث التراثی البحث یتداول مفهوم الخاصه بحمایه الأماكن التراثیه و تتبع لتأثیرات مختلف التطور السیاحی علی اثار قلعة اربیل فی أقالیم كردستان هذا البحث یسلط الضوء علی التأثيرات السیاحیه و الدائمه فی الموقع هذا البحث یشتیح ادله الثانویه و المعتمد من المفوضیه العلیا للتعمر قلعة اربیل و یتجمع فی إطار هذا البحث و من ثم یحلل كذلك یشتیح مصادر الكتب و یراجع مع الوثائق المكتوبه الخاصه لآثار قلعة اربیل و مع هذا یعطي فکرة بالأعتماد علی المعلومات و الوثائق.

الكلمات المفتاحیه: دول نامیه، ثقافیه-اجتماعیه، مخلفات المعماریه، سیاحه، قلعة اربیل.