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The Sustainable Investment in Urban Heritage Sites: Local, regional and international models

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ABSTRACT

Investing in urban heritage sites is one of the streams of economic development in many developed and developing countries around the world. Urban heritage site(s) has been using to develop tourism for economic, social and cultural purposes, due to the strength of attracting built heritage sites to a large segment of tourists (individuals and groups). Heritage sites (urban, architectural, or even archaeology heritage sites) have become utilized for nations' developments through the promotion of tourism by setting them as a fundamental goal in tourism development strategies. This utilization contributes to developing the society in general, and local community and individuals in particular at many levels. Accordingly, a new term has been introduced to the intentional tourism industry which is "heritage tourism". It means the exploitation of heritage (in all its forms) for tourism purposes that contribute to the development of the economics of countries at all levels. This paper aims to draw attention to the significant role of "sustainable" investment in conserving the urban heritage to ensure its authenticity and originality, and then in developing the economies of countries and societies. This occurs through the use of investment to revitalize and develop heritage sites for tourism, cultural and social matters to conserve heritage sites in a manner that ensures their sustainability aligning with the current requirements. The paper conducted an analytical review to the literature on heritage conservation and analyzing different international, regional and local models of investment methods in urban heritage at different scales in terms of size and impact.

1. Introduction

Urban heritage is one of the essential components and evidence of human development throughout history. It expresses the capabilities that people reached in overcoming their surrounding environments [1]. Heritage means inheriting the civilizations' languages, literature, and material/emotional elements of society such as philosophy, religion, science, art and architecture. Conserving the urban heritage is one of the manifestations of the development of nations, as heritage sites are a cause for pride and also a tool for economic and cultural development [2]. Pocock [3] claims that the level of community awareness is linked to the notion of preserving collective memory. He added that awareness of the past in its reality is the awareness of society about its continuity. Many researchers [4][5] stressed the importance of focusing on enacting laws and legislations that preserve this heritage instead of studying it independently as a study the past, without linking it to the present. Different international, regional and local organizations manage the urban heritage in an attempt to preserve it by promoting it [6], as it has met with great popularity in the field of tourism in general and heritage tourism in particular due to its various benefits to the individual and the society [7].

The idea of conserving urban heritage has evolved from preserving the identity and collective memories into using this legacy of economic vitality. Today, many developed and developing countries use sustainable strategies to preserve their urban heritage by exploiting the heritage sites for tourism development purposes [8]. This helps in developing sites and their surroundings on multiple levels in order to diversify sources of income to ensure the preservation of the urban identity. Many countries are depending on tourism development for economic vitality. Additionally, heritage tourism (in all its forms) has received significant attention due to the material and non-material revenues.

2. Methodology

This paper uses a qualitative method, whereby the researcher has a systemic review to the literature on the topic of urban heritage and its financing and investment methods, by presenting and analyzing many principles linked to a fundamental link with the idea of preserving the urban heritage and sustainable investment in it. The research presents five local, regional and international models to find out the appropriate methods of sustainable investment at three levels based on the scale of heritage sites (large, medium and small). The research presents the results drawn from the five models in an attempt to connect the theoretical and practical aspects. The research also provides some recommendations for activating sustainable investment that raises the value of the heritage site in tourism and enhances its social, economic and investment status sustainably.

3. Concepts of urban heritage and heritage tourism

3.1. Heritage

The famous Arabic dictionary Al-Qamous Al-Muhait defines heritage as: "What is the enduring value of the customs and ethics of science and arts and transmitted from generation to generation, such as the Islamic heritage of human heritage literary heritage" [9][10]. According to the Oxford Dictionary [11], heritage is everything that inherited from one generation to another. Behiri [12] defines it as a valuable (material or intellectual) property that is inherited from one generation to another because of its importance in continuity and growth. He goes further and claims that heritage is a "symbolic resource strongly linked to the issue of collective memory and identity." It seems that from the previous definitions that heritage inherited between generations because of its importance as an inspiring element for humanity to preserve identity, customs and roots. Heritage has two types: tangible or intangible. The tangible heritage has different forms such as buildings, castles, gardens, wells,

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monuments, and more, while the intangible heritage comes in the form of poetry, folklore, dialects, customs, popular foods and many others.

3.2. Urban heritage

This paper focuses on tangible heritage (urban heritage or built heritage) due to its apparent impact on developing the urban, cultural and social landscape, which will lead to the preservation of the intangible heritage spontaneously [8]. The urban heritage defined as: "All the cities, villages, neighborhoods, buildings and gardens that a person has built of archaeological, architectural, urban, economic, historical, scientific, cultural or functional value" [13]. The United Nations Educational, Scientific and Cultural Organization "UNESCO" [14] defined the forms of urban heritage as buildings, historical monuments, or old cities and villages, whether inhabited or uninhabited. As a result of this determination, the urban heritage has classified into two forms (Table 1).

Table 1. The two forms of built heritage based on UNESCO classification [14]

The form	The description	Examples
Heritage buildings (monuments)	These are buildings, individually or in groups, and have historical, archaeological, artistic, social and scientific significance.	The Notre Dame de Paris in Paris and the Taj Mahal in India
Urban heritage areas	They are areas that formed from groups of heritage buildings to create an integrated urban fabric separated by narrow and wide streets, and constitutes of public or private squares, contain public services, facilities and infrastructure.	Historic Jeddah, Fatimid Egypt and Old Fez

3.3. The importance of conserving urban heritage

The literature on urban heritage [5][8][13] mentions four main reasons for the importance of conserving the urban heritage, which is divided into two aspects: either moral or material importance, or both, summarized in Table 2.

Table 2. The importance types of conserving urban heritage, modified by the author [15]

Importance type	Aspect(s)		Importance justification(s)
	Moral	Material	
Cultural	✓		Urban heritage sites are sources of pride for any nation [2]. It preserves the civilizational and cultural impact of any nation, and it is one of the first goals of preserving the urban heritage.
Historical	✓		The urban heritage is evidence of nations' legacies reaches us [16]. As a result, the Venice Charter in 1964, as international organizations, adopted the preservation of the human heritage from disappearing [17].
Architectural	✓	✓	The urban heritage is a rich exist example of the development of urban environments at different levels especially form the vernacular architecture [18].
Economic		✓	Investing in urban heritage sites provides jobs, supports the local market, revives the traditional crafts, and many others. Therefore, investment in urban heritage is one of the economic tributaries of many developed and developing countries [19][20].

3.4. The evaluation of the idea of conserving urban heritage

Figure (1) presents the evolution of the idea of conserving urban heritage since the first documented attempt to preserve the urban heritage in the 19th century by Queen Victoria (Queen of Great Britain). It was started a political attempt to impose colonial domination of British colonies around the world in a meaningful way

as soft powers [21]. After that, the idea developed to preserve the international hoardings (individually and then collectively) due to the devastation caused by the First and Second World Wars [22]. In 1960s and 1970s, the idea modified to safeguard, preserve and conserve the humanity heritage through the international organizations (i.e., UNESCO via its arms ICOMOS and ICCROM). Nowadays, the notion of conserving urban heritage developed into the ideas of living heritage, heritage tourism and reusing heritage [23][24]. The question is, what is heritage tourism, and how did it become the prevailing idea when dealing with urban heritage sites around the world?

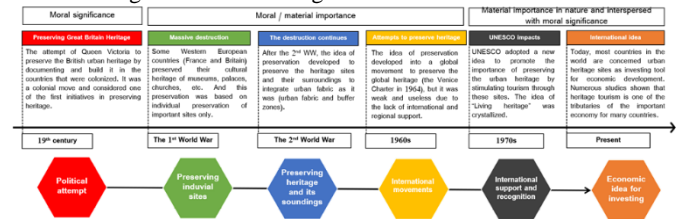


Figure 1. A timeline shows the evolution of the idea of conserving the urban heritage and its impact on changing the global perspective on heritage sites [8], and developed by the author [15]

3.5. Heritage tourism and its importance

Heritage tourism defines as "travelling to experience places, artefacts and activities that genuinely represent stories and people of the past and present, and encompasses cultural, historical and natural resources." [25]. It is also the tourism activity - with financial gains and returns - that aligned with the tangible or intangible heritage, so, it exploited in a manner that does not harm it [26]. Both Orbaşlı and Woodward [27] argue that the economic benefits of heritage are outstanding in addition to the visitor's experience culturally and socially. This led many countries to promote heritage sites as tourist destinations for economic vitality [19].

Heritage tourism has great notable results such as job creation and tax revenues, as well as its hidden consequences, such as improving the quality of life [4]. Additionally, it plays an influential role in attracting investors and reviving traditional professions and crafts [13]. The World Tourism Organization charter for sustainable tourism indicates that international tourism is the largest source of exports in the world [28]. World Tourism Organization [29] considers heritage tourism as one of the essential economic tributaries of many countries, especially those countries that depend on tourism as a development and economic resource. Heritage tourism develops the social and the cultural aspects of heritage sites [30], as it connects the past, present and future [31].

However, there are negative aspects of heritage tourism to urban heritage sites. For instance, Rothman [32] described tourism as a "deal of the devil", especially when there is an urban heritage in the same context. He also argues that tourism defiles and destroys the spirit of the heritage site, as it changes the place in unexpected and uncontrollable ways. Urban heritage sites attract a considerable number of tourists, therefore, unprecedented numbers that may exceed the capacity of the place, which can lead to damage to the heritage site [33]. In conclusion, the relationship between urban heritage conservation and heritage tourism is a complex one. The literature on heritage conservation and heritage tourism has stated that tourism affects people and places, and through it affects tourists' experiences (individual and collective experiences).

3.6. Approaches and technical methods of conserving the urban heritage

There are many recognized methods to conserve the urban heritage, but before mentioning them, there is a must to mention the four central departments that are important for conserving urban heritage sites. These departments are: administrative, legislative, technical and financial. All of these departments have to work in collaboration with the various stakeholders in the urban heritage site(s). Then, approaches and technical methods have to be chosen based on the purpose of heritage conservation, the nature of the site, and the physical conditions (Table 3).

Table 3. The common approaches and technical methods used in urban heritage sites [15]

Approach	The purpose(s)	Technical methods								
		Protection	Preservation	Renovation	Reproduction	Reparation	Maintenance	Consolidation	Reusing	Conservation
Urban heritage restoration	Restoring the heritage site(s) as it is with the same traditional materials and traditional techniques [25].									
Reconstructing the urban heritage	Rebuilding the destroyed heritage buildings to their original conditions and functions by protecting them from subsequent deterioration [34].									
Rehabilitation of the urban heritage	Rehabilitating the community and the local economy in the heritage site in line with the current needs rather than seeking to recreate the past [34].									
Reusing the urban heritage	Activating the role of heritage sites in the economic cycle, such as developing them for tourism purposes [35].									
Reviving the urban heritage	manufacturing of old-style buildings to give an impression of traditional authenticity instead of demolished or destroyed buildings in a historical area, with tourism development in mind [36].									

The author claims that each heritage site requires one (or all methods and approaches). The researcher also claims that the factors underlying any efforts to conserve the urban heritage will determine the stakeholders, the decision-making mechanism and the approaches and methods of implementation/execution.

4. Sustainable Investing in urban heritage: principles and financing methods

4.1. Principles of sustainable investment in urban heritage

This paper presented a variety of principles on urban conservation heritage and the reason for its importance as a tool for development. Accordingly, the author argues that there are four main principles to ensure sustainable investment in urban heritage, which are as follows:

- a) **Authenticity:** During any technical intervention processes (restoration, consolidation, or otherwise) the heritage site(s) loses part of its authenticity. The amount of this loss is varies based on the preservation policy and the method(s). According to the Venice Charter [36] the primary goal of protecting and restoring architectural and urban monuments is to deal with them as historical evidence and not only as works of art, and preserving the originality in the preservation processes. This can be seen in the materials used, build structure, architectural elements, colors and more.
- b) **Sustainability:** The concept of sustainability included in most areas of urbanism and construction. It is a fundamental principle in the processes of preserving the urban heritage in order to ensure the continuity and development of the preserved sites. This led to ensure that the conservation processes cover the costs of their future maintenance and independence. Sustainability will be achieved by adopting the selection of the appropriate function(s) that meets the needs of the community. It is also consistent with the potential of the place and the choice of sustainable building materials that are consistent with the nature of the heritage site, preferably of the same type and efficiency.
- c) **Community involvement:** Community participation is one of the most critical principles in preserving urban heritage because of its practical and influential contribution to educating people about the importance of urban heritage. Also, it plays a significant role in accelerating and monitoring the process of preserving because it becomes part of people's lives. It also facilitates the process of

preserving and maintaining them and not sabotaging them and feeling that they belong to the place.

- d) **Developable:** This principle aims to leave the door open to any further future development to the place without harm the authenticity of the heritage site. Also, it leaves the door open for other fields to contribute to preserving the urban heritage, such as infrastructure development, technology and others. This principle helps a lot in ensuring the success of the heritage site(s) in order to invest in a sustainable matter.

4.2. Methods of sustainable investment in urban heritage

The literature [13][37][38] has shown a large and varied number of ways to invest in the heritage buildings and the urban heritage areas, which the author believes must follow the above principles to ensure its sustainability and authenticity. These methods summarized in Figure 2.

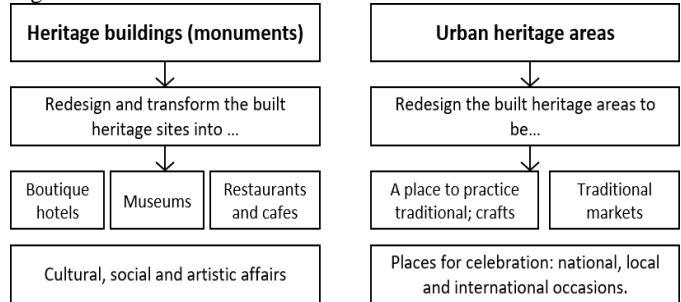


Figure 2. The most common methods of reusing urban heritage sites [15]

4.3. Financing in the conservation of urban heritage

As mentioned earlier, the conservation of the urban heritage requires continuous financial support to ensure its continuity in good quality, taking into account the various aspects. Accordingly, there are several financing methods in conserving urban heritage [13], as Table 4 shown.

Table 4. The most common financing methods in in conserving urban heritage by [13] and modified by the author [15]

Method of financing		Description	Example(s)
Governmental	Direct	The government own the urban heritage site and responsible for all matters.	Triaf District in Ad Diriyah – the K.S.A.
	Incentives and rewards	Indirect support by the governmental such as: providing grants, loans, tax exemptions.	The Netherlands.
Private		The private sector investment under the local/national laws and regulations.	Badeeb House in Historic Jeddah [39].
Mixture		The partnership between the public and the private sector in financing.	Al-Saloum House in Historic Jeddah [8].
Community participation		NOGs under the supervision of the relevant authorities to ensure efficiency and quality, especially in the technical part.	
International funding		International funds and support via UNESCO and regional organizations such as IRCICA.	Old Cairo and Old Fez.

5. Sustainable Investing in urban heritage: Various models

The critical question is, why do we invest in heritage? Is sustainable investment develop urban heritage sites? The paper lists and analyzes different local, regional and international experiences at three scales: large scale (scale of cities and the impact of preserving urban heritage on the identity of cities), medium-scale (medium-sized areas such as residential neighbourhoods or parts thereof), and finally on a small scale (building or group of buildings). These models are as follows:

5.1. Large Scale

5.1.1. Venice - Italy

In 1987, the UNESCO registered the famous Italian city of Venice in the World Heritage Site (WHS) list. The city wholly preserved and considered as a heritage site that not subject to demolish or change until permits must be granted from the local authorities. The city considered one of the first examples of international support for urban heritage sites. The city contains many architectural and urban masterpieces that tell the stories of the coastal city and its important port. It includes residential buildings, churches, palaces, squares, museums, galleries and operas. The city attracts millions of visitors annually, as UNWTO [40] reports that 4.7 million tourists have visited the city, with revenues more than 2.3 billion euros. It includes marine transportation, hospitality, accommodation, recreation and educational activities. It is worth noting that a large number of the city's buildings have been transformed into traditional boutique hotels with some modern ways (Figure 3), and some of them are still in their appearances. Conserving Venice (in a sustainable manner) has created many job opportunities for the city's residents, whether in maritime transport (the only means of transportation) or in strengthening local industries such as glass manufacturing. The city is famous for its large number of glass manufacturing workshops for educational purposes and commercial profitability.



Figure 3. Transforming an apartment building into a modern [41]

Despite the success of the city's administration (in cooperation with UNESCO) in preserving the city's urban heritage, the city is facing some problems. For instance, the large number of tourists is putting the city under pressure, primarily because of the damage caused by the continuous flow of cruise ships, including ships that weigh more than 40,000 tons. This affects the rise in water levels, as the UNESCO in its 2019 report (UNESCO closely monitoring ongoing threats to Venice World Heritage site) may list the city on the list of "In danger sites". The city's residents also suffer from constant inconvenience due to the large number of tourists who sometimes do not respect the privacy of the place, which gradually destroys social life in Venice [42]. Accordingly, the Italian authorities, in cooperation with UNESCO, have worked out a strategy to determine the maximum number of visitors at the same time to complete restoration, maintenance and strengthening operations. The model of Venice is considered one of the crucial experiences internationally due to its importance in using conservation techniques and investing in the heritage site to create traditional occupations with substantial financial returns.

5.2. Medium Scale

5.2.1. Fez - Kingdom of Morocco

Banu Marin built the city of Fez in 800 on agricultural terraces with Islamic principles that respect the privacy of the individuals and society. The city is famous for its attractive architecture and urban fabric, handicrafts such as textiles, tanning carpets on rooftops and many more. In the early 1970s, the Moroccan government saved the city from deterioration and extinction with the support of the U.N. agencies and the World Bank. Thus, Old Fez inscribed in the WHS list. The programs for the rehabilitation of the city has adopted to be a place for collecting the Fassi heritage. The city has reused to carry out activities throughout the year within a rehabilitation program. For example, the government invested in an annual musical festival (the International Festival of Music), which first started in 1994 (Figure 4), to stimulate tourism as a vital development resource for the state economy. As a result of the rehabilitation program, many buildings were reused to be either boutique hotels, restaurants and cafes, or workshops for traditional crafts.

The reusing led to the tourism promotion of the site, raising the income of the local community and the commodification of

handicrafts to international markets, not to mention the tourism promotion of Fez. According to the report of the Moroccan Ministry of Tourism [43], more than 10 million tourist trips (foreign tourists) to Morocco, 50% of these trips include a visit to the city of Fez and similar cities such as Chefchaouen and Tetouan. According to the World Travel and Tourism Council report [44], 62% of tourists visit heritage sites, and 45% of them visit Morocco to visit sites such as Fez. The local income from these visits is estimated at 1.9 billion U.S. dollars annually (as the general income from tourism is estimated at 38 billion dollars annually) between the stay and the purchase of gifts, antiques, textiles and many others. The urban heritage of Old Fez has been exploited to stimulate tourism through international festivals that have to do with art and culture, and this is an original type in preserving the urban heritage.



Figure 4. The International Music Festival in Fez, an example of investing in urban heritage to revitalize heritage sites [43]

5.2.2. Ad Diriyah - Saudi Arabia

Ad Diriyah is one of the oldest towns in the Najd plateau, and the Bani Hanifa tribe inhabits it. The city witnessed one of the most important investment projects in the urban heritage in Saudi Arabia. The city consists of several neighbourhoods, the most important of which is the Tarif neighbourhood, which has inscribed in WHS list because of its urban importance to examples of oasis architecture and traditional mud architecture. The Saudi government-owned the site entirely to develop it sustainably, and the goal of the project was to:

- Developing Ad Diriyah as a cultural centre from which the cultural mission of Ad Diriyah radiates at the local, national and global levels.
- Preserving the environment of Ad Diriyah from deterioration, and restoring its natural balance, as the Tarif neighbourhood was linked to Al-Bujairi neighbourhood to form environmental spaces consistent with the new goal of the project so that the area would be an outlet for the people of Riyadh and its visitors (Figure 5).
- Developing the region economically through agricultural, tourist, entertainment, traditional crafts and other revitalization.

The Saudi government has conducted a large number of projects. For instance, a variety of palaces, mosque and houses have been restored. As for the traditional buildings, they have repurposed to be museums or heritage hotels, squares and traditional folk markets. Also, the authorities responsible for preserving Ad Diriyah promoted the site by attracting international mega-events such as the Formula E of Ad Diriyah competition that was held in 2018 and met with great success. More than one million visitors visited the site, which strengthened the identity of Ad Diriyah as a heritage site. As the competition attracted large numbers of visitors has revitalized the area in terms of tourism and development, the investment can be made in the region because of its moral, cultural and historical value for the Kingdom of Saudi Arabia.



Figure 5. An aerial photo shows Tarif and Al-Bujairi neighbourhoods, and the visual and spatial link between them [45]

5.3. Small Scale

5.3.1. 1935 King Street Building - Manchester – the U.K.

Manchester is one of the old cities in the United Kingdom, where the Industrial Revolution began, including Liverpool and Sheffield in the 18th century. The city has a significant impact in promoting architecture for the Victorian and Romantic era. The city centre is the beating heart of the city (economically, socially and culturally) contains a large number of urban heritage buildings that are still standing today. Building number 1935 King Street is one of those buildings that have been classified as heritage buildings of local significance for the city based on English Heritage. The six-story mixed-use building built in the 19th century with the ground floor, mezzanine and basement of Midland Bank, and offices in the remaining five stories [46]. It was purchased in 2008 by local investors, to turn its ground floor and basement into a famous restaurant (Jamie's Italian), and its remaining stories into a luxurious hotel containing 66 rooms. The project aimed to preserve the original architectural character of the exterior facades of the building as it was with the existence of reinforcement, restoration and maintenance operations. The restaurant and hotel opened for public in 2010. It is worth mentioning that there are still some components of the bank in the basement of the restaurant (Figure 6). For example, the bank safes reused as storerooms for the restaurant and drink. Also, the gold safes reused as toilets. In this model, the heritage building has been preserved, with taking into account the site identity, current requirement, and surrounding areas.



Figure 6. Development of the old bank into a modern restaurant [46]

5.3.2. The House of Muhammad bin Faris - Bahrain

The Sheikh Ibrahim bin Mohammed Al Khalifa Center for Culture and Research (KCCR) in Bahrain has restored and reused some neglected heritage buildings due to the disappearance of a large number of heritage sites in the Kingdom (as is the case with the rest of the Gulf Cooperation Council countries). This occurs to many other sites due to the urbanization and globalization. Among these buildings was the house of the famous local Bahraini artist, Muhammad bin Faris, who was considered one of the pioneers of Bahraini singing art. The house restored in 2003, and in 2005 transferred into a museum named "Mohammed Bin Faris House for the Art of Voice". The restoration project financially supported by Sheikha Hessa Al-Sabah (form Kuwait) and investment support from Batelco Bahrain. The traditional architecture in the Arabian Gulf region characterized by internal courtyards and wind catchers [Malqaf], and it aims to enter the natural air and daylight into buildings. Due to the small size of the house, it did not need a wind catcher. The house was built in the traditional way using wood, stones and plaster to reduce temperature and humidity. Accordingly, KCCR restored the house by preserving the old construction methods, but using modern building materials, and the courtyard was closed to provide industrial air conditioning (see Figure 7) [47]. The author argues that this is one of the common mistakes in dealing with such urban heritage, as it was better to stay and emphasize the new architectural and urban elements and adding some thermal comfort techniques. Regardless of these technical errors in the preservation processes, the author claims that the restoration of this type of heritage sites can be an example in Bahrain with further development in the future. The house opens its doors to visitors "as a museum" from Saturday to Thursday at specific hours (8 am to 7 pm). The researcher believes that this type of heritage preservation may cause damage to heritage sites because it was treated as an additional or complementary element rather than use it as the heart of growth and development. The author recommends reusing the house to become an institute of vocal arts or a studio for artists, instead of a museum.



Figure 7. The Muhammad bin Faris House for Sutu Art [47]

5.4. The analysis of the five models

Table 5 illustrates that heritage sites funded by governments and international bodies, such as UNESCO, are in better condition than others due to the continuous support financially, administratively and technically. On the other hand, the sites funded by individuals or investors have a lower financial flow, which may violate the elements of urban heritage in terms of originality. Manchester model was a different case due to the presence of strict laws and legislation by the local bodies that supervise heritage sites. It also noted from Table 5 that the sites that under governments (parties concerned with urban heritage) or international bodies supervision have an appropriate vision towards the concept of sustainable conservation, such as what happened in Venice, Fez and Ad Diriyah. Models such as the House of Faris bin Muhammad, the factor of originality has not been taking into account during the conservation process, which led to the loss of many heritage elements.

Table 5, also, shows that all models are depended on tourism development (in one way or another) as a driver for the urban heritage conservation, but the comprehensive examples were Venice and Fez. In these two models, cultural and social have been reached, which led to the integration of the two cities automatically. The researcher argues that registration in the UNESCO WHS list may be the main reason behind this integration due to international support. The researcher also argues that registering in the UNESCO WHS list developed those sites, but it is possible to develop heritage sites without it. For example, 1935 King Street has provided that the appropriate environment with a clear budget, and proven and proper methods of preservation in the place. This model considers one of the successful experiments at the small scale without registering in the UNESCO list, as the existing urban context, the originality of the building materials and technology has been taking into consideration.

However, it appears in Table 5 that the number of tourists is closely related to the inscription of sites in the WHS list, as the registered sites put on the international tourism map. It is possible to take advantage of this point to promote more urban heritage sites on a larger scale by linking them together.

This is evident in the rates of financial returns from those sites, for example, the financial returns in Venice exceed three billion Euros annually at many levels such as shipping, housing, hospitality, restaurants, museums, workshops and others. This model applies to the city of Fez and Ad Diriyah. Ad Diriyah project is still under construction, and expected financial returns will reach one billion riyals annually if the project fully completed.

Community involvement is one of the main objectives of UNESCO approaches and must be included in the files of registering heritage sites. The UNESCO constitutions affirm the necessity of adequate and recognized community support to ensure the upgrading of heritage sites. Therefore, this aspect is evident in the sites registered with UNESCO, especially the role of the local community in the United Kingdom in choosing heritage sites, how to dispose of them, and what re-using befits the heritage site.

Finally, the continuous maintenance (through the technical departments) helps to conserve the identity of the heritage sites, which increases the financial returns and attract more tourists. This enhances the urban heritage site value in the international tourism market, thus preserving the heritage site and ensuring its durability and sustainability automatically and spontaneously. It also raises the scene the surrounding urban areas through the permanent development and upgrading of the local community. The researcher believes that the idea of reusing urban heritage is one of the essential tools in promoting cities as city branding without commodifying urban heritage.

Table 5. Analysis of different models in conserving and investing in urban heritage (Author, 2020)

Evaluation Criteria	The model scale	Large	Medium		Small	
	The model	Venice	Fez	Ad Diriyah	1935 King Street	Muhammad bin Faris
Funding sources	<i>Governmental</i>	✓	✓	✓		
	<i>Int. organizations</i>	✓	✓			
	<i>Individuals/investors</i>	✓	✓		✓	✓
Responsibility for implementation/ supervision/ legislation	<i>Governmental</i>	✓	✓	✓		
	<i>Int. organizations</i>	✓	✓		✓	
	<i>Individuals/investors</i>	✓	✓		✓	✓
Concepts about urban heritage preservation	<i>Authenticity</i>	✓	✓	✓	✓	
	<i>Sustainability</i>	✓	✓	✓	✓	
	<i>Community involvement</i>	✓	✓			
	<i>Developable</i>	✓	✓	✓	✓	✓
Methods of conserving the urban heritage	<i>Restoration</i>	✓	✓	✓	✓	✓
	<i>Reconstruction</i>	✓	✓	✓		
	<i>Rehabilitation</i>	✓	✓	✓		
	<i>Reusing</i>	✓	✓	✓		✓
	<i>Reviving</i>	✓	✓	✓	✓	✓
The approach of conservation		Traditional/modern	Traditional	Traditional/modern	Traditional/modern	Modern
The new re-use	<i>Cultural</i>	✓	✓	✓		✓
	<i>Social</i>	✓	✓	✓		
	<i>Tourism</i>	✓	✓	✓	✓	✓
	<i>Function</i>	Integrated city	Integrated city	Heritage district	Restaurant and hotel	Museum
Inscribed in UNESCO World Heritage list		✓	✓	✓		
Attracted tourists' number		Large	Large	Medium	Medium	Small
Maintenance level		Excellent	Moderate	Excellent	Excellent	Medium
Economic revenues		Large	Large	Medium	Large	Small

6. Discussion and recommendations

This research has discussed many topics regarding urban heritage sites, which can be summarized as follows:

- Urban heritage has an economic value affecting the economies of countries. It achieves the concept of sustainability in all its forms (tangible and intangible), which guarantees a continuous financial return, identity, community participation and tourism aspects, and this is the supreme goal of sustainability.
- Funding sources (bodies or individuals) is significant for upgrading the urban heritage sites with the presence of various administrations under the umbrella of a national, regional or local body guarantees the success and sustainability of projects.
- Promote heritage tourism on an international basis (UNESCO WHS list inscription, for example) facilitates the comprehensive efforts to develop the urban heritage sites.

Based on this, the researcher recommends the following:

- The necessity of reconsidering the urban heritage sites as development resources at the state level.
- Encouraging investors and capital in this type of "sustainable" investment that develops the place and the people, such as establishing investment partnerships that undertake the development of heritage sites, creating a joint venture partnership to invest in heritage sites or by reducing taxes on investors for promotion and encouragement.
- Raise awareness of the importance of conserving the urban heritage in all its aspects (especially investment), by educating the owners of heritage properties and then society, and this awareness includes the enactment of strict laws against any sabotage or deterioration, intentionally or unintentionally.
- The necessity of linking the various parties (stakeholders) in the projects for the conservation of the urban heritage under regulations and legislation that reduce the technical errors that may arise from the use of building materials and technologies not appropriate for the heritage site.

7. Conclusion

The paper discussed several important topics about conservation the urban heritage and the effect of reuse it in developing the urban heritage sites, both in tourism and development, in order to improve the heritage sites. The paper presented and analyzed several concepts about urban heritage and its relationship to economic development through the most popular channel, which is "tourism" or heritage tourism in particular. Many developed and developing countries exploit urban heritage sites to reuse them economically and developmentally because of their popularity in the world of global tourism based on the statistics of the World Tourism Organization.

The paper analyzed five models of urban heritage sites that have been repurposed for tourism and investment purposes at three different

scales (large, medium and small) to find out the difference in dealing with heritage sites according to their sizes. First, on a large scale, the paper analyzed Venice, which was preserved entirely in traditional or modern technology in line with the general urban scene. The city was introduced as a heritage tourism site and a trademark by registering it in the WHS list (U.N. funding). This promotion led to the reusing of heritage buildings aligned with the primary goal of conserving the city, which consequently raised the site economically.

The paper discussed at the medium level two models, namely the old city of Fez and Ad Diriyah, which are similar in terms of area and level of promotion, as they have registered on the WHS list. They have been reused to conduct local and international tourism activities to promote them, but they differ in the type of financing as Fez was financed by different parties (the state, UNESCO and the World Bank) and for Ad Diriyah, the state purchased and invested all sites. The paper also discussed two models on a small scale, the first being in Manchester, U.K., where it was invested by local investors and reused into two different and complementary functions (restaurant and hotel). Another model is a small building in Bahrain that has been transformed into a specialized museum. Both models succeeded in the preservation process, in varying degrees, based on technology and human intervention in the processes of preservation, authenticity and sustainability. For example, 1935 King Street building was preserved externally (the external façades) with the same architectural character in order to match the urban fabric, with the use of internal spaces with new activities by taking into consideration the originality of the elements. As for the example of Bahrain, the external structure was preserved with slight changes, but in the internal spaces, extraneous materials were added, and the function changed in a way that was not significantly in line with the idea of heritage tourism.

Finally, all of these models succeeded in conserving the urban heritage at a varying level based on the method(s) of conservation. It is worth noting that all experiences confirm the importance of conserving the urban heritage to preserve identity while reusing heritage sites for sustainable investment. Finally, the researcher affirms that it is possible to rely on urban heritage as an economic development resource by taking into consideration all other factors to guarantee sustainable investment.

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