

ANALYSIS OF THE CULTURAL-HISTORICAL BRANDING AND ITS PLACEMENT IN URBAN DEVELOPMENT (CASE STUDY: ZAHEDAN CITY, IRAN)

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Abstract. The valuable historical- cultural resources as one of the components of the society's cultural figure can reflect cultural and historical capacities and characteristics, which in this regard can lead to urban growth and development. The purpose of this study is to investigate the role of the cultural-historical branding in the development and growth of Zahedan city. The research method is analytically- applied based on library, documentary, and field studies. To analyze the data used of SPSS software and AHP. A single-sample T test used to assess the role of the cultural-historical branding in the development and growth of Zahedan city. The results show that, in all the indicators, the calculated average is higher than the median of three (median= 3), it results illustrates the great role of cultural-historical branding and its place in urban development. As well as we used of the Spearman correlation test to ensure the existence correlation between growth indicators and urban development. The results show that there is a meaningful relationship between the growth indicator and urban development (With a significant level of less than 0.05). To measure and prioritize the cultural- historical branding indicators used of the AHP model. The result reveals that the highest ranks respectively belong to the line index with relative significance calculated 0.445, the language dialect and the race with the relative significance obtained 230.0, architecture with the relative significance obtained 0.107. As well as the lower ranks belongs to the music index with the relative importance 0.047, The index of oral literature with a relative importance 0.056 and the religious and ritual index with relative importance obtained 0.103.

Keywords: Cultural-historical branding, Urban development, Communities, Zahedan city.

Introduction. Cities can tend to specialize branding due to their unique features, and the relative advantages and abundant potential. Considering the geographical and historical conditions of urban areas, accurate scientific research can play an important role in the success of urban branding projects so that it can contribute to the success of the urban system at the national, regional, and international levels. The character and identity of the city depend on the status of the region, cultural traditions, human activities in the city and the official identity of the city that is the result of the past decisions about the city. Such differences must be valued and preserved. Thus, the city is like a documentary evidence that presents the history through its entire appearance. Therefore, each of these human constructs reveal a way of thinking rather than revealing the materials and methods of construction. In fact, cities can be considered as the seasons of the history book (Yarahmadi, 1999: 16).

The study of these symbols indicate that this type of structures is built based on the concepts, traditions, culture, identity and history of the city (Hadafi, 2006, 12). Therefore, discussing of symbols and building of urban spaces is an identity and cultural issue (Basiri, 2011, 2). In the chaos of Iran urbanization, urban symbols as an important indicator can make the major changes in the city development. What should be considered in improving the quality of cities in Iran is the determination of the kind of urban appropriate intervention based on the attributes and potential of the city and also the proper use of the potential for increasing the quality and status of the city's development (Javhari, 2010, 2).

All cities of the world symbolize themselves to make reputation and to earn income. Some of cities maneuver on a monument, and some of them introduce their celebrities and honorable peoples and some other propound their nature and wildlife. The Zahedan city has an important historical placement in the culture of Iran. So far, many domestic and foreign scholars have investigated this area. Experts have been able to identify about 500 ancient relics of various historical periods in the region and record 379 antiquities in the national list. Zahedan, the city of art, was the greatest evidence of Iranian intelligence, science, and industry. The city that could defeated superiority of the Mesopotamian civilization. The land of Yaqubat-Ayyar, the epic place where the first flames of Iranian poetry and modern literature after a few hundred years of extinction spread not only from all over Iran, but from the borders of China to the Mediterranean coast, from the Black Sea to the shores of the Persian Gulf. Therefore, the purpose of this study is to investigate and analyze the cultural-historical branding and its position in the development and urban growth of Zahedan city. The questions discussed in this study are as follows:

- How much cultural-historical branding has influenced on the development and growth of Zahedan city?
- Which one of the urban branding indicators has the highest rank?

1-1- Research purposes

- Establishing an appropriate development pattern for Zahedan City within the framework of promoting the historical-cultural identity of the city.
- Introducing appropriate historical and cultural symbols for Zahedan City.

2. Research background. Mahmoudi (2015) investigated the most important Antiquities of Urmia city, considering their cultural status and historical identity and their role in the urban branding. The results of the research showed that in terms of citizens, among the main historical symbols of the city, the Maryam Nanny Church, with an average of 4.00, and the old school of guidance (Hedayat), with an average of 3.67, respectively, have the highest and the lowest rank. In addition, the results of the ELECTRE model indicate that the Nanny Maryam church placed on the first rank. In the end, some solutions have been presented according to the results.

Sadeghi (2015) examined the art of national branding, the importance of national branding and the role of government and the art and culture sector on the national branding. He concluded that, since both the art and culture sectors and the culture ministry are in correlation with the value of a country's brand, a dedicated ministry reduces the effects of art and culture on brand value.

Lotfi and Mohammadi (2012) have investigated the relationship between urban symbols and urban identity (Case Study: Gonabad city). The result of the study shows that urban symbols are the main elements in the creation of urban identity. Any new symbol designed in the city's squares, and even the unique symbol of the city as the world's tall brick tower is not properly known to the people of Iran and the world.

Noafel et al. (2009) investigated the effective indicators in the urban identity (case study of Jolfa neighborhood in Isfahan city). In this research, the effective indicators on urban and neighborhood identity in Jolfa neighborhood introduced. The formation of Jolfa neighborhood (located in Isfahan's 5th district) dates back to the Safavi period.

The indicators are in different dimensions: consist of environmental, social, economic, and physical spatial. The impacts of the indicators have investigated by field studies and comparative studies. At the end, some ways proposed to promote of these indicators in the neighborhood.

Karimian (2010) investigated the placement of the cultural symbols in urban landscapes. The symbols consist of expression of meaning, sense of identity and pace of mind. The result of the research revealed that the reduction of the use of alien emblems in the symbol of urban spaces and strengthening the visual identity of cities is impossible by using of symbols that reflects the culture and beliefs of their inhabitants.

In 2010, the issue of urban identity as cultural brands creation of urban communities has been studied by Okano and Samson in a theoretical framework to promote it (Okano and Samson, 2010:15). In 2008 in the journal *Cities* in an article by Vanolo urban brands reflection on the creation of urban sustainable communities has been studied (Vanolo, 2008: 380).

3- Theoretical Foundations

3-1- Importance of historical and cultural identity of the city

City is the biggest symbol of human civilization, built by humans for make security and comfort. The city is not just a settlement; it is a village where receives spirit of the community and takes its identity. Urban identity is a collective identity that is meaningful with objective crystallization in the physics and content of city, and turns population of the city to citizenship. Although the identity of the city affected by the culture of its citizens, but the

Identity can effect on the process of citizenship and can leads to determination of criteria in a relationship with the participation and judgment among observers and residents. The ancient cities of Iran have shown their functions in the form of visual and physical identity, but today, the urban landscape have lost their identity. In other words, the appearance of contemporary cities elements does not reflect the identity of their inhabitants and it seems that no deliberate and purposeful attempt implemented to creation of their identity. In these cities, many of the signs and symbols of cultural identity have disappeared or have faded. The application of these symbols or symptoms for a small number of buildings is only a solitary effort by a few employers and architects, or sometimes it is a simply irregular imitation. In order to use the symbolic elements to makes the identity of urbans and the use of Islamic symbols in the newly constructed buildings, we should consider the content usage strategies and the processes of its run (karimian, 2010: 119). Since "identity" is a set of attributes and specifications that make the "individual" of a person or social of other individuals and societies, according to this criterion the city is also personified and independent. Generally, the issue of identity and particularly the issue of city identity are some of the categories that have a great importance because of its role in recognizing individuals, objects, communities, and places. In spite of the importance of the issue in recent times, urban identity crisis looks worryingly. Cities spaces have enjoyed independence, personality, and special identity in the past. While the mentality of the people from the most of current city is a collection of tall buildings, streets, offices and parks that, as a result, the fixation of people to the spaces becomes less and less. In fact, in the contemporary era, and especially in recent years, building is just to the purpose of construction and it has not left a chance to focus on important and profound issues such as identity in urban planning and architecture. Urban directors and planners are seriously trying to enforce their views on urban artifacts physics by determination of new laws. They insist on guiding the city physics based on their understanding of urban identity. This has caused many problems in the process of formation of the city's spatial physics, and Great gaps in the present situation created in comparison with the ideal of the city. On the other hand, due to lack of necessary training and irregular Imitation of western and modern patterns, many cities, are developing and expanding in contrast of the original identity of the Iranian city. In this regard, urban spaces, especially historical urban spaces, have a special placement due to their role on the shaping of visual appearance and mental image of cities.

3-2- Urban branding

Urban branding refers to activities whose goals are to turn a location to the destination. Urban branding is known as urban marketing incorrectly. Public perception often recognizes designing of the destination brand only on

communication, but destination branding is the Identify, organize and coordinate of all existing variables that effect on the brand destination image.

Six dimensions of urban branding

Presence: Based on the international position of the region and the share of the region in its culture, science and its state laws

Place: Based on people's perceptions of the physical aspects of an area such as the hygiene of the area, parks and buildings and...

People: population

Pre-requisites: Determination of people's perceptions of a region quality, for example, schools, hospitals, transportation and sports facilities and...

Pulse: Measuring people's perceptions to fill their time with the facilities provided for them

Potential: Measuring perceptions of the economic and educational opportunities in the area (Heydari, 2013).

4- Methods of regression studied

This research is an applied one. The research method in this research is based on survey method. The method and tool for collecting information is based on library, documentary, and field studies. Library studies have been used to obtain materials from both Iranian and foreign books and articles, and the necessary materials have been gathered. To complete the data in order to collect organizational data, the organizations were referred to the regional level and finally, data were collected through field surveys and by means of questionnaires and interviews. Field scrolling is a tool for collecting data in a questionable. To analyze the information, SPSS, Expert Choice have been used. The sample population is 100 people living in Zahedan. In this study, in order to measure and prioritize the factors of Cultural-Historical Branding and its placement in Urban Development, a survey of 16 experts in the field of urban issues has been used.

5- Geolocation of case study

Zahedan is the capital of Sistan and Baluchestan as the largest province in the country. Zahedan is limited to Sistan from the north, Kerman from the west, Pakistan from the east and Khash city from the south. According to the 2011 census, it has 575,116 inhabitants. The area of Zahedan is 8123 of which, about 20 percent i.e. 1325 hectares are old texture back more than 30 years. The south and southwest of the city is tall while its height is reduced by moving to the north. The city has five urban districts. The following figure has shown the geographical location of Zahedan city.

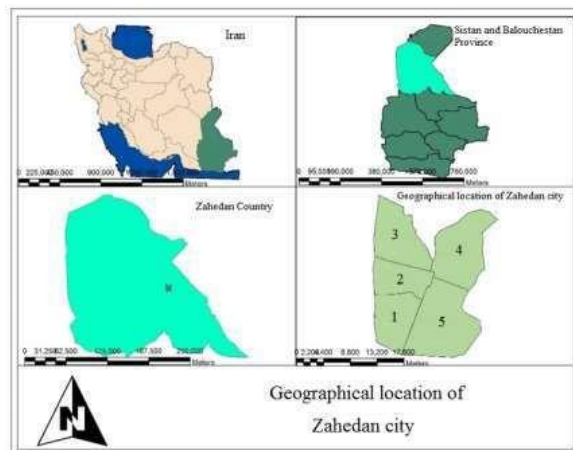


Figure (1): Location of Zahedan

6- Results

Then, the questionnaires analyzed based on the respondents' response type. In addition, we used of single sample T test to investigating the role of the cultural-historical branding on the development and growth of Zahedan city.

Table (1): single-sample T-test

The difference 0.95		Significant (second range)	T	Mean	Indices
Top	Top				
3.33	3.50	0.000	75.055	4.43	Cultural development
4.69	4.84	0.000	102.49	4.73	Development of educational facilities
4.66	4.81	0.000	123.618	4.70	Development of amenities
4.03	4.31	0.000	58.565	4.20	Public infrastructure development
4.96	5.00	0.000	530.700	4.90	Development of health facilities
4.83	4.93	0.000	188.468	4.80	Development of private sector investment
4.91	4.98	0.000	268.725	4.90	Development of investment in the public sector

Based on the result in the Table (1), in all indicators, the calculated average is above the average of three (median=3) which illustrates the great role of the cultural-historical branding and its placement in the urban development.

Table (2): The Relationship between Correlation between the Indices of Growth and Urban Development

Cultural development	Cultural development	Cultural development	Cultural development	Cultural development	Cultural development	Cultural development		Indices
0.567	0.523	0.446	0.678	0.427	0.980		R	Cultural development
0.003	0.001	0.045	0.001	0.068	0.004		SI G	Development of educational facilities
0.670	0.700	0.654	0.543	0.689			R	Development of amenities
0.000	0.000	0.000	0.000	0.000			SI G	Public infrastructure development
	0.650	0.580	0.423				R	Development of health facilities
	0.000	0.000	0.34/0				SI G	Development of private sector investment
0.560	0.666	0.589					R	Development of investment in the public sector
0.000	0.000	0.000					SI G	Cultural development
0.876	0.700						R	Development of educational facilities
0.000	0.000						SI G	Development of amenities
0.670							R	Public infrastructure development
0.00/0							SI G	Development of health facilities
								Development of private sector investment

As well as we used of the Spearman correlation test to ensure the existence correlation between growth indicators and urban development. The results show that there is a meaningful relationship between the growth indicator and the urban development (With a significant level of less than 0.05) Table (2).

Evaluation and ranking of historical and cultural branding indicators in Zahedan using AHP model

The hierarchical analysis process is a multi-criteria decision-making method that by a specific goal and different criteria and by weighing each one of them, we can choose from a selection of options for a particular purpose, and we can rank the other options. The hierarchical analysis process consists of three stages:

Pairwise comparison: After analyzing the problem into a degree of hierarchy, the elements of different levels compared in the binary way. Then, according to the priority of one of the two options, the valuation implemented. This stage runs in the three steps:

Table (3): Valuation index

Oral literature	Music	Architecture	Religious and ritual	language dialect and the race	line	Index
7	6	5	4	3	1	line
6	5	4	2	1	1.3	language dialect and the race
4	3	2	1	1.2	1.4	Religious and ritual
3	2	1	1.2	1.4	1.5	Architecture
2	1	1.2	1.3	1.7	1.6	Music
1	1.2	1.3	1.4	1.6	1.7	Oral literature
23	18.2	14.5	10.8	9.9	8.5	Σ

It should be note that to fill this matrix, scale 1 to 9 used to determine the relative importance of each element in compare with the other elements.

Table (4): 9 Saaty scale quantitative comparison of binary options

Intensity of importance	1	3	5	7	9	2-4-6-8
Definition	Equal importance	Weak importance of one over another	Essential of strong importance	Demonstrated importance	Absolute importance	Intermediate values

After the formation of the pairwise matrix for the branding indicators, we set its values to norm. To this end, we divide the value of each matrix into the corresponding column. For this purpose, we divide the value of each matrix into the sum of the relevant column.

Table (5): Values to norm

Oral literature	Music	Architecture	Religious and ritual	language dialect and the race	line	Index
0.304	0.342	0.389	0.501	0.593	0.919	line
0.260	0.285	0.311	0.250	0.197	0.303	language dialect and the race
0.173	0.171	0.155	0.125	0.098	0.130	Religious and ritual
0.171	0.114	0.077	0.062	0.049	0.183	Architecture
0.086	0.057	0.038	0.042	0.028	0.152	Music
0.043	0.028	0.025	0.031	0.032	0.130	Oral literature

In the arithmetic mean method, the main matrix columns are normalized and then the average of their rows is calculated.

Table (6): The mean of the arithmetic columns of the matrix

mean	Oral literature	Music	Architecture	Religious and ritual	language dialect and the race	line	Index
0.508	0.304	0.342	0.389	0.501	0.593	0.919	line
0.267	0.260	0.285	0.311	0.250	0.197	0.303	language dialect and the race
0.142	0.173	0.171	0.155	0.125	0.098	0.130	Religious and ritual
0.109	0.171	0.114	0.077	0.062	0.049	0.183	Architecture
0.067	0.086	0.057	0.038	0.042	0.028	0.152	Music
0.048	0.043	0.028	0.025	0.031	0.032	0.130	Oral literature

The coefficients of the importance of options are obtained by dividing the geometric mean of each option into the sum of the meanings, which is s special vector or final weight.

Table (7): final weight

Geometric mean	Special vector (final weight)
0.508	0.445
0.267	0.230

0.142	0.103
0.109	0.107
0.067	0.047
0.048	0.056

The result reveals that the highest ranks respectively belong to the music index with the relative importance 0.047, the index of oral literature with a relative importance 0.056 and the religious and ritual index with relative importance obtained 0.103. As well as the lower ranks belongs to the line index with relative significance calculated 0.444, the language dialect and the race with the relative significance obtained 230.0, architecture with the relative significance obtained 0.107.

Assess compatibility of judgments: This part of the research is used to determine the degree of accuracy and accuracy of the weighting of the incompatibility index, which is calculated based on the Special vector approach of graph theory. If the index is equal or less than to 1, then the weighing is correct; otherwise, the relative should be changed and weighing should be run again.

Table (8): Inconsistency rate (IR):

N	1	2	3	4	5	6	7	8	9	10
<i>I.I.R</i>	0	0	0/58	0/9	1/12	1/24	1/32	1.41	1.45	1.45

According to the standardized table, to calculate the inconsistency rate we divided the number of 0.087 into 1.24, the resulting number is 0.07. In fact, because the inconsistency rate is less than 0.1, there is a compatibility in paired comparisons.

Conclusion. A New Approach to the Cultural Values and Historical Identity of Urban Communities, as one of the key principle of the city's identity, can play a very important role in strengthening urban value. Historical monuments as a symbol of the historical identity of the past urban societies, preserves the values and cultural norms of contemporary societies. The historical have a valuable placement in cities, because they can be causing the dynamics and emergence of the historical roots of urbanization culture. In this regard, it has always been tried, to preserve the historical and cultural values, especially in the modern era, and through the way, preserve the visible and invisible capital of urban communities. Because urban places that are lacking of the cultural value and historical identity reduce the sense of belonging to the place. The purpose of this study is to investigate the role of the cultural-historical branding in the development and growth of Zahedan city. The research method is analytically- applied based on library, documentary, and field studies. To analyze the data used of SPSS software and AHP. A single-sample T test used to assess the role of the cultural historical branding in the development and growth of Zahedan city. The results show that, in all the indicators, the calculated average is higher than the median of three (median= 3), it results illustrates the great role of cultural historical branding and its place in urban development. As well as we used of the Spearman correlation test to ensure the existence correlation between growth indicators and urban development. The results show that there is a meaningful relationship between the growth indicator and urban development (With a significant level of less than 0.05). To measure and prioritize the cultural- historical branding indicators used of the AHP model. The result reveals that the highest ranks respectively belong to the line index with relative significance calculated 0.445, the language dialect and the race with the relative significance obtained 230.0, architecture with the relative significance obtained 0.107. As well as the lower ranks belongs to the music index with the relative importance 0.047, The index of oral literature with a relative importance 0.056 and the religious and ritual index with relative importance obtained 0.103.

Suggestion

- holding different conferences to promote the culture and history of the region
- Develop and strengthen policies and encouraging mechanisms to promote indigenous culture
- Preservation, development and restoration of the city's historic buildings
- Identifying old neighborhoods and historically valuable texture to enhance city attractions

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