Preserving the Past and Shaping the Future: An Articulation of Authenticity of Heritage within Urban Development

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Abstract

Preserving cultural heritage requires a profound grasp of authenticity and integrity embedded within architectural design, material choices, and contextual significance. The preservation, accurate representation, and storytelling of a cultural property's original form, historical context, and intrinsic worth all fall under the umbrella of authenticity in heritage management. However, the diverse interpretations of this concept pose a significant challenge, potentially undermining shared objectives of heritage preservation and urban development. In this intricate web of heritage preservation, relevance of authenticity as a value-laden concept remains indisputable. It is through authenticity that we navigate the complex historical context of heritage, striving to preserve the past while shaping the future in urban development.

The paper develops a theoretical framework that connects authenticity, cultural heritage values, and urban progress in order to effectively incorporate heritage into urban development. It explores the intricacies of maintaining authenticity in heritage management while considering the future development of urban areas. To achieve this, it first examines how various social, cultural, political, and economic factors influence the way authenticity is understood in different contexts, deriving data from literature. The study also utilizes a case study approach delving into Ahmedabad, Cairo and Shiraz as case studies to unravel how they have manifested in real situations.

This paper specifically explores the relationship between authenticity and sense of place. The findings unearth the common denominators across the three case studies and reveal practices that can be used to protect authenticity and sense of place of a site. It also identifies the role of the stakeholders in this task. It recommends a range of strategies and management techniques for heritage management within urban development.

Keywords: Authenticity, Integrity, Heritage, Management, Sense of Place, Urban Development

Introduction

In the field of heritage conservation, authenticity is a crucial concept that influences the protection, management, and presentation of historic environments and heritage. According to

Jones (2013), authenticity is the compass that imbues architectural heritage with principles. Authenticity and heritage have a complex relationship that cannot be denied because they frequently go hand in hand. However, different approaches to interpretation and comprehension can sometimes make their shared goal difficult to see, endangering the very essence of authenticity. The values ingrained in the natural and cultural heritage assets depend on this complex relationship between the two being preserved. Thus, the paper develops a theoretical framework that elucidates the relationship among authenticity, cultural heritage, and urban growth. Such an understanding could help in the design of methods and frameworks that can enhance the authenticity of heritage during planned urban interventions. Its aim is to contribute to the ongoing discourse on heritage preservation by offering valuable perspectives and practical suggestions.

Its objectives are:
1. To examine the notion of authenticity in various contexts, as articulated in literature to highlight the importance of "sense of place" in heritage conservation
2. To examine the manifestations of such ideas with in Ahmedabad, Cairo and Shiraz, to reveal their intricacies.
3. To identify inclusive practices that can achieve a harmonious balance between preserving heritage and developing urban areas.

Research Methodology

As said, this paper explores the complex idea of authenticity in heritage management in a variety of contexts. To do so, it employs two methods: a literature survey and case studies. The literature survey involves the examination of published material related to history theory and derives data from these located through the web. The survey locates the most significant theoretical treatise that have articulated the concept of authenticity throughout history and constructs a comprehensive understanding of its manifestations in academic discourse. Moreover, it also examines the ways in which the idea has been expounded in institutional frameworks such as those of the UN.

Three case studies are selected, on the basis of being historically and contextually significant: Ahmedabad, Cairo and Shiraz. They represent various geographic and cultural contexts: Cairo and Shiraz are in the Middle East within variations of Islamic culture, while Ahmadabad is in Asia within Hindu culture. Data for the case studies are also sourced from the web; published web sites and research articles provide the information. Following techniques have been utilized in revealing the intricate facets of authenticity through the examination of information within the case studies.

First, it provides a thorough examination of situations in which contextual factors have influenced authenticity in heritage management. Historical, political, and cultural contexts are revealed through methodical examination and interpretation of records, papers, and archival materials pertaining to the chosen cases.

Second, an integrated understanding of authenticity in heritage management is obtained through a comparative data analysis to locate the similarities, differences, and the major themes. This approach offers a thorough investigation of authenticity in heritage management, illuminating the interactions between social, cultural, political, and economic elements in diverse contexts related to heritage conservation.

The analysis focuses on contextual obstacles, conservation methodologies, physical interventions, and situation-specific policies. The objective is to investigate and infer palliative measures for future advancements in historical districts, in an effort to safeguard architectural heritage, and conserve both tangible and intangible aspects. The research was conducted with ethical considerations, guaranteeing appropriate citation and objective contextual analysis. The selection of case studies is based on pertinent literature.

Historical significance: It should have a rich cultural heritage and historical background that are noteworthy to both the local community and the global community. This criterion aids in determining the heritage site's distinctive qualities and its applicability to the research.

Location: The case study location affects how authenticity of heritage is interpreted. For instance, heritage sites in urban settings might encounter distinct difficulties than those in the rural ones.

Economic environment: It takes into account the economic environment of the area in which the heritage site is situated. This criterion facilitates the identification of the economic factors that impact the assessment of authenticity in heritage.

Community involvement: It refers to how much the community is involved in the heritage site's management. This criterion aids in identifying the social variables that affect how authenticity of heritage is interpreted.

Comparative analysis: The case studies are chosen according to their capacity to offer a comparative analysis of how authenticity in heritage is interpreted in various circumstances. This criterion establishes a foundation for generalization and aids in highlighting the similarities and differences between the case studies.

- Ahmedabad confronts obstacles in preserving its heritage as a result of swift urbanization, declining population, economic shifts, and technological progress. Notwithstanding these obstacles, the involvement of the community and the endeavors of the Ahmedabad Municipal Corporation have resulted in preservation endeavors. The case study offers insights into the holistic approach that incorporates heritage conservation into urban administration, tackles economic, social, and infrastructural concerns, and provides a comparison of employing multiple strategies, and promotes community involvement.

- Cairo faces challenges in preserving its cultural heritage amid rapid urbanization. The city's historical significance, geographical location, economic environment, and lack of community involvement hinder restoration efforts. The conflict between heritage preservation and urbanization underscores the necessity for government-community cooperation for a harmonious equilibrium. Inclusive strategies which may prioritize authenticity and community engagement are vital for safeguarding this culturally significant site.

- Shiraz offers insights into preserving authenticity in heritage management amidst urban development. Indeed, the rich cultural heritage of the city, unique location, economic environment, and community engagement offer insights into the complexities of heritage preservation in evolving urban landscapes. This study seeks to exolore community involvement in heritage preservation and the need for comparative analysis of conservation initiatives alongside urban development to understand its intricacies.

Undeniably, these case studies provide an understanding of the ways in which social, cultural, political, and economic factors impact the interpretation and preservation of authenticity.

Findings 1: Survey of Literature
Historical and Theoretical Origins

Martin Heidegger's 1927 work "Being and Time" has introduced the idea of authenticity, which has had a lasting impact in the field of heritage. Heidegger's phrase for authenticity, "Eigentlichkeit", comes from the common word "Eigentlich", which means "really" or "truly." The word "own" or "property" is derived from the stem Eigen (Jones, 2013). Heidegger offers a thorough foundation for comprehending the complex nuances of this idea in his framework for authenticity.

Moreover, John Ruskin has also had a significant impact on how we perceive authenticity in heritage. Ruskin was adamantly against restoration of any kind, believing that evidences of aging are the true and inherent part of heritage (Mehr, 2019). He thought that the most accurate indicators of history's progression were ruins, which still bore the marks of time (Ruskin, 1845). This argument contends that historical assets cannot be credible unless their integrity and authenticity are maintained. Authenticity, contrary to some interpretations, does not aim to stop

monuments from aging; rather, it lets the process happen organically, preserving the monument's authentic values (Mehr, 2019).

Authenticity and heritage are not mutually exclusive; rather, they are both entwined with the idea of a "sense of place." The importance of the cultural component in defining sense of place is highlighted by Yi-Fu Tuan's (1974) investigation of this relationship, as demonstrated in his 1974 work. It depicts the psychological and emotional ties that support a close relationship between an individual and their environment. In a similar vein, Relph (2008) explores the complex aspects of a sense of place, highlighting the influence of human senses—smell, hearing, sight, touch, movement, purpose, and expectation—in forming our relationship with our surroundings. The concept of a sense of place has an extensive history; it is frequently referred to as the "genius loci," (Schultz,1979) and it represents the ethereal essence of a space that emerges from actual interactions with the built environment (Torsi et al., 2020; Jones, 2022; Kozljanič, 2023)

With the rapid growth of urban areas, it is critical to acknowledge and protect authenticity and its characteristics as fundamental components of cultural heritage. In this sense, heritage management should be based on a comprehensive understanding of the past while influencing the future, acting as the custodian of both the intrinsic and extrinsic values of a heritage context.

Insights into Complexities of Authenticity and its Historical Context

The notion of authenticity in heritage refers to the reliability of cultural values as manifested in the physical and social components of a property (Denyer, 2011; Jokilehto, 2006). It goes beyond just physical characteristics and has a crucial impact on shaping one's identity and sense of belonging in society (González Martínez, 2017; Su et al., 2020). Authenticity is crucial, particularly for civilizations that shape their future based on their past. Indeed, as Khalaf (2020) points out, it enables a true comprehension of heritage values through both tangible and intangible characteristics.

Authenticity is a complex concept influenced by several philosophical ideas as well as international treaties, such as UNESCO (Denyer, 2011; Jokilehto, 2006). As defined by UNESCO, authenticity refers to the veracity and reliability of the cultural values that are inherent in the physical characteristics, design, materials, and surroundings of a property (Denyer, 2011; Jokilehto, 2006). The term emphasizes the its intricate nature, which encompasses both objective and subjective aspects when comprehending heritage.

On the contrary, John Ruskin's significant position on heritage preservation revolves around the concept of ruins as evocative relics of the past (Mehr, 2019). He promoted the conservation of ruins in their original state, emphasizing the importance of allowing them to naturally age in order to preserve their actual historical characteristics (Munoz-vera, 2012). Ruskin's worldview established the basis for preservation techniques, highlighting the significance of keeping tangible remnants of the past while safeguarding cultural material in its original state, without any modifications (Mehr, 2019).

The criteria set by UNESCO make a distinction between integrity and authenticity. According to these rules, integrity applies to both natural and cultural properties, whereas authenticity is specifically related to cultural properties only (Denyer, 2011; Jokilehto, 2006; Stovel, 2007). This differentiation emphasizes the imperative of safeguarding the genuineness of cultural heritage, which develops via human engagement and necessitates meticulous conservation in both historical and contemporary settings.

Today, urban projects in Asia aim to achieve a delicate equilibrium between authenticity and exceptional universal value (Denyer, 2011; Jokilehto, 2006). In this context, the balance between preserving the authenticity of history and its contribution to larger universal value is crucial (Denyer, 2011; Jokilehto, 2006). The interaction between authenticity and great universal value poses a problem in urban development, necessitating careful management to safeguard history while guaranteeing its significance in the current and future contexts (Denyer, 2011; Jokilehto, 2006).

The Ideological and Performative Dimensions

Authenticity encompasses more than just the physical components of heritage and includes the cultural characteristics that are inherent in the feeling of a specific location and environment (Tuan, 1974; Relph, 2008). This concept highlights the significance of emotional bonds and deep ties between individuals and their environment, emphasizing the value of intangible cultural assets in safeguarding historical abundance (Shamai, 1991). The concept of "genius loci," (Schultz,1979) which refers to the spirit of a place, encompasses the ancestral ties and historical strata that safeguard the fundamental nature of a location (Shamai, 1991). Heritage appraisal should consider both the physical changes in constructed areas and the intangible activities that contribute to the atmosphere of the urban environment (Fredholm, 2017).

A Flexible and Adaptive Approach to Heritage Management

The revival of cultural activities in Asian urban areas has led to a demand for the preservation of authentic place experiences. This presents a challenge, as highlighted by Denyer (2011) and Jokilehto (2006), due to the conflict between maintaining authenticity and upholding outstanding universal values. Thus, the management of heritage requires a flexible and adaptable approach that addresses various community goals and conservation techniques (Avrami et al., 2019). Authenticity, a core principle that regulates conscientious preservation efforts, guarantees the safeguarding of both tangible and intangible aspects (Holtorf, 2014). It focuses on historical contexts, narratives, traditions, architectural complexities, and intangible rituals, all aimed at enhancing social importance and fostering community pride (Februandari, 2020; Smith, 2006). The commitment to authenticity fosters a trust among the interested individuals, enhancing a sense of cultural identity within the societies (Smith, 2006). This involves the safeguarding, precise portrayal, and narrative of a cultural asset's original state, historical background, and inherent value, all falling under the concept of authenticity in heritage management. This involves the preservation of intangible elements such as stories, customs, and cultural practices, as well as tangible aspects like architectural details, craftsmanship, original materials, and historical context. These efforts are in line with authenticity standards set by international treaties, such as those established by UNESCO and ICOMOS. These concepts are explored in two significant theoretical models in the field of heritage management: Value-Based Model (VB) and the Historical Urban Landscape (HUL) Model.

Value-Based Model

Value-based conservation is based on the idea that authenticity is a term that is continually changing and open to interpretation rather than one that is fixed or unchanging (Labadi, 2013). Hence, continual studies and discussions with stakeholders are given priority in value-based conservation techniques in order to comprehend and adapt to shifting viewpoints. Multiple tools and tactics can be applied strategically for the theoretical model (Avrami et al, 2019). Authenticity is essential for preserving the values of natural and cultural heritage assets, as embodied by value-based conservation. Through stakeholder engagement, relevance assessment, conservation strategy development, and ongoing progress evaluation, this comprehensive approach seeks to accurately represent and protect these values. It promotes an urban management paradigm that balances urban growth and heritage preservation by bringing together local communities, heritage experts, urban planners and policymakers. Authenticity enriches the urban environment, fosters community identity, and ensures a cultural heritage legacy for future generations (Araoz & Gustavo, 2013).

Historical Urban Landscape (HUL) Model

The Historical Urban Landscape (HUL) theoretical model, on the other hand, focuses on the dynamic interactions between the urban environment and its heritage. It advocates for the preservation of the urban fabric while accommodating urban development, thereby fostering a living connection with the past (UNESCO, 2011). Carl Sauer, in 1931 investigated a theory on cultural landscape, which emphasizes the connection between people and their surroundings and acknowledges that cultural landscapes are dynamic and always changing. The focus placed by

the HUL model on the significance of comprehending the larger cultural and social context of urban heritage has been impacted by this notion (Denevan & Mathewson, 2009).

Theoretical Model Integration: Developing a System for Heritage Management

The two noteworthy theoretical models; the Value-Based theoretical model (VB), and the Historical Urban Landscape (HUL) theoretical model, are deeply intertwined with the concept of authenticity in the context of heritage preservation and urban administration (UNESCO, 2005; ICOMOS, 2008). The Value-Based model, champions the significance of preserving heritage assets based on their intrinsic worth and cultural significance (Feilden, 2003; Araoz, Gustavo 2011). This method places a focus on the significance of comprehending and protecting the distinctive characteristics of a certain site or resource and using these values as a foundation for conservation decision-making.

Emphasis of the HUL model on the necessity of sustainable development and the significance of safeguarding the long-term survival of historic urban districts have both been impacted by sustainable development ideas (Bandarin and Van Oers, 2012). The interplay between heritage preservation and the imperatives of urban growth is a complex and evolving challenge, demanding flexible and adaptive frameworks. Within this discourse, the Historical Urban Landscape (HUL) model has emerged as a paradigm for authenticity and urban management. HUL emphasizes the preservation of authenticity and integrity of historic urban environments, considering physical, social, and cultural attributes that define the identity of place and historical significance (Oers and Pereira, 2012). This framework offers flexibility in managing historic urban landscapes, making it applicable across diverse urban settings.

Similarly, Smith (2016) highlights the importance of Value-Based conservation in heritage management to maintain authenticity and foster community involvement. Nevertheless, as Macdonald and Fyfe (1998) point out, it is imperative to steer clear of cultural prejudices and embrace a comprehensive approach that encompasses social, cultural and economic contexts (Labadi, 2013). In this case, the HUL model fully endorses and aligns sustainable heritage conservation to urban planning and development, encouraging cultural sensitivity, community engagement, and sustainable conservation (Bandarin and Van Oers, 2012).

A possible synergy between value-based conservation and the HUL approach offers a promising direction. This paper argues that integrating these models can create a more comprehensive framework for heritage conservation and urban management, adapting to the multifaceted demands of diverse urban scenarios. This convergence acknowledges the evolving nature of authenticity and the dynamic interplay between heritage preservation and urban development, underscoring the necessity for adaptable and inclusive strategies in the pursuit of sustainable urban landscapes.

Findings 2: The Case studies
Case Study 01: Ahmadabad

### Navigating Preservation and Development Challenges in the Walled City of Ahmedabad.

Ahmedabad has been established by Ahmed Shah in 1411 AD, featuring a 10-kilometer wall complete with battlements, gates, towers, and corners (UNESCO World Heritage Centre, 2017). This strategic location has been a commercial hub for 600 years, particularly for cotton textile production (INTACH, 2015). The Ahmedabad Municipal Corporation oversees the walled city, which consists of 600 "pols" that showcase exceptional craftsmanship (Kishnadwala, 2015).

According to Kishnadwala (2015), the economic changes has had a significant impact on the heritage values, leading to the unfortunate consequences of gentrification and degradation of sites such as the Bhadra Fort. The Ahmadabad Municipal Council (AMC) has initiated preservation efforts in 1984 with the generous support of the Ford Foundation (INTACH, 2015), and its 'Heritage Cell' has been at the forefront of restoration efforts in the 1990s, as documented by Kishnadwala in 2015. In 2017, Ahmedabad has been declared a World Heritage City by UNESCO, as noted by Routh et al. (2022).

**Fig. 3:** Bhadra Fort, Ahmedabad
Source: Peter Albion, 2020

Since its establishment, the Heritage Cell has successfully completed numerous urban conservation projects within the walled city. It organizes a variety of events, including heritage walks, independence marches, Pol Day celebrations, and auto rickshaw tours. Ahmedabad has been able to establish the required institutional framework by incorporating the HUL model, which emphasizes the involvement of the local community in preserving and managing heritage sites, as well as integrating heritage into urban planning and development. As Oers & Pereira (2012) point out, this has been made possible through the support of the city and state policies, laws, and initiatives.
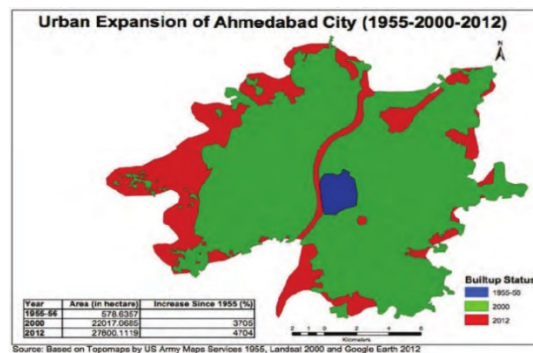
Fig 4: Urban Expansion Fig of Ahmedabad City
Source: Nair et al, 2013

INTACH in 2015 records that it has restored 200 havelis and has fostered community resilience. The framework plan has encouraged focused residential unit repairs without extensive reconstruction. It focuses on improving neighborhood infrastructure and minimizing land use restrictions. Nevertheless, the Walled City has undergone significant changes due to road widening plans that have resulted in the demolition of historic buildings (INTACH, 2015). Many urban residents have relocated to suburban areas, since the Rent Control Act appears to discourage landlords from renting vacant houses due to the potential impact on their tax payments (Mistry,2018).

However, the lending program by the Housing and Urban Development Corporation Limited (HUDCO) has played a crucial role in rehabilitating the Walled City by funding affordable housing and non-commercial urban infrastructure. Nevertheless, it is important to ensure ongoing communication and reconciliation for the homeowners. Unfortunately, the Municipal Corporation has been facing challenges as a result of insufficient government infrastructure investment (INTACH, 2015).
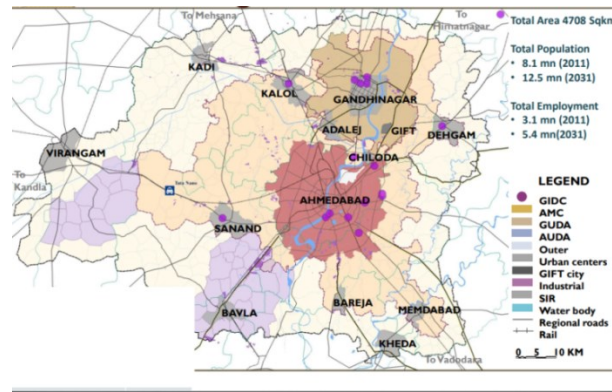
Fig 5: Ahmedabad City
Source: Bhakuni, 2016

It is noted that the historic urban landscape of Ahmedabad includes not only structures but also streets, public areas, and natural features that add cultural value. The model encourages various stakeholders to participate in decision-making. According to INTACH (2015), coordination across disciplines, parties, and authorities by the Heritage Cell is critical for Ahmedabad's conservation efforts, which address physical, socio-economic, cultural, and environmental challenges. Several initiatives, funded by organizations and the government have worked to preserve Ahmedabad's intricate architecture and urban fabric, emphasizing authenticity, but newer architectural styles continue to thrive. The reallocation of heritage buildings to commercial use continues, transforming residential neighborhoods into commercial hubs (Kishnadwala, 2015). Efforts to retain residents and preserve the neighborhood's social fabric continue.

This case study shows that preserving urban heritage requires a deep understanding of culture and its impact on local economies (Xavier, 2004; Hampton, 2005). As Throsby, (2011) also point out, the policies prioritize neighborhood restoration and the preservation of heritage. This case confirms what Camagni et al. (2020) says that "heritage revitalization necessitates thorough planning by all parties involved, including stakeholders, NGOs, and tourism promotion".

Case Study 02: Cairo, Egypt

Balancing History, Tourism, and Community in the City of Cairo
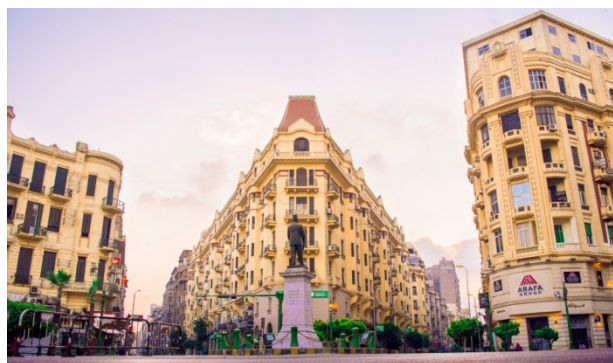

Fig. 6: Cairo - Downtown - Talaat Harb Square, Egypt
Source: A7med3ssam9, 2017

It is well known that Old Cairo, a UNESCO World Heritage Site celebrated for its Islamic monuments is at risk due to urbanization and cultural changes. The absence of community engagement has impeded the sustainable development of this culturally significant area, despite the implementation of multiple restoration initiatives (Rashed, 2013). Preserving Cairo's ancient heritage is crucial not only for the opportunity of future generations to witness one of the oldest

civilizations (Sedky, 2009), but also to increase tourism income and improve the quality of life for the residents. Nevertheless, conservation strategies have frequently prioritized the promotion of the city to consumerist interests (Paymanafar, 2021).

According to Nasser (2003), this method creates a conflict between making money and protecting various cultural aspects, which ultimately leads to a fabricated version of history (AlSayyad & Nam, 2014).
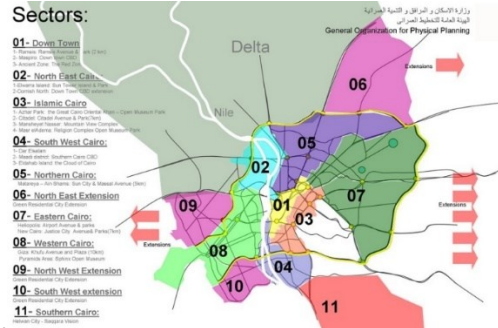
Fig. 7: Cairo City Fig – Development Plan
Source: Urban Development Consortium, 2010

Historic Cairo, which has been influenced by different ruling families and time periods, has encountered difficulties after the earthquakes in 1992. This has led to the implementation of conservation strategies that have sought to strike a balance between tourism and preservation by means of gentrification (Sutton & Fahim, 2002). Although initiatives such as the project by the Aga Khan Trust for Culture have aimed to address community needs, they have occasionally neglected to consider the genuine heritage values (Rashed, 2012).

UNESCO's Historic Urban Landscape however engages tourists as active participants, with a focus on promoting authenticity, community vitality, and the safeguarding of cultural heritage (Paymanafar, 2021). It recognizes the significance of local expertise and community involvement in preserving the genuineness, overseeing alterations, and dealing with the societal aspects of historical sites.

The preservation challenges faced by Cairo exemplify the intricate equilibrium between modernization and conservation. The city's global importance, stemming from its Islamic monuments and ancient remnants, stands in stark contrast to the difficulties presented by rapid urban transformations. The lack of sufficient community involvement in restoration endeavors, combined with a focus on monetary profit rather than maintaining authenticity, results in the creation of a contrived storyline. These challenges highlight the pressing necessity for inclusive strategies that reconcile economic development with the preservation of Cairo's authentic cultural heritage.

Case Study 03: Shiraz, Iran

Protecting's Authentic Heritage; An incremental case of value preservation

After the Arabs have seized Istakhr in 693AD, Shiraz has grown to city size and the city has become the regional capital. Only upon the decline of the Sassanid city of Estakhrand and the invasion of Muslim Arabs, it has become the seat of the Caliph's agent after the Arabs formed their military headquarters (Sami, 1958). Its greatest significant historical change has occurred in the eighteenth century, when it had become the capital of the Zand Dynasty (Clarke, 1963). According to Scarce (1991), in 1751 and 1773, an ambitious architectural plan has been introduced to the western area of Shiraz that has included a huge Arg (citadel), Vakil Mosque (royal mosque), Vakil Bazaar, and a large garden, as well as a square and an avenue to compete with and rival Shah Square and the Chahar-Bagh in Isfahan.
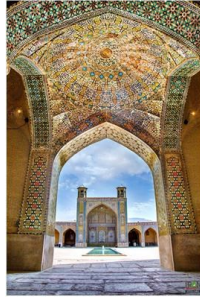
Fig. 1: Vakil Mosque, Shiraz, Iran
Source: Sirang Rasaneh, 2023

Shiraz, like several other Iranian cities, has had a turbulent history, with brief periods of glory as that of the capital or seat of significant local rules. However, just after the fall of a conservative Qajar regime and the rise of Pahlavi dynasty throughout the early 1920s, urban modernization and development throughout Iran has gained traction (Marefat, 1997). The industrial development of Shiraz has resulted in increased employment and urban development, and the road widening act of 1933 has authorized the municipality to widen narrow lanes in the historical town and build two new East-West roads known as the Lutf-Ali-Khan Street & Karim Khan Boulevard (Kermani, 2020). Hence, the historic center of the city has gradually lost its physical, social, and economic importance as a result of the introduction of new social patterns.

Indeed, this has had a compounding impact on the decline of the old center (Kermani, 2020). As a result of the decline of historic city, redevelopment schemes based on orthogonal street grids have been imposed here on irregular patterns of existing urban fabric. As De Planhol& Brown (1968) identify, new urban characteristics such as boulevards, banks, tribunals, police stations, and post offices have become the symbols of the new era (Manoukian, 2012). As a result of the availability of land as well as new cultural trends and tendency toward nationalism, modernization, as well as reformation of Iranian society, modern architectural initiatives have been built primarily outside the old city (Izadi, 2008; Grigor, 2004).

Therefore, the creation of zoning plans for both the city and the imposition of redevelopment plans on the historic districts have persisted in modern master planning practice. Between 1966 and 1972, the University of Tehran has created the very first Master Plan of Shiraz. The land area of the city has increased from 2,200 ha in 1966 to 8,200 ha before 1980 as a result of the Master Plan's emphasis on the city's linear eastward and westward expansion (University of Tehran, 1972). Moreover, the Islamic revolution that has occurred in February 1979, has incorporated significant modernization components into the social and political institutions in addition to the built environment (Ansari, 2003). There, a number of massive, state-led regeneration projects have taken the place of a few locally run regeneration initiatives that had been initiated in the early years following the revolution (Kermani, 2020).

Despite all the attempts in restoring and rebuilding the historic city, in 1990, initiatives have been made using a top-down approach, ignoring the community and local government's input during the planning, decision-making, and execution stages (Kermani, 2020) rather than a bi-directional method. The introduction of a new urban policy to control the city growth in 1997, the founding of the Urban Development and Revitalization Company (UDRC), which caused the previous projects and strategies to be revised, and the establishment of UDRC's regional branch in Shiraz are the three key factors that has laid the groundwork for this transition (Nasir & Mahjoub, 2002).

Fig. 2: Shiraz, Iran
Source: Soltani, A, 2012

The goal of these programs has been to reorganize the physical layout of historical neighborhoods and boost density by swapping outdated structures with new, useful dwelling units (Izadi, 2008). As a result, the construction of buildings over the historical town has had a requirement of the majority of large-scale development initiatives, whether they were initiated by the federal government, a municipality, or religious foundations, without taking the heritage value of the context into account (Izadi, 2008).

Thus, with such interventions taking place during different rules and regimes, the inevitable result has been the loss of the built heritage and urban fabric of Shiraz, which has caused drastic measures at both policy and physical intervention needed to be taken in order to conserve the remaining built fabric and its former grandeur (Kermani, 2016). However, the urban project in Shiraz has sought to address the challenges by fostering collaboration among the stakeholders (Kermani, 2020). The Council for Historic Districts has implemented a distinctive combination of urban growth and preservation, as stated by Kermani (2016).

Indeed, Iran has transitioned from employing large-scale strategies to implementing decentralized strategies, driven by political and cultural factors (Kermani, 2020). In this connection, Izadi (2008) has emphasized the significance of cultural and social spaces in attracting investment and enhancing the quality of life for residents (Leslie, 2001). The plan has emphasized a step-by-step approach to restoring Shiraz, with guidance from ICOMOS (1994), in order to safeguard its cultural context (Kermani, 2016).

Thus, it is clear that Shiraz has prioritized the conservation of its cultural heritage by implementing policies, involving the community, and enforcing regulations (Kermani, 2020). The rise in this consciousness has prompted different groups to resist detrimental proposals, emphasizing the necessity for well-defined criteria (Kermani, 2020). These endeavors have enhanced the dedication of the local community towards the preservation of cultural heritage. It can thus be concluded that in this case study, there is evidence that stakeholder involvement, community engagement, and authenticity has played a crucial role in achieving a successful preservation.

Table 1: Comparative Analysis of Case Studies
Source: Author

Case Study Analysis	Shiraz, Iran	Ahmedabad, India	Cairo, Egypt
Attempts At Conservation and Development	• Ministry of Housing & Urban Development has introduced revitalization and conservation of the Old City (1990) • Launch of Urban Development and	• Attempts since 1885 • Study held in 1984 • Establishment of Heritage Cell • Recognition as UNESCO Site In 2017	• Attempts since 1798 • Preservation of Cairo's Coptic History In 1882 • Preservation of Islamic Monuments In 1950 • UNESCO Heritage Site 1979 • UNESCO proposal 1980

	Revitalization Company (UDRC) (1997)		• UNDP Plan 1997 (Non-Realisation) • UNDP (1993) • HUL (2011)
Development Approach	• Top-Down (Failed) • Bi-Directional (Ongoing)	• Bi-Directional (Ongoing)	
Involvement of the Government	• Major interest in development • Multiple developmental initiatives launched	• Major interest in development • Multiple developmental Initiatives launched	• Major interest in development • Multiple developmental initiatives launched
Influence of The Public	• After the decline in economic activities, interests have waned. • Awareness campaigns brought back public involvement	• Initiatives by the local residents and businesses as early as 1885 • Current restoration of 200 Havelis also associated to community resilience	• No significant part played by the local communities • Later phase involvement through surveys, Discussions and focus groups
General Economic Climate	• Decline of economic interest after 1966	• Major economic hub • Center for cotton production • Economic hub moved to the outskirts	• Increase in land values have led to an interest of construction sector
Indicators of authenticity	• Large scale Awareness campaigns by activists have led to policies preserving authentic values of heritage	• Authenticity in terms of form, design, use, materials and methods, highlighted in UNESCO (2008) World Heritage operational guidelines	Historic Urban Landscape Recommendation, Or HUL (2011), 1. The actual sense of authenticity 2. Avoiding duplication, addition and alterations; and 3. Emphasizing community life and its social, cultural, and economic activities
The Future	• Interventions introduced to mitigate socio-economic developments • Active involvement of all stakeholders in all future developments	• Development of historic area with emphasis on tourism • Migration of residents out of historic area • Adoption of old buildings by the hospitality industry	• HUL recommendations addressed through; 1. Government supervision and community participation 2. Policy introduction at all levels • Development of Heritage Tourism

Ahmedabad, Cairo and Shiraz demonstrate recent advancements in heritage management. They reveal a range of strategies for safeguarding historic areas and tackling the challenges of urban heritage conservation (Mistry, 2018; Kermani, 2016; Bandarin & Van Oers, 2012). They have also shared aspects in their urban histories: the ongoing challenge of balancing city development with the need to protect their rich cultural heritage.

The strategy implemented in Ahmedabad recognizes the immense cultural and socio-economic importance of historical sites and successfully balances the promotion of socio-economic progress with the preservation of heritage. Success of Shiraz is greatly influenced by its commitment to fostering shared responsibilities and actively engaging stakeholders within the community. Similarly, it is important to consider adopting community-driven and participatory approaches in order to better adapt to the changing urban contexts in Cairo. This shift away from top-down planning methods of the past can help ensure that the needs and perspectives of the community are taken into account (Kermani, 2020; Rashed, 2012). However, the implementation

of evaluation criteria in Shiraz for heritage programs demonstrate the significance of continuous monitoring and assessment in addressing urban challenges (Kermani, 2020).

Shiraz has experienced notable transformations as it has evolved from a regional capital to the Zand Dynasty, with ambitious architectural endeavors shaping its urban landscape. However, it is important to note that over time, the process of modernization has had an impact on the historical core of the area, leading to a decrease in its economic, social, and cultural significance. The condition of the city's architectural heritage has been negatively impacted by interventions implemented from a higher level of authority. Similarly, in Cairo, there is a noticeable challenge of balancing the preservation of cultural heritage with the need for urban expansion. The city, known for its rich collection of Islamic monuments, has faced challenges due to the impact of modernization, commercialization and neglect. Unfortunately, these factors have led to a decline in the cultural and historical importance of the city. The preservation of its historic essence has unfortunately been impacted by a lack of community involvement and top-down approaches, which has had a detrimental effect despite the sincere efforts made to restore it.

Heritage conservation efforts in Ahmedabad on the other hand, reveal a proactive approach, which includes the implementation of innovative initiatives like the Heritage Cell to document and restore historical buildings. However, the historic center of the city has been experiencing ongoing challenges as a result of gentrification, modernization, and shifts in urban dynamics.

Nevertheless, the clash between modernization and development initiatives and heritage preservation have unfortunately led to the gradual deterioration of historic centers in all the three cities. The conservation of built heritage has been impacted by various factors, including top-down interventions, limited community involvement, and urban expansion plans. These cities demonstrate the importance of implementing inclusive strategies that integrate heritage conservation with urban progress. Authenticity and sustainability of historic districts in evolving urban landscapes rely heavily on the significance of community involvement, local support, and well-balanced policy changes.

These case studies emphasize the importance of flexible, community-driven heritage management that focuses on understanding historical contexts, involving relevant stakeholders, and preserving authentic cultural heritage in the urban areas. In order to foster a harmonious coexistence between urban development and the preservation of cultural heritage, it is indeed essential to give priority to the maintenance of authenticity (Jokilehto, 2006).

Conclusions

This paper concludes that in the field of heritage conservation, it is crucial to consider important factors like community engagement, environmental sustainability, and finding a balance between maintaining authenticity and practicality (Smith, 2010). As De la Torre (2002) shows protecting both physical and non-physical cultural assets is of utmost importance, emphasizing the significance of engaging the community in the preservation of heritage.

Furthermore, contemporary methodologies, backed by esteemed organizations like the World Heritage Committee, advocate for the harmonious integration of climate action, urban development, energy transition, and heritage preservation. The Historic Urban Landscape (HUL) recommendation is a notable illustration of the modern approach to management, as described by Bandarin and Van Oers in 2012. While it may involve making some adjustments to maintain authenticity, the preservation of the environment is widely recognized as a crucial aspect of heritage conservation. This calls for a careful balance between safeguarding the environment and cultural heritage, while also taking into account economic feasibility (Smith, 2021; Johnson, 2020).

When considering a conservation strategy, it's important to take into account various factors such as the characteristics of the asset, its cultural significance, the resources at hand, and the project's objectives (Miller, 2022). Case studies of Ahmedabad, historic Cairo, and Shiraz demonstrate the significance of community engagement, evolving development strategies, and

the impact of political and ideological forces (Sedky, 2009; Bacharach, 1995; Sutton & Fahim, 2002; Kermani, 2020; Nasirnasir & Mahjoub, 2002; Izadi, 2008; Kermani, 2016).

The comparative analysis of the case studies shows the intricate challenges that arise when trying to strike a delicate equilibrium between the preservation of cultural heritage and the advancement of urban development. Every city faces the challenge of balancing historical preservation with modernization, often leading to the decline of their historic areas due to government interventions and shifts in societal preferences. These instances highlight the significant value of community engagement and inclusive strategies in the management of heritage. They emphasize the importance of adopting flexible approaches that balance the preservation of heritage with urban development.

In addition, the investigation highlights the unfortunate conflict between the process of urban development and the preservation of cultural heritage, which can result in the gradual deterioration of historic neighborhoods. These cities highlight the importance of finding a balance between modernization and the preservation of cultural heritage. It is crucial to implement inclusive strategies that respect different cultural values and prioritize ongoing engagement with stakeholders.

A successful heritage conservation strategy necessitates a well-rounded approach that incorporates environmental sustainability, community engagement, practicality, and authenticity. The field of heritage management highlights the importance of being flexible and working together. The integration of these aspects, along with the convergence of value-based conservation and the Historical Urban Landscape approach, highlights a promising and impactful approach to creating sustainable urban landscapes that honor cultural legacies amidst evolving urban dynamics.

Future Directions for Research

It could be beneficial for the future studies to focus on providing a comprehensive understanding of authenticity in the preservation of heritage and the development of urban areas. They should promote inclusive and flexible strategies for managing cultural heritage in changing urban environments. Considering additional locations beyond Shiraz, Cairo, and Ahmedabad could potentially expand the scope of the analysis and offer valuable insights into the issue. They have the potential to strengthen the theoretical framework that links authenticity and urban development, while placing a strong emphasis on comprehensive stakeholder engagement. Longitudinal studies can also provide valuable insights into the impact of different heritage management strategies over time, providing in-depth observations on their effectiveness and long-term sustainability. These can help in gaining an understanding of emerging urban phenomena, such as technology, globalization, and evolving socio-political landscapes, in order to anticipate future challenges and develop adaptable strategies.

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