The strategic use of events to revitalize cities: Najaf as a case study

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(*Communicated by Javad Vahidi*)

Abstract

The pressures caused by the multiplicity of problems and challenges in the contemporary life of cities have led to the need to reactivate identities and their role in improving economic, social and cultural realities. In addition, making it one of the competing cities towards excellence, using cultural assets and resources, the establishment and promotion of events such as festivals, performances, religious practices and sports tournaments have become a contributing element to urban development strategies around the world, this has always required innovative actions and measures to surround this type of practice. This research attempts to delve into this field to introduce the most importantly effective and influential strategies in the revitalization of cities through events. The problem of research has been identified in the limited knowledge data in dealing with events as an effective strategy in revitalising cities, so the aim of the research seeks to raise the cognitive aspects surrounding the possibilities that contribute to the revitalization and prosperity of cities, through the event as an effective strategy. Moreover, extract the most important dimensions and indicators that include this, as knowledge added to the features of strategic use within the broader development plan and research methodology. To reach conclusions regarding the recommendations of the city of Najaf as a case study in this field.

Keywords: events, revitalize cities, urban renewal, Najaf city
2020 MSC: 90C29

1 Introduction

Today's cities suffer many contemporary challenges that change with the different data and diversity of time. Therefore, it always seeks to innovate ways and methods to make greater investment of potential and include it as part of its broad development plan, to make them more vibrant and sustainable cities. Moreover, because the event as an urban approach has been used since the earliest times as a method to express the image of society and its latent powers. Today's trends are using it as an opportunity for communication, a platform to celebrate achievement, and time and formal connotations of the main development policies within a more comprehensive development plan, and always seeks to modernize and add to the development of cultural, technological and political data. Therefore, the research seeks to shed light on strategic ways and tools that contribute to the revitalize cities from the way of exposure to it as a concept. Moreover, identifying its aspects and contexts, as a beginning to enter the event as a phenomenon

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and human expression, raises people's emotions and memories towards a sense of identity and belonging. It also contributes in one way or another, to the enrichment and promotion of the cultural content of those cities and the form of their cultural resources, and to the finding indicators of the relationship between the two events or concepts (event and revitalize). Moreover, to try to apply this to the city of Najaf, as one of the most important Islamic cities that host several events during the year according to what has been summarized from that relationship.

2 Urban revitalization

As a concept, "revitalize " refers to an action capable of bringing about important positive change, directly or indirectly, or giving new life, strength and vitality to a region and thus approaching as an implicit meaning to the processes related to regeneration, renewal, rehabilitation, conservation, restoration, reconstruction, Stimulating, redevelopment, refurbishment and renaissance [13]. Revitalize is often used in conjunction with or in place of other terms, but as a concept that approaches renewal because it refers to efforts to restore the status that the city once occupied [17]. The concept of revitalization has also emerged in recent years synonymous with the concept of development, as important issues related to urban design and planning, because of its positive effects on economic, cultural and technological aspects, relative to the principles surrounding the concept, Such as comprehensive investment or restarting disrupted investment in economic, social, physical and cultural infrastructure, employment and consumption, and improving the quality of life of the urban area, all indicators of growth and progress and the injection of new economic activities into stagnant or deteriorating cities that are no longer attractive to investors or the middle class of households. Cities are always going through continuous gradual transformations, to become in one way or another bigger or smaller or worse or better. That is, different from what they used to be, and that these transformations represent a response to political, industrial, economic and social changes. Thus, cities suffer several challenges over time, such as decay and deterioration, declining standards, leading to further migration of individuals, racial tension, crime, social unemployment, riots, and other problems [9]. This stimulates innovation projects among local, expatriate and resident entrepreneurs, thus promoting urban development based on the local innovation system, social capital and knowledge, and encouraging the implementation of the modern city model [11]. As in Figure (1).

The concept of revitalize refers to its association with strategic interventions that rely on investing the greatest amount of economic, social, cultural and other potential and resources of the city, to achieve greater comprehensive development dimensions. Whether these interventions are innovative (addition), or what they are modifying (revitalize), and the reflection of this on the urban environment, making the city more vibrant and sustainable.

The concept of revitalize as an act also approaches aspects related to the space industry, which aims to bring about change as a practical approach that collectively inspires people to reimagine, design and plan public spaces in a way that enhances the connection between individuals and the places they share and within a collaborative process through which the surrounding environment is reshaped in order to maximize common values. Which is not limited to the promotion of urban design but encourages the development of innovative patterns of land use, paying special attention to the physical, cultural and social identities that characterize the place and support its continuous development. It is a two-dimensional community process, one based on local resources and the other with inspirational ideas, a measure that combines respect for past and present traditions of the population, and this is in line with existing arrangements and ideals of sustainable development [12]. There are those who see it as a reciprocal process aimed at adding meaning and value to space through urban and community revitalization projects that are firmly rooted in local and historical values and culture and the natural environment [23]. Hence, we see that revitalization as a concept and a case emerged as a more comprehensive vision in terms of partnership, competition, spatial targeting, empowerment, integration and sustainability [17]. As figure (1).

It is clear that the revitalize process is a two -dimensional development process, the first relates to improving or revitalize urban areas already inhabited, but it suffers from existing urban problems or lost its functions over time, and the other dimension of the importance of community participation, in the plan of improvement, or what is related to the participation of the local community in this the operation.
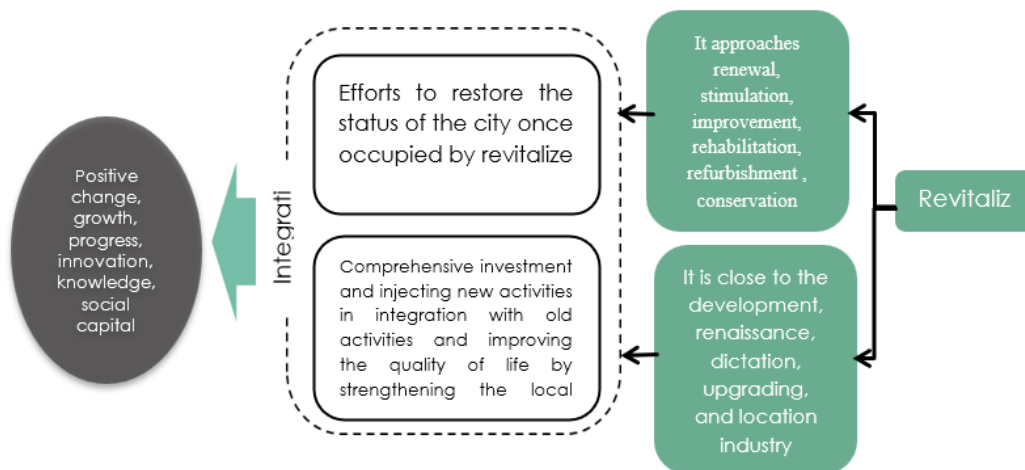
Figure 1: Shows the integration of the revitalize process to achieve positive change

3 Urban Revitalize goals

Urban revitalization is re-energizes and re-emerges to the most disadvantaged and neglected parts of cities, which have long suffered from social problems, stagnation or economic decline, spatial degradation and infrastructure resulting in the loss of urban jobs and the lack of quality of life of the population. Revitalization as a planning strategy has gained importance as an essential element of development policies recently, and revitalization has become one of the main areas of joint public intervention, as it has addressed important emerging problems and challenges in several countries and in particular on issues related to social, economic, cultural and urban planning aspects [22], Its objectives are represented by:

- Economic goals: The process of revitalizing cities is concerned with achieving economic development directly or indirectly by creating attractive places for investment, tourism, and influential individuals of the region, thus achieving local economic revival. For example, the process of recovery and preservation of urban and cultural legacies helps to attract and attract tourists to learn about a distinct culture, thought and cultural heritage that expresses the culture of the generations that inhabited the city, as the tourist function of urban heritage is an important source of income.

- Social goals: The right use of traditional historical areas while preserving its heritage character and personality preserves the city's architectural identity and cultural heritage in an era when cultural legacies are declining at the global level. Identity is lost and the personality of cities and inhabitants is replaced by the color and shape of the new world order as part of a sense of identity and belonging that guarantees and preserves extension, such as a reminder of events, origins, customs, traditions and the elements.[4]

- Cultural goals: Maximizing the benefits of historical heritage and adapting its current and future use contributes to the revitalization of societies intellectually, culturally and artistically.

- Political goals: Through urging learning from the past and reminding important historical events, and expresses the state of cities in those time periods, the values, firmness, strength, and stability of the rule.

- Urban goals: It is represented in the preservation of irreplaceable historical scenes associated with the memories of the occupants of the old city, which is the embodiment of historical events and periods that have an impact, and a translation of special living phenomena that give a continuation of the urban source through the ages. [7].

4 Urban revitalization programs

The process of revitalization is represented by a comprehensive and integrated vision and action that leads to the solution of urban problems that seeks to bring about lasting improvement in the economic, social and cultural aspects, as well as the environmental conditions of an area subject to change. By investing resources and potential

that contribute to revitalization within comprehensive multi-mechanism strategies, aimed at improving and upgrading the current level and preserving cultural heritage and any improvements made to urban areas, by working on the visible layers and revitalize the hidden layers, by managing the capabilities of the revitalization strategy[1] In the area of urban politics, revitalization proposes to achieve certain goals in a particular context, so that in order to renovate a place it must have suffered some kind of decay at some point, which indicates a continuous transformation, not just in the short term, which explains to us that most revitalization programs rely on innovative solutions aimed at all programs that enhance the wealth of the city as a whole, such as spatial marketing, speculation on property [17]. The search for new sources of funding, the creativity of the operator who oversees the revitalization process, new ways to request community support for urban renewal projects, and the creation of technology parks that promote commercial innovation [8]]. Using the strategies of Culture City Branding as a tool to compete with other cities, culture serves as a marketable force and a new opportunity for cities to gain more popularity to attract more audiences and stimulate their economy by harnessing cultural events within development strategies in a different and more innovative way. The event was classified as an intangible presence that appears in the form of revitalizing stimuli in support of biological processes based on respect for the cultural heritage of the city and the integration of the preservation and development processes [16], which appears in the form of a policy or tool.

5 The event as a cultural strategy to revitalize cities

Major events are organized for many reasons; it is a form of recreational activity, a tool for the transmission of values and opportunities for social communication, because of the entertainment opportunities provided by events for celebration and social networking that allow people to break away from the normal routine and participate or to celebrate achievement. In addition to being time markers, tools for political attitudes and social expression in the contemporary era, they can also serve as a platform for promoting the city and selling a variety of products, including the host city itself, so it has had a role in being highly linked to revitalization strategies and in identifying and evaluating the different ways in which events have been used within urban renewal policies [17], The wider use of recent events, especially in the areas of urban governance, has represented a picture of the practice of city marketing, as a social strategy to combat the growing alienation and insecurity felt by public places, as an economic strategy to reduce the harmful effects of globalization on local economies, as well as a cultural strategy due to its competitive nature, which requires continuous innovation, and thus this has called for attention to be directed towards economically untapped possibilities (resources), and to try to recall and restore them through time celebrations and their role in Making the place [10].

The event is represented as an event, a phenomenon and a concept, one of the strengths of the city, because it includes a set of cultural, social, civilizational and historical potential and resources, and the aim is to investigate the relationship between the event as a cultural heritage and an effective strategy in urban revitalization.

6 Events related to strategies

The nature of events varies according to their content, scale, location and nature of organization, and affect the nature of administrative and planning procedures at the city level, so these events are called mega events such as religious events, world exhibitions and major sporting events that have direct or indirect strategic effects on the host city, The research attempted to limit the characteristics of these events to:

- Which has a beginning and an end (a period of time) [15].

- It has a global reputation, generating significant economic effects and attracting sustainable media attention.[18]

- Which be numbers of millions.

- That attracts international visitors and international media coverage.

- Found on a scale that could justify investing in new venues built specifically to organize the event.

- Which does not have a fixed location, sometimes referred to as freelance events, or roving events, and may be shared or competed with by several cities to host them, or that are closely related to the site.

Free - itinerant (several cities share to host it - such as the visit event), mobile (several cities compete to host it - such as huge sporting events).

- Events that have value because they are considered assets of value so their value is invested by displaying them to different destinations because there are a limited number of events of value that cities compete to host.

- Events with content, whether they are sporting or cultural events or business and economic events.

- These relate to a certain extended or seasonal period (days, weeks, months, and year).

- Which branch out to several secondary events, such as major sporting events.

- Which is a way to develop cultural relations that are closer to member states.

The research will focus on events with cultural and religious content - such as the Million Visit event in Najaf

Revitalize refers to action and change, such as renewal, improvement, development, stimulation, etc. of positive urban interventions, then projecting the dimensions and quality of concepts within the urban environment to achieve convergence of the best policy for cities will be on several levels:

- Economic aspect: By following the Culture City Branding approach.[3]

- Community aspect: by following the motivational participatory approach.[5]

- Urban aspect: by stimulating the building or historical event.

- Cultural aspect: by revitalizing the cultural identities of cities, and integrating events with the DNA of the city [14]

In addition, that the abstraction of this relationship between aspects and effective urban policies crystallizes several dimensions to explain the relationship between the event as a phenomenon and revitalize as an effective strategy, trying to search for these dimensions and aspects.
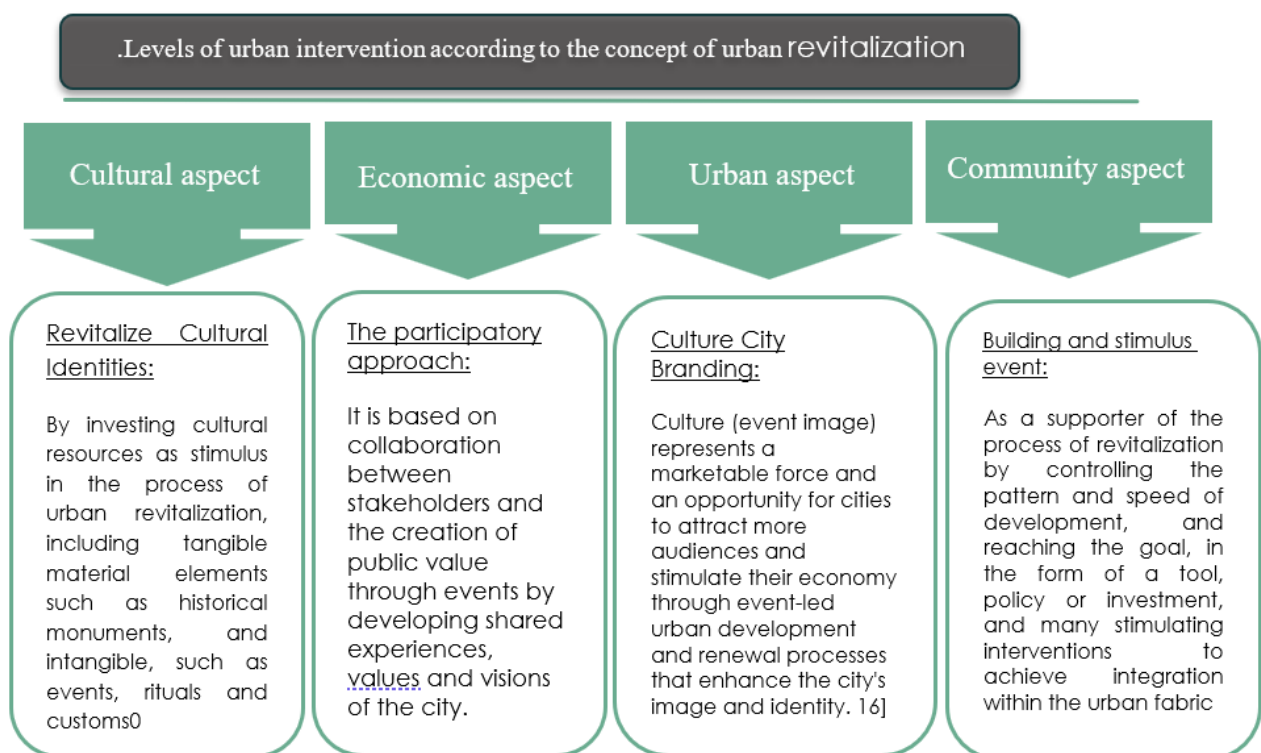

Figure 2: Shows the levels of urban intervention according to the concept of urban revitalization

7 Strategic use of events

Events are related to time, in terms of the date and duration of their stay, adopting a set of rituals that Identify their beginning and end, Therefore, it is governed by a strict and non-lenient dimension, which should be prepared according to a timetable that does not accept postponement and delay, and this is reflected in the success or failure of the process, and the consequent economic and social losses, in addition to the form of the urban city, and therefore the relationship of the event with urban development policies during time is represented by the period before the establishment of the event, during the establishment of the event, and after the establishment of the event. Events are now an emerging trend, a sub-form or part of urban renewal strategies, and a form of culturally driven revitalization [20]. Where the general policy on events is formed to raise the results that are in the public interest, and it must be noted that the events as an action cannot achieve urban renewal by themselves. Events are not used as substitutes for urban policy, but rather as a strategic stimulus for public bodies, to consider how it can be used in parallel with public policy – that is, how to use events to aid broader policy goals. However, there is a clear distinction between projects that are directly related to the organization of the event, and those that come in conjunction with the event, and in general include projects that are associated with the event either by developing new facilities, or by modernizing existing facilities, so that the process of change is driven by the event. However, there is a clear distinction between projects that are directly related to the organization of the event, and those that come in conjunction with the event, and in general include projects that are associated with the event either by developing new facilities, or by modernizing existing facilities, so that the process of change is driven by the event. The event provides a good opportunity to finance, accelerate or showcase urban development, or stimulate the restructuring of institutions for future renovation works to steer the city in a new direction such as the development of the tourism sector, for example, where governments in partnership with other organizations publish events as interventions that are carried out either in isolation from other policies or in conjunction with them, distinguishing once between policy related to events, once with events as a public policy, and finally where the policy is formulated to complement the events[17]. In this context, many cities seek to justify the use of events policy through the discourse associated with the "sustainable renewal" of urban areas [6].

8 Urban revitalization levels of the event

The urban revitalization led by the event can take place at different levels, in terms of the type, extent and nature of its impact [17]:

1. Spatial level: The event contributes to effects at different levels, the change may be on the new places only locally, or parallel projects may lead to results at the city level (i.e. at the physical level, the effect is local, even if it is at the level of the whole city), and the effects of revitalize may extend To the city and outside the city (i.e. on the social level, the influence is outside and inside the region).

2. Time Period: There is a clear difference between short-term and long-term effects, a 'revitalization policy' refers to sustainable effects, but these long-term effects may be stimulated by short-term effects or short-term investors.

3. The size and nature of the change: that the legacies of events can be intended and unintended, entities may tend to reduce or increase the size of projects depending on the nature of the specific or monitored financial opportunity of the event, or use alternatives to financial support.

4. Type and level of intervention (procedure): where the event influences the choice of the most appropriate strategy in dealing with the legacy and the principles that must be adhered to:

   - Add and complete the missing parts.
   - Contemporary addition suitable to the contemporary function.
   - An addition related to the strengthening of the heritage or historical area around which the event revolves.

5. Security level: Governments have worked to organize events to ensure the security of the participating parties, in addition to promoting the values of the ruling regimes, as many events have been cancelled or suspended due to concerns for public safety, due to the highly organized nature of contemporary urban events that are indirectly related to urban renewal projects.

   - Reintroducing major cultural and sport events (especially in Europe) to cities as attempts to restore and substitute some medieval city ceremonies but in a more organized way.

- Government interventions to ensure the safety of the participants in the event and spectators have provided opportunities to use events to renew abandoned or unused sites.
- The new stadiums appeared on the sites that were previously occupied by the transportation infrastructure, facilities, or by other forms of heavy industries, in this sense, the need to organize events has already provided opportunities to renew urban areas.

6. Urban management level: Positive urban changes emerge from complex urban management arrangements, and the use of the main events in renewal means more complexity to these arrangements. Many organizations, local committees and agencies participate, which requires taking into account the interests of sponsors, rights holders and users in the short and long term, And the strategic role of events at the level of urban management contributes to:

- As the use of juveniles by the authorities as an appropriate opportunity to introduce new legislation, renewal often involves new regulatory systems, and stricter policies are sometimes introduced during and after the duration of the event.
- Add and amend the laws, as the use of events by the authorities as an opportunity to introduce new legislation, often the renewal includes new regulatory systems, sometimes stricter policies are presented during and after the event period.
- By encouraging, financing and promoting events or reviving events that were organized in the past and managed by public event-based bodies, the provision of major events has become a form of public policy itself, and that the organization of multiple events over a long period can allow more important effects, changes and improvements.
- It contributes to imposing strict deadlines for the completion of the project, which helps in increasing the possibility of the purchase and acceptance of the main stakeholders.
- Events help form an effective partnership between different levels of government, local community, city councils and the private sector for the success of the event project.

7. Level of urban development: The importance of events is to secure the required plans, funding and partnerships required to deliver innovative urban development plans, To stimulate, or develop new housing projects, at lower cost, more enhancement of social interaction and the most flexible and integrated services to achieve sustainable development.

- The leading events encourage the adoption of development projects for the region in which it is located, and are used as a crowd point for more investment, and more developments in the context of urban development.
- Encouraging reluctant investors who avoid committing to abandoned or peripheral places and sites, which are called "notorious" places because they do not provide a base, infrastructure and minimum of urban facilities, The event can provide the foundations through which redevelop an area by providing sufficient incentive to invest in the region [19].
- Major events help cities overcome obstacles that constrain urban development, sites often remain degraded because they are isolated and host cities sometimes use events to integrate these areas more effectively.
- Events help to continue urban development, especially in river sites where interruptions or isolated occur, such as islands, and this development is called the leap, the event is credited with allowing the city to expand its borders, extend and integrate it with the other side. This type of development is often part of the major event strategy because events tend to appear in areas with river fronts or strategic or attractive locations and thus provide enough space to develop the facilities required for a major event such as the World Expo or the Olympic Games, Which allows the integration of these peripheral sites in the city, and the continuation of urban development on the other side, This gives an opportunity for the event:
  - Restore these sites and thus provide enough space to organize events.
  - The events allow attendees to report and promote the existence of these sites, thus entering a world distinct from the rest of the city that encourages a sense of celebration that is an essential part of successful events.
  - Events help improve accessibility, providing new attractions and infrastructure, which means that these peripheral spaces can be integrated into the rest of the city.

New places are often financed by selling older, less secure land, such as housing sites or retail to investors.

- The justification for organizing major events may include the idea that urban development projects normally envisaged in the long term can be achieved in a shorter time frame, and that this acceleration is an essential measure of events.

- The event contributes to an increased sense of reaching the goal through its strict dates and thus, gives more desire to the influential stakeholders in the project to give more attention, time and resources to the projects associated with it, and an increase in sustainable urban development

8. Economic level: Mega event projects contribute to the promotion and growth of public-private partnerships, as municipal governments tend to work in partnership with other levels of government or with partners from the private sector, and that the explanation of this type of relationship or partnerships between the two sectors is the lack of the public sector of commercial acumen and financial resources to follow up the pilot projects with effective acumen, and that this type of partnership that benefits both parties is reinforced by the role of the event.

9. Social level:

- Through the large financial allocation and revenues of housing-related projects, solving housing problems related to health standards and achieving a level of social interaction.

- Reclamation of neglected and unoccupied land, and high occupancy by mix use, especially in major sports events projects.

- The classification of new units as event residences gives them greater symbolism as in Barcelona the project was called Nova Icaria which denotes the name of an ideal working community for the future, to give importance to the event that inspired its reconstruction, which has acquired a distinctive image among its inhabitants, making this highlight a major advantage of the event's communities, and thus may facilitate the formation of a temporal, historical identity.

- Encourage social communication through optimal planning that takes into account the presence of squares, areas, spaces and gardens for public use as in the Vila Olympic project in Barcelona, to provide opportunities, facilities and service that encourage this aspect that shows a high degree of commitment to the principles of sustainability.

- Provide an adequate number and level of educational and medical facilities, which serve residential areas and meet their requirements and needs.

10. Planning level:

- Major events are used as integral aspects of broader urban renewal plans, rather than individual projects, However, the major events were also associated with more fundamental urban transformations, as large areas of cities bearing the physical imprint of the events that they adopted, as the major events helped to provide a set of broader urban transformations such as new housing, transportation and infrastructure projects, commercial projects, in addition to improvements in The public domain.

- Major events are often used when there is a need to address a major structural problem, try to solve complex urban planning issues and bypass major barriers, and solve complex problems to which the city is exposed. It is very difficult to approach them using traditional methods, such as bridging disparities between regions, carrots, lack and apartheid, This gives a picture or framework of the strategies associated with the event and their method of solving structural planning problems at the urban level, such as the use of modernization, development and general revitalization of destroyed areas, and structural rebalancing through the rebalancing of urban development. Finally, the event invests as an active, which is held in the place where the city seeks to expand or integrate with its surroundings, because events are seen as an opportunity that occurs once in a lifetime to restructure entire cities, mentioning these structural problems in bids for major events may help the candidate city succeed.

In Paris, the reason for the emergence of urban restructuring as a major aspect of the renewal of events is not simply because of the ambitions of the urban authorities, but because of the motives of the franchisees of the event, But the event franchisees, FIFA, IOC and BIE are motivated not only by being interested in helping cities overcome long-term problems, but more with being associated with successful urban transformation.

9 Hajj Event Experience –Mecca

The city of Mecca is located in the west of Saudi Arabia stretching 3 km in a valley between a mountain range, the city of Mecca includes an annual event to perform the rituals of the Hajj event, This is done according to religious rituals stipulated and confirmed by Islamic teachings and controlled by the workers of space and time according to special temporal and spatial sequences, between several sacred scenes, in addition to several honorable places that include the visit of expatriates to them as places related to the date and period of their remembrance of their Holy Prophet and his life, so this event has a great impact on the planning and development of the city, and the nature of the development policies adopted to revitalize the city, which always makes it keep pace with innovative solutions to accommodate the increases in the number of expatriates and the successful completion of the Hajj event.

First: Mecca Revitalization Mechanisms [21]

1. At the level of urban management – Health, Security and Public Safety:

   - Prepare future scenarios to foresee the future of possible crises to surround them and ways to confront them.
   - Develop regulations and enact laws that regulate the administration process and facilitate its procedures.
   - Tight coordination between the leaders and the crisis management team, in harmony and ease and without conflict in procedures.
   - Planning without improvisation, randomness and chaos in making appropriate action and decisions.
   - The importance of the internal and external communication system in providing information and early warnings.
   - Provide platforms and institutions that ensure a continuous and periodic presence to deal with any crisis by taking appropriate action and without delay and no waiting and wasting time and confusion.
   - Control the movement of crowds by assigning the main entrances to the movement and exits, which are directly connected and within a clear line of movement between the places of residence of expatriates and the center of effectiveness.
   - Avoid the risks of overcrowding during the performance of rituals, by activating the actual digital system to calculate the numbers.
   - By taking preventive measures against infectious diseases by preventing those who are a source of harm to the needy, as well as building hospitals, health and civil centers and rehabilitating existing ones in accordance with the updates of international standards.
   - The existence of criteria for the selection of individuals working to serve pilgrims related to experience, performance and knowledge to facilitate communication between them and pilgrims.
   - Stimulate appropriate and reliable media plans to deal with crisis management and be aware and cautious.
   - Provide early warning systems characterized by technology and high technological efficiency to achieve the greatest accuracy on monitoring risks in their early form and communicating them to decision makers.
   - Supporting scientific research centers and stimulating coordination and cooperation between its members to prepare studies and updates.

2. At the level of urban management - economic and social:

   - Reducing the negative phenomena affecting the form of the urban city, such as the phenomenon of sitting on the road, through:
     - Control the entrances and exits of the places of regular pilgrims and the ways in which they reach their feelings to perform their rituals, to reduce the irregular pilgrimage and those who are not affiliated with the institutions of the raft.
     - Developing the system of religious and tourist guidance for heritage and archaeological areas.
   - Reducing the negative manifestations affecting the form of the urban city such as the presence of the phenomenon of street vendors and the consequent effects of obstruction of movement, theft, begging, which give an uncomfortable impression to visitors. Through descriptive and field studies, economic, social, legal and regulatory theories and approaches, and sociological approach in the light of what is known as the sociology of markets on a sample of street vendors, officials, system keepers and environmental and urban planning in the region , Which reached:

- The importance of transforming it from informal activities to regular activities and the consequent activation of relations between official bodies and civil society institutions and the innovation of new projects and markets.
- The importance of seasonal markets that correspond to the presence of the event.
- The importance of working with professional and health licenses on the quality of products provided by sellers.
- Economic studies that include calculating the average sales, quality of products and work motives.
- The importance of organization and study of the mechanisms of work of vendors and the development of a list of procedures and conditions of licenses and mechanisms.
- Developing sellers' products and activities and organizing the relationship between them and local authorities.
- Develop effective laws that organize the work of vendors and ensure property rights for the participation of civil society and access to regular markets.
- Supporting emerging, small or medium -sized commercial projects, especially for the youth category from the people of the city, and the keenness and follow -up to find job opportunities for them.
- Establishment of vocational training and rehabilitation centers for young people.
- Increase government subsidies, incentives, and social security.
- Organizing the process of establishing stalls and facilitating the process of handing them over to them and reducing the rental value in addition to the development of new areas, especially near tourist areas.
- Establishment of popular markets that include local and traditional products that meet the desires of consumer expatriates
- Developing new methods of awareness and guidance in the fields of marketing and purchasing.
- Stimulating and applying the public transport system and ease of passing through all commercial activities.
- Cooperation with local institutions and media to promote, advertise and announce commercial projects.

Second: Urban Development and Planning

1. **Infrastructure:**

   - Optimal distribution of resources - such as water, electricity and medical teams. etc. - and their interdependence, because of the importance of this in crisis management processes, whether during the Hajj times or others to employ this for the continuity of the work of service facilities and highly sensitive facilities and build appropriate plans for this.
   - Improving and integrating the facilities and services of Hajj and Umrah, which include places, sites, buildings and facilities where the event is held, all infrastructures, security and safety services, reception, transportation, nutrition, housing, means of communication and information technologies through availability and presence, interaction and integration, maintenance and operation, measurement, development and improvement.
   - Provide the service facilities needed by visitors, such as an equipped and adequate WC, and provide chilled drinking water.

2. Projects and Development structure:

   - Paying attention to projects, works and development projects that improve the reality of the state of the city, and follow up the existing works and support their achievement without affecting the progress of its work by providing appropriate distances for the movement of equipment, workers and materials and ensuring the safety of human beings without crises.
   - Supporting development projects that are concerned with the use of renewable energy resources as alternative solutions, such as solar plants and smart paths instead of traditional ones that produce energy for electricity (using PV tiles) that convert the gait pressure into mechanical energy and then convert it into electrical energy as in Figure (1) as well as ceilings that rely on the conversion of solar energy into electrical energy (such as solar cells) as in figure (2). The conversion of parking lots as electric power plants as in Figure (3).

- Engineering, maintenance and operation of commercial and institutional facilities such as hotels, schools, hospitals, squares, playgrounds, office complexes, conference centers, and facilities such as lighting systems, energy, air conditioning, water, supply and disposal. Services of all kinds such as maintenance, decoration, cleaning, coordination and care of sites, movement, transportation, safety, security and catering, etc. etc., duties that can be integrated by and assisting computer software and applications.
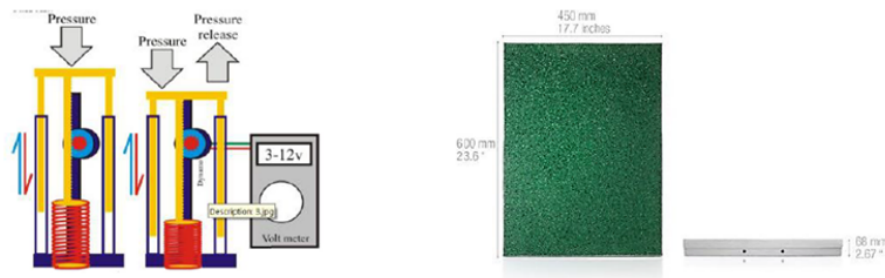

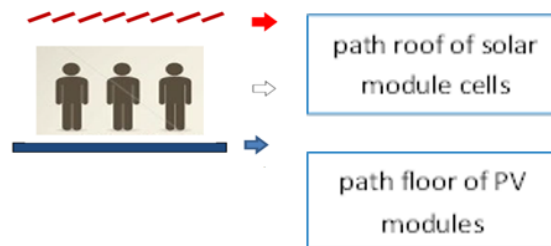Figure 3: Illustration of the work of the PV tiles

Figure 4: Use of smart paths and roofs

Figure 5: Using Solar Cells as umbrellas

3. Planning

- Working with the idea of developing the city vertically and horizontally, to accommodate large numbers of visitors.
- Providing a free space to receive delegations and the expected places for their gatherings helps to control the gathering and ease of direction.

- Identify the line of the beginning and end of the trip, to control the regiments by identifying the main and secondary entrances and exits.

- Provide vacuum spaces as places to stay or housing as part of the rituals to be adhered to, so they must be prepared to be appropriate and meet the need of the visitor and accommodate large numbers, or find solutions or alternatives in line with the conditions of the place or legitimate instructions and within the standard of security and safety.

- Facilitate traffic for pilgrims' buses, ambulances, emergency vehicles and services.

- The speed of disposal of waste and the transfer of the main landfills.

- Increasing the carrying capacities at the level of movement and shelter using innovative design solutions, suitable for the environment and the climate of the region, floors and shaded and multi-floor axes, and the presence of main service axes.

- Reduce the impact of difficult environmental conditions, by roofing the axes, which achieve aesthetic and spatial interconnection.

- Using isolated entrances and secondary axes for loading, unloading, and transporting waste, emergency cases and waste.

- Provide lounges, areas, open spaces and furnished seating areas.

- Development and expansion of frequent transport.

10 Practical study

To clarify the possibility of (employment of the event) in the urban development of the study area represented by the city of Najaf, now and in the future according to the perspective of urban revitalization, and clarify this by trying to apply what was abstract with the previous paragraphs according to the topics related to architecture.

Najaf city:

One of the most important Arab and Islamic cities, located on the southwestern side of Baghdad, the city of Najaf occupies a privileged position among many Muslims and intellectuals, because it contains many sites, monuments and shrines of influential historical figures in ancient and Islamic history, most notably the shrine of Imam Ali (peace be upon him), which gave it its status among Islamic cities, in addition to its long history of scientific contributions and additions, and its embrace of the most important center of religious and jurisprudential sciences, represented by the hawza , and many others for many possibilities which gives it its cultural, social and economic status among cities.

The city holds many events and huge events such as the Ashura event that extends between the neighboring cities of Najaf and Kufa see map no. (A), which represents a reminder of periods cut from history, and a tool to convey news to the world about an influential event, which has become part of its culture and identity, co-established by international and governmental bodies and a local community, in addition to receiving special media and international attention, and therefore the event was one of the important cultural possibilities and tools that are held in a short period and have farther effects, it had to be invested to export The city as one of the most influential cities in the world.

Why the event?: The interest of the global media in this cultural event, reflects the importance of this event, and the extent of its impact at the local, regional and international levels, can be classified as one of the huge influential events in the world being an event held for several weeks, attracting huge numbers of millions, from different countries of the world, with the participation of influential figures globally and large media coverage around the world, In addition to its spiritual nature and its psychological and emotional influence on the participants, which gives it a special nature and a distinctive shape, notes from the decrees that are held and even the predominant costume for the participants, and it is part of a bigger event that tells a story between several stations for cities and in a known movement and a known movement n, it is a mobile event, and therefore it reflects The content and influential thought capable of building relationships with human dimensions, so the event for the city became part of its identity, and its means to market themselves to the world, Najaf has many of the ingredients that qualify it to receive this big event, starting with its location that extends on both sides of the vital natural limits between the Euphrates River in the east and the Najaf Sea west, and the nature of its flat ground that facilitates the transition and movement without symptoms and without requiring additional procedures . In addition, the length of the journey extending between the cities of Najaf and Kufa, which represents an event in itself, is inhabited areas that include several stations intended for rest and receiving visitors with care and attention. In the necessity of sharpening the capabilities and facilitating

all things that guarantee this, and encouraging innovation in the ideas, methods and tools that help them with that, and this reflects the most important paragraph of revitalize urban management.

Despite all the capabilities mentioned, it is the first step to make any event a success, this does not hide from the fact that the city of Najaf suffers from great challenges that represent the base of the pyramid on which any effectiveness is based on this size, and if there are efforts to prepare the city and develop it to advance the city, it is slight and does not mention the size The great event that the city itself can invest as strategic planning to revitalize the city.

|	Intervention or procedure for the type of revitalization	Mechanisms used	The procedure inside Najaf city
security	Respect the general laws of the country and the city	• Through leaflets and advertising banners that explain the strict laws and protocols to be adhered to. • Drawing the boundaries and outlines of the movement through a general framework that defines the city and the region to which access is allowed and not allowed.	Since the event in the city of Najaf is a mobile event that depends on the movement, and it includes several different age groups and nationalities, so the security side component is very necessary in completing the event in a successful way, and this will be reflected positively on the city, its organization and management, and this is done through: • Identify the axis and the line of movement from its beginning to its end. • Identify the places of distribution of movement by identifying, activating and showing the main entrances and public exits. • Allocating public spaces that accommodate the large numbers for the establishment of rites, and events according to a timetable, away from the mess. • Trying not to leak the movement and its breakdown and unjustified mixing with physical and natural barriers.
	Cancellation, rehabilitation, replacement of events	• Cancellation of events that are held in uninhabited places or do not have sufficient security and services. • Which does not guarantee the rights of the participating parties. • Allocating places of a cultural historical nature, achieving the recovery of memories in a certain period. • Rehabilitation of the areas designated for holding the event	
	Develop and reuse abandoned areas	Minimizing uninhabited places that serve as incubator cells for crime, by: • Increase job occupancy within the inactive spaces through mix use. • Take planning and management measures. • Ease of access. • Directing to participate in works and maintenance of buildings and spaces, and update use and communication. • Providing and increasing green spaces. • Technological accompaniment [2].	
	Promoting the values of the ruling regimes	By directing the movement according to a specific path	
	Public safety and security	• Rehabilitation of hospitals, civil defense centers and health centers in accordance with international standards and what is being updated. • Providing places for quarantine. • Provide places for first aid and treatment of high-risk cases.	

urban management	Amend laws and add legislation	• Facilitate management procedures with regard to laws and legislation related to the submission of tenders for the sponsors of the event, or development projects that are in the interest of the event. • Legislation of strict laws that relate to the fine of those who cause a material loss at the level of buildings, roads, open spaces, infrastructure, and others. • Strengthen laws that encourage respect for the public right, and hold accountable those responsible for distorting the view of the city, vandalizing public property and misusing it for self-regulation, such as public furniture in the streets, and those who cause environmental damage by throwing dirt or igniting fuse, or economic or other losses.	• Allocate local laws or legislation that take care of the privacy of the city, the nature of the event held in it, or amend and shorten it, to facilitate the task of managing the event and the projects associated with it easily, without boring routine procedures, but rather encourage developers and sponsoring companies to turn out and without alienating them. • Paying attention to and reviewing laws that take into account environmental aspects, such as limiting the use of resources and depleting them through follow-up by competent authorities and institutions prepared for this purpose, such as urban observatories, and supporting them with the required data. • The reflection of the commitment starting from the urban and urban planning of the city and ending with the behaviors of the host city, whether from the public or the local authority, is reflected in the way the expatriates deal with the overall system and the way of adhering to it with the protocols and messages implicitly addressed without infringement and transgression or even raising problems. • Directing the provision of financial facilitation related to the accommodation of visitors and not to exploit it from any sides, with serious follow-up to provide a safe and comfortable environment. • Providing stations for public transport and supporting them with modern and comfortable vehicles, to facilitate access to the desired area, to reduce traffic momentum through private transport and thus less pollution, less congestion, urban form, obligation to move, depletion of fewer resources, and vehicles can represent a privacy for the city if they are of a specific type and function
	Encourage the participatory method	• Through advocacy and definition of appropriate approaches and mechanisms to achieve the participatory goals of the two parties.	
	Preserving and adhering to the general laws of the city regarding the security, management and planning aspects	• Compliance with regulations and instructions. • Preserving the general laws of the country and the city.	
	improve services	• Encourage the establishment of projects that serve the visitor at the lowest cost. • Improve the quality of service performance. • Keeping abreast of the requirements of the times by updating the quality of services provided. • Easy access to services.	
development	Upgrade	Upgrading informal areas, especially in areas that are located near or on the scene of the event.	• Najaf and Kufa are two historical cities before they were religious cities, so they include many monuments, legacies and civilizational, historical and religious destinations, so these sites must be taken care of, rehabilitated and promoted. • Najaf and Kufa as adjacent management units as a current reality and tell a narrative story of events that have passed through them and in a historical sequence, so they must be dealt with in an integrated and inseparable manner through comprehensive development plans, focusing on projects that promote the idea of integration. • Attention to movement as an active element in achieving integration. • Development and expansion of public transport.
	integration	• Trying to link the adjacent parties between the close management boundaries and the natural limits to continue the development between the two parties and their integration. • Facilitate access between the two banks, parties or regions. • Create points or projects enhanced by an innovative idea to encourage access to them and experience. • Financial support to encourage movement and achieve integration	

	Change the inhibitory factor	• Reduce or reduce the impact of obstacles and barriers to development. • Providing facilities regarding security matters, movement and transportation	
Economic	Participant approach policy	• Through partnerships between the organizers of the event with regard to financial contributions and their management. • Introducing products supported by a promotional idea about the city, as a method of marketing and introducing the city. • Facilitate the entry of goods and logistics materials for visitors, and at certain times without intersections of the movement	• Achieving integration of service and commercial systems and using modern technologies to manage them. • Reducing negative phenomena, especially those related to commercial aspects, and trying to organize and manage them by taking advantage of the proposed solutions to the experience of the city of Mecca. • Improving the image of sellers and service for the way to work to train and discipline them and improve their efficiency. • Allocate a certain type of commercial markets dedicated to the sale of local products and desired by arrivals.
	City branding approach	• Introducing the city by reflecting a urban form ...	
social	Financial Allocation	• By drawing attention to the importance of events as methods and strategies for revitalization.	• Raise the intellectual and behavioral level of the local community by offering supported professional, educational and training courses, to improve the knowledge and nature of dealing from arrivals.
	areal assignment	• Allocation of spaces and projects symbolically linked to the event. • Allocation of spaces for communication. • The allocation of temporary transitional areas that are taken into account the desires of individuals, to change the destination and separation as a time for the event.	
	improve services	• Provide service facilities to improve the general atmosphere that takes into account the psychological situation of the visitor, thus reducing the atmosphere charged with negative emotions as a result of fatigue from the trip, and replacing them with feelings that express comfort and satisfaction, and thus cooperation and interaction more and less tension.	

planning	Urban revitalization • Improvement • Renewal • Qualification • Activate • Revival • Restore • Stimulating • Restoration • conservation • reconstruction • habilitation	1. Defining and classifying the uninhabited and manufactured areas that need to develop, renew and restore. etc., historical areas and neglected heritage and cultural monuments, And the start of this point to determine the important and the most important and influential, and it must be started, according to a timetable and financial plan, and in the case of the city of Najaf, the centers of the ancient cities Kufa and Najaf and the axis of urban integration between the two cities and the main axes associated with it, in addition to the important historical monuments.

2. Developing the axis of urban integration that extends between the cities of Najaf and Kufa, as it is the axis that started and launched the wave of the event, and ending with the second point by:

  • Furnishing
  • Cultivation of perennial shaded plants that help provide natural shade.
  • Providing modern crossing bridges that take into account the age difference for visitors.
  • Providing rest areas.
  • Improving the image of the urban scene of the city and studying the shape of the skyline that extends between the two centers.
  • Rehabilitation of large abandoned areas or waste, on both sides of the axis.
  • Activating the role of public transport and developing public transport and its expansion to include the cities of Najaf and Kufa as one unit.
  • Separation of traffic axes between pedestrians and cars to reduce traffic congestion.
  • Identify temporary stops to reduce accidents.
  • Providing adequate lighting for the march because it continues at night.
  • Creating urban spaces to promote the idea of homogeneity and social mixing.
  • Attention to traffic signs and guidelines.
  • Attention to the axes, historical and heritage contracts, and the distinctive strategic sites of the possibility of visiting them by visitors, and thus giving them a distinctive experience such as: the great market axis in the old Kufa, Al Sahla Street and the streets leading to the house of Imam Ali, Khan Al -Shilan, the Prophet Street, Zain Al -Abdin Street, and others.
  • Attention to the axes, historical and heritage contracts and the distinctive strategic sites of the possibility of visiting them by visitors and thus giving them a distinctive experience such as: The axis of the big market in old Kufa, Sahla Street, the streets leading to the House of Imam Ali., the street leading to the Emirate Palace, the area around Sa'sa Street, the axis of the Grand Market in the Old City of Najaf, Khan al-Shilan, Al-Rasul Street, Zain Al-Abdeen Street, and others..
  • Attention to green spaces and the provision of places to sit with attention to the water element because of the necessity of this from a psychological and environmental point of view and to suit the dry climate of Najaf in that period of the year.

3. Renewing and rehabilitating historical centers, which are the beginning and end of the trip, by:

  • Providing parking and public transport stations close to the two centers for the transfer of arrivals, and to reduce the use of private cars (especially at the peak time of the march) to reduce traffic congestion.
  • Enhancing the idea of photographic transport by finding places (spaces or surfaces) provides a visual display within modern technologies such as giant screens, And make it one of the means to apply the idea of spatial interaction over time, which creates a state of transmission of emotions between different temporal and spatial currents, and this is another application of media architecture or the so-called media architecture.

11 Conclusions

- The investment of cultural resources (including the Hajj) is considered as an important element in achieving an effective revitalization strategy within the broader development policies in the recent period, because of the economic, social and political gains they achieved at all levels.

- Urban revitalization policies include contributions to raising the form of the urban city through the preparation, organization and advocacy of the city's presentation by holding festivals, sports activities and religious events, thus introducing it and its potential and introducing revenues and benefits at the local and regional level of the city.

- Investment and the movement of activities and events within the directions of the cities that include the event and what they aspire to as a future vision of tools that ensure quantitative and qualitative improvements at the planning and urban level of the city.

- Najaf is an emerging city to include the visit event and use it as a method or a revitalizing development strategy compared to the city of Mecca, because of its previous political circumstances, and the early experience in dealing with these million numbers professionally, Therefore, simple traditional solutions are always the station on which the process is based, and taking advantage of the previous experiences of Arab or international cities similar to their spatial, climatic, environmental and cultural conditions such as the city of Mecca is a correct and healthy step towards advancing the process.

- The development process of the city of Mecca (which includes the Hajj event) includes according to planning controls and criteria based on ritual provisions according to a prescribed kinetic sequence, so it is directed within two criteria:

- First: Developing movement axes: for movement and pursuit.

- The second: the development of movement centers, to perform rituals, rest, overnight and service. Moreover, all of them require providing solutions to increase the capacity and provide a better service for pilgrims without causing material and human losses.

- Therefore, it approaches the study area that the influential event is a mobile and seasonal event that has a beginning, end, and within an extended period of time. That is, the movement is part of its rituals and pillars, in addition to the similarity between the local climate of the two cities at the times of the event, so the Hajj experience in revitalizing the city is one of the most important experiences that can be benefited from and its implications as a previous experience of the city of Najaf in terms of using solutions, alternatives and benefiting from mistakes.

Map No. (1) Along the cities of Najaf and Kufa
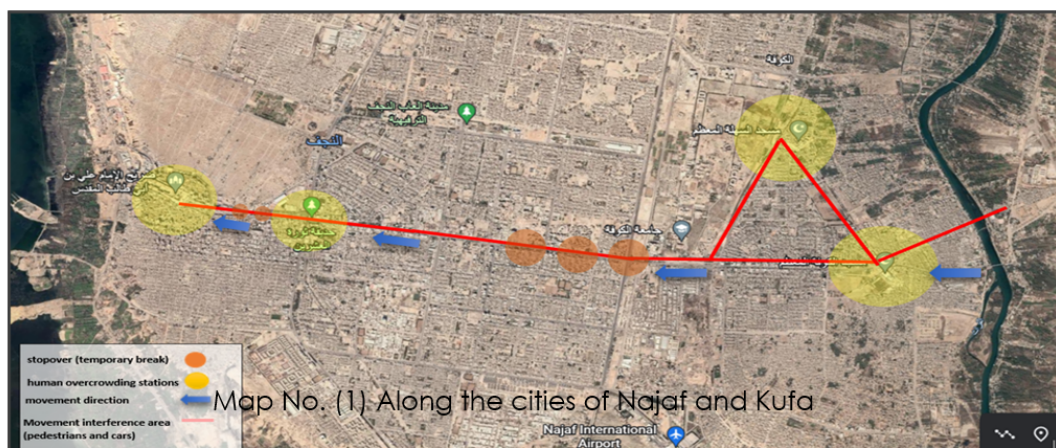
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