Effects of Place Identity: the Quality of Urban Sustainable Development
(Case Study: Hafez's Tomb in Shiraz)

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ABSTRACT: The purpose of this study is to examine the effects of place identity on the sustainable development of urban spaces. Thus, the components of place identity, emotional attachment, place attachment and social bonding have been measured in three dimensions of (cognitive) the place identity, (affective) emotional attachment and (behavioral) place attachment and social bond. To measure sustainable development, three components of sustainable development, including society, economy, and environment has been considered. The current survey is a descriptive survey. The assessment instrument was the standard questionnaire of Safarnia which has been used to measure the variable of place identity and to measure the variable of sustainable development, a questionnaire has been made by the researcher and has been based on the combined theoretical framework. The statistical population of this research has been the inhabitants of Shiraz city and Hafeziyeh aera. SPSS22 software has been used to analyze the data and examined the results of both descriptive and inferential statistics. In inferential statistics, Pearson correlation coefficient has been used to examine the hypotheses. In this study, the variable of place identity is high and sustainable development is also in a high level. These results suggest the positive effects of place identity on the sustainable development.

INTRODUCTION

Identity in theories of urban planning and architecture identity can be identified and assessed in the field of Architecture and Urban Planning in social-cultural and psychological context. Lewis Mumford, by protesting to modern cities states: Buildings and new neighborhoods have rigid and constrained order and have no distinction that the man himself caused it. By protesting to American cities, he says: These cities lack personality and identity from architectural and social viewpoints that the lowest old neighborhoods, even with ugliness and disorderliness have personality and are appreciated. Then, attention will turn to the pleasant towns and emphasizes on their harmony, visual unity, and graceful shape. In this model, he offers three main components including self, environment, etc. Self contains the path of life, feelings, individual identity, and personal activities. Environment includes anatomical components of place, institutions, and events and finally others (other men) consist of personality and their behavior. Other factors such as social communication and place atmosphere are the result of relationship between these factors. In the psychological context of Leonard Dohel, identity discourse speaks about some kind of alienation. He believes that different aspects of the environment can be specified in terms of ability to reflect on human behavior. Kevin Lynch is highly dependent on the theory of perceptual consciousness. By restricting himself, he consciously considered the visual

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principles, examined the city perceptions, and identified the sustainability factors. He regards that the holistic view in recognizing the environment to be effective and continues: No single factor of city does not experience in itself unless it is seen in relation to its environment. The sequence of events that leads to its manifestation has been known and is associated with the memories of past experiences. He believes that a clear image of the environment is a positive factor in individual's self-recognition and environment and helps individual to grow and states the role of an alive and continuous anatomy: "An alive anatomical framework is completely continuous and is able to create a consistent image and plays a social role. This framework can be primary helpful symbols and collective commemorations which are used in communication between the groups. In addition, a favorable image of environment gives the person a profound feeling of security. After that, one can establish a harmonious relationship with the outside world. This private and legible environment not only increases security but also increases the depth and intensity of human experience. Phenomenological approach places identity. In simple terms, phenomenology is the interpretive study of human experiences. Its purpose is to recognize situations, events, meanings and human experiences so that it occurs in everyday human life. Description of human life is all the ambiguity, aspects, and needs that a person will experience them during his/her life. Despite the simple definition of phenomenology that Herbert Spiegelburg declared various phenomenologists described various ways and methods of phenomenology (Spiegelberg, 1982, 2). Why places are important for people and how architecture and environmental design can be tools for building a place are the interested questions of the application of phenomenology for describing the place. Phenomenology consists of varied conceptual strains of transcendental phenomenology of Edmund Husserl, hermeneutic phenomenology of Paul Ricoeur and existential phenomenology of Martin Haydygr and Maurice Merleau-Ponty's (Spiegelberg, 1982, 8). The phenomenon is referred to things or experiences that appeared to the human and s/he is able to experience it. Any objects, events, experiences and situations that human could see, hear, touch, recognize, understand, and live in them may be a subject for a phenomenological study (Seamon, 1979, 158). The purpose of describing the phenomenological approach is not to define the phenomenon, but reach the conceptual underlying of the invariant features that show the origin of the phenomenon. Kevin Lynch believes that human beings live when s/he is capable of creating the world objective as objects and buildings that is created by architecture. One of the important roles of architecture is to objectively achieve a sense of place, so that through such a sense, abstract space becomes a tangible place and achieves its character (Falahat, 2007, 59).

Identity: Stedman, considering the relationship between place and identity and the impacts of environment on them, state

that place as a set has the potential to contribute to develop the process in which people's sense of place, belonging, and identity and preserve them. Place is at the center of the world or social world. When human beings interact with its environment, and places have been formed or made from the spaces (Stedman, 2002). There is a significant relationship between place identity and environment (Karimi Moshaver, Negintaji, & Zeraatpisheh, 2015)

Place identity: Edward Relph in his book, "Place and without place defined three main dimensions for place identity". He mentions, "Anatomical characteristics, activities, and concepts form the main components of the place identity. This division is clearly comprehensible. For example, the city can be seen as a collection of buildings and anatomical components, as an aerial picture will be seen. Visitors in this city who are objectively present can closely observe the activities in this physical context. However, a man, who experiences this buildings and activities, sees something more as ugly-beautiful, efficient-useless, house, enjoyable factories, stranger-familiar, and in general, they possess meanings. He points out that the place identity is affected by sense of place and on the other hand, his phenomenological approach is holistic. Anatomical characteristics are the most objective classification, although other characteristics such as ugliness, beauty, functionality and so on are very subjective. In deep recognition of the place, Relph emphasizes on the human identity in place. He refers to the place identity as a unique and persistent consistence that helps each place is distinguished from other places. To Tuan, place includes regular interaction with the space where seems to have no distinction at first, when we know and value for it, it turns to become the place. In creating places with meaning, the role of designer's memory in environments containing meaning should also be considered. Donyng states, although each certain image of the place is unique, patterns which create these domains are also derived from these mental images: holy place, the local place, ancestors' place, shared place, loneliness place, intimate place, group place, the places which extend the horizon and places that create surrounding and protection. Domains are symbols of the qualities of life: communication, behavior, participation, identity, glory, beauty, purification, fear, intimacy, growth, expansion, participation, and loss. Kevin Lynch as cited by Nourberg Schultz believes that human beings live when they are capable of making the universe objective as objects and buildings that will be created by architecture. One of the important roles of architecture is to achieve a sense of place objectively, so that through such a sense, abstract space is converted into a tangible place and obtains its character (Falahat, 2007, 59). For a sense of place, Shamay determines three main steps of belonging to place, attachment to place and commitment to place in seven levels. These levels of sense of place represent the application of process of the sense of place which includes from apathy to a sense of dedication with respect to place as in the following

order (Shamai, 1991). Awareness of locating in one place: this level happens when a person knows that s/he lives in a distinct place and recognizes the symbols of that place, although there is not any emotions that attaches him/her to places. In this case, the person may know that s/he is located in one place despite not knowing that it is a part of that place. At this level, awareness of the place is not beyond an address or the situation (Falahat, 2007, 63). Belonging to the place at this level, a person is not only aware of place's names and symbols but also has a feeling of being with the place and a common destiny. In this case, place symbols are respected and what happens to the place is also important for the person (Falahat, 2007, 63).

Sustainable development: The verb "Sustain" has been used in English since 1920 and taken from the Latin root of "Sub" and "tenere" means to keep or maintain. The idea of sustainable development was formed in the mid-1990s that economic growth and social development must be done in such a way that does not decrease the environmental investments and development needs for the next generation. By the late 1990s, it was found that to identify sustainable development better, it is necessary to consider simultaneously issues of economic, social, political, and environmental protection (Cedric, 2004, 36). In the current scenario of global competitiveness and deep crisis of the social and economic values, the change of the organizational model in the cities is needed in order to attract investments and create new value. Recently the urban "regeneration" processes (Farrell, 2000; Imrie & Raco, 2003) attempted to be a possible solution of renewing the cities, being able to generate innovative mechanisms for social and economics activation (Daldnise, 2016, 102). Sustainable development is defined as a process that meet current requirements without destroying the ability of future generations, in order to meet their needs (Tosun, 2001).

A popular definition of sustainable development which is an appropriate point to begin a discussion is the definition provided by Bernrdtland Report: Sustainable development will meet the needs of the present generation, such that it does not harm the abilities of future generations to meet their needs. This definition contains three key ideas: development, needs, and future generations. According to Blowers (1993), development should not be confused with growth. Growth is a physical or quantitative expansion of the economic system, while development is a qualitative concept. It is concerned with cultural, social, and economic progress. The term 'needs' introduces the ideas of distribution of resources: 'Meeting the basic needs of all and extending to all the opportunity to satisfy their aspirations for a better life' (World Commission on Environment and Development, 1987). Elkin (1991b) identifies four principles of sustainable development: Futurity, environment, equity, and participation. The principle of futurity is seen as maintaining a minimum of environmental capital including the planet's major environmental support

systems, together with the conservation of more conventional renewable resources such as forests. Planning, a good example, Riddel (2004) Sustainable Urban Planning; in landscape, one of the few recent contributions is Landscape and Sustainability by Benson & Roe (eds., 2000); in urban design, Sustainable Urban Design by Thomas (ed., 2003). Amongst the growing body of literature on this topic, a number of books attack the subject from the viewpoint of practice: one such authoritative book, Shaping Neighbourhoods (Barton et al., 2003) illustrates how to achieve sustainable development at neighborhood level (Moughtin & Shirley, 2006, 9-10-11).

Dimensions of sustainable urban development - economic sustainability: This dimension focuses on maintaining or improving economic conditions. Economic criteria have inseparable relationship with the process of formation of economic policy. Economic welfare is based on a combination of economic factors such as employment, unemployment, rent levels, resource rents, equality distribution, and survival in the global and local economy. More expertise, more efficient management of resources and the flow of investments will guarantee this dimension.

Dimensions of sustainable urban development–environmental sustainability (ecological): Ecological sustainability means conservation of basic resources (and related types) at levels that it does not foreclose future options, and maintain or improve the capacity, quality and ecosystem flexibility. This dimension of stability reinforces by reducing consumption of resources and energy, reducing the amount of residues, pollutions and recycling them and finding the right technologies.

Dimensions of sustainable urban development - social sustainability: Reducing social tensions, method of organization of social adaptation, equality with disabilities, women and ethnic groups, ethnic – religious, human rights, education, environmental awareness, health and shelter for all, expanding the role of family and society, political rights, participation and expanding the social values IS fundamental axes of sustainable urban development. About individual's formation of sustainable development (character), there are three perspectives (Fig 1)
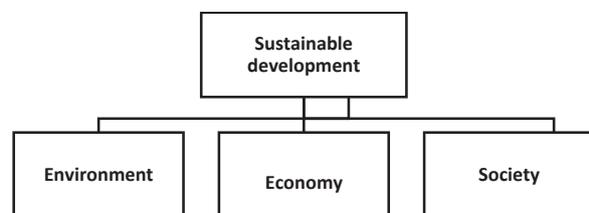
Fig. 1: Balance trihedral model in sustainable development. (Moughtin & Shirley, 2006)

Case Study

Hafez's tomb: Hafeziyeh (Tomb of Hafez) is the name of a cemetery existing in the northern city of Shiraz and the south gate of the Qur'an. Because of the tomb of Hafez, this place has been popularized. Khaje Shamseddin Mohammad ebn-e Bahaeddin Hafez (approximately 727-792 A.H equal to 706-769 Hijri) is the great Iranian poet of eighth century (the fourteenth century B.C) and is one of the most famous orators of the world. Most of his poems are sonnets which have been known as Hafez's sonnets. He has been considered as one of the most influential poet on other poets. In the eighteenth and nineteenth centuries, his poems were translated into European languages and his name was also set to the literary community of the west and influenced on Nietzsche and Goethe. Hafez's tomb is located in Hafeziyeh in Shiraz in an atmosphere of beauty and fragrance of flowers and his lyrics mixed with passion (Fig 2). Today, this place is one of the most important tourist attractions and many enthusiasts of Hafez's poetry and thought from around the world attract to this place. Hafeziyeh monument designed by French architect Andre Godar inspired by Persian architecture was undertaken in 1939 and the uniqueness of the monument caused attachment to place of residents of the city and tourists (Wikipedia, 2016).
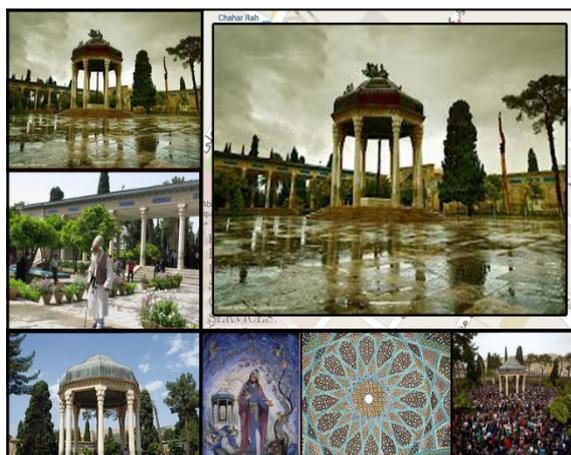

Fig. 2: Tomb of Hafez

Public areas adjacent to Hafeziyeh: National Garden, Jahan-nama Garden, Hafez Hall, Hafeziyeh Stadium, Faculty of Literature, Atlantic Hotel, Persepolis Hotel, Guidance and Culture office, Hafeziyeh Library (Fig. 3).

The aim of this study is to investigate the effects of place identity on the sustainable development of urban spaces. Thus, the components of place identity, emotional attachment, place attachment, and social bonding measure place identity in three domains of (cognitive) the place identity, (affective)
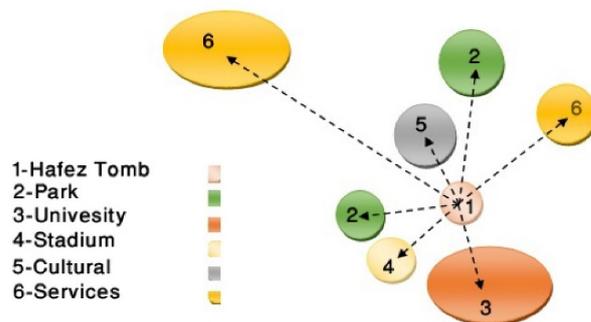

Fig. 3: Public areas adjacent to Hafeziyeh , Radius of 400 Meters

emotional attachment and (behavioral) place attachment and social bond. To measure sustainable development, three components of sustainable development, including society, economy, and environment have been considered. About individual's formation of the model and the effects of place identity on the urban sustainable development (character), there are six perspectives (Fig 4). The current survey is descriptive. The assessment instrument is the standard questionnaire of Safarnia which has been used to measure the variable of place identity and to measure the variable of sustainable development, the researcher used a questionnaire based on the combined theoretical framework. To perform the comparative study of place attachment and its relationship to sustainable development, a questionnaire was designed. Then it was distributed among residents and tourists of Hafeziye (radius of 400-meter of the neighborhood) and the data were collected. SPSS22 software has been used to analyze the data and examined the results of both descriptive and inferential statistics. In inferential statistics, Pearson correlation coefficient has been used to examine the hypotheses.

MATERIALS AND METHODS

This study is descriptive, and the statistical population of this research has been the city of Shiraz. The statistical sample has been Hafeziyeh and the sample size obtained by Cochran formula 384 questionnaires were distributed among the people of neighborhood by random cluster sampling. SPSS22 software was used to analyze the results of descriptive and inferential statistics. In inferential statistics, Pearson correlation coefficient has been used to examine the hypotheses. The validity of a questionnaire made by the researcher was measured through content validity and face validity by referring to professors and receiving their opinions about the indicators. Also the reliability of instrument was evaluated through the item to item correlation of the whole instrument. Cronbach's alpha statistics ranging from zero to one is the reliability index of the instrument. The alpha value tends between zeros to one. Whenever it moves to zero, it indicates the absence of appropriate questions
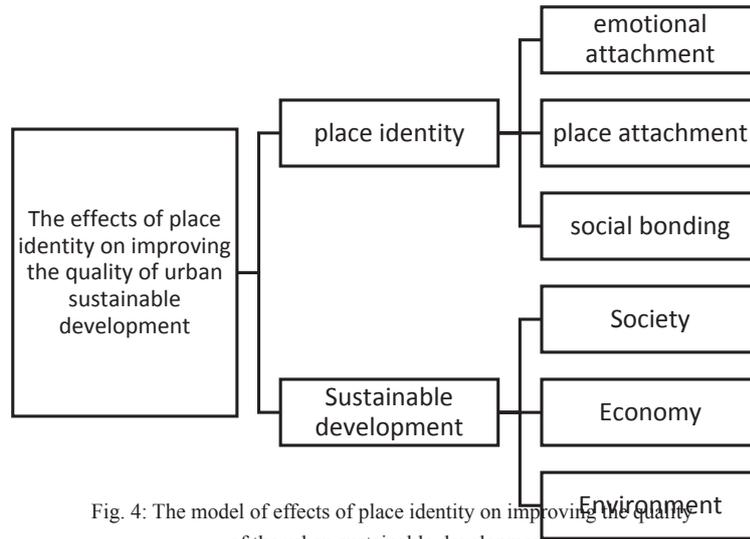
Fig. 4: The model of effects of place identity on improving the quality of the urban sustainable development.

and whenever it moves to one, it indicates the suitability of questions. Here, the place attachment variable is 0.931 which is at a high level and sustainable development is 0.882 which is at a high level, too. The method of data collection is descriptive (library) and inferential (field study). Statistical population are citizens of Shiraz. The method of sampling is simply random. The method of performing questionnaire is done by the researcher himself and the Likert method is used in the survey. The questionnaire contains 33 questions and was purposeful. Moderating variable: only the citizens of Shiraz are used as the survey respondents. Having experienced of the place identity and the sufficient knowledge of Hafeziyeh is the reason for this study. This research was conducted in the summer of 2014.

RESULTS AND DISCUSSION
Descriptive Statistics:
According to descriptive statistics, research indicate that the participants in this study bout 18.2 percent were under 18; about 28.7 percent of respondents were between 18 to 28 years; 35.2 between 29 to 39 years; 4.5 between 40 to 50 years and 13.4 percent were 51 and older. Thus, the majority of participants in this study were between 18 to 28 years old. In terms of gender, 64.5 percent of respondents were male and 35.5 percent were female. Therefore, the majority of participants in this study were men. Education level indicates that the majority of people in this study, about 43 percent have a bachelor degree.

The frequency related to job indicates that 25.4 percent were self-employed; 22.1 percent had governmental jobs; 18.5 percent were retired; 11 percent were housewives and 23 percent were unemployed. Therefore, the majority of people in this study were self- employed. About 66 percent of the participants in this study have lived in this area for 5 to 15 years.

The Results of the Questionnaire
The findings show that place identity of the participants in this study was 56.7 percent which was at a high level; 40 was the average and 3.3% in the low level. Thus, place identity in the majority of Hafeziyeh residents was at a high level (Fig 5).
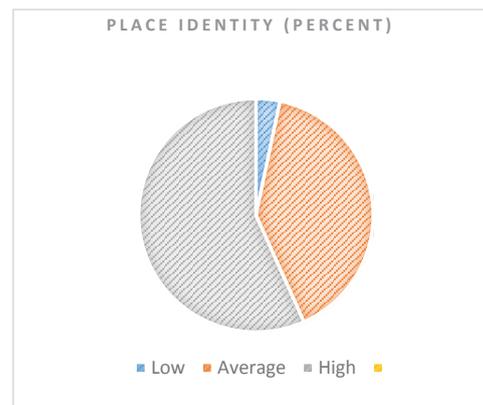

Fig. 5: Evaluation of place identity in Hafeziyeh neighborhood according to participants' idea

Inferential statistics: In this section, according to research data, the relationship between the variables described above has been investigated. The study has two hypotheses.

The correlation between the variables has been investigated according to inferential statistics.

The relationship between place identity and sustainable development (environmental, economic and social development) was significant (Table 1).

To approve or reject these hypotheses temporarily, according to

Table 1. Hypothesis 1: The correlation coefficient

Dimensions of Sustainable development		sustainable development	environmental development	economic development	social development
Place identity:	Pearson correlation coefficient	0.787	0.675	0.612	0.724
	Significant level	0.000 p≤0.05	0.000 p≤0.05	0.000 p≤0.05	0.023 p≤0.05

the measurement of variables, Pearson correlation coefficient has been selected as the statistical analysis. The correlation coefficient of these two variables is 0.787 which is at the high level and the significance level of 0.000. Significant level is less than 0.05 and the hypothesis is approved at 95 percent level. Thus, there is a significant relationship, in a positive direction between place identity and sustainable development. It means that place attachment leads to increase in sustainable development in Hafeziyeh neighborhood. Sustainable development has three dimensions which include: environmental, economic, and social development; these hypotheses are discussed below:

There is a significant relationship between place identity and environmental development. The correlation coefficient of these two variables is 0.675 and in the average level and significant level of 0.000. Significant level is less than 0.05 and the hypothesis is approved at level of 95 percent. Thus, there is a significant relationship in a positive direction between place attachment and environmental development. It means that place attachment leads to increase in environment development.

There is a significant relationship between place identity and economic development. The correlation coefficient of these two variables is 0.612 and in the average level and significant level of 0.000. Significant level is less than 0.05 and the hypothesis is approved at level of 95 percent. Thus, there is a significant relationship in a positive direction between place attachment and economic development. It means that place identity leads to increase in economic development of Hafeziyeh area.

There is a significant relationship between place identity and social development. The correlation coefficient of these two variables is 0.724, which is at the high level and significant level of 0.000. Significant level is less than 0.05 and the hypothesis is approved at level of 95 percent. Thus, there is a high and significant relationship in a positive direction between place identity and social development. It means that place identity leads to increase in social development of the Hafeziyeh area.

There is a significant relationship between the dimensions of sustainable development and place identity (place identity, emotional attachment, place attachment, and social bond) (Table 2).

There is a significant relationship between sustainable development and place identity. To approve or reject these hypotheses temporarily, according to the measurement of variables, Pearson correlation coefficient has been selected

Table 2. Hypothesis 2: Correlation coefficient

Dimensions of place identity		Place identity	Emotional attachment	Place attachment	Social bond
Sustainable development	Pearson correlation coefficient	0.644	0.761	0.649	0.636
	Significant level	0.000 p≤0.05	0.000 p≤0.05	0.000 p≤0.05	0.000 p≤0.05

as the statistical analysis. The correlation coefficient of place identity and sustainable development is 0.644 which is the average and the significance level of 0.000. Significant level is less than 0.05 and the hypothesis is approved at 95 percent level. Thus, there is a significant relationship, in a positive direction between place identity and sustainable development. It means that place identity leads to increase in sustainable development in Hafeziyeh area.

There is a significant relationship between emotional attachment and sustainable development. The correlation coefficient of emotional attachment and sustainable development is 0.761 which is at the high level and the significance level of 0.000. Significant level is less than 0.05 and the hypothesis is approved at 95 percent level. Thus, there is a significant relationship, in a positive direction between emotional attachment and sustainable development. It means that emotional attachment leads to increase in sustainable development in Hafeziyeh area. There is a significant relationship between place attachment and sustainable development. The correlation coefficient of place attachment and sustainable development is 0.649 which is the average and the significance level of 0.000. Significant level is less than 0.05 and the hypothesis is approved at 95 percent level. Thus, there is a significant relationship, in a positive direction between place attachment and sustainable development. It means that place attachment leads to increase in sustainable development in Hafeziyeh area.

There is a significant relationship between social bond and sustainable development. The correlation coefficient of social bond and sustainable development is 0.636 which is the average and the significance level of 0.000. Significant level is less than 0.05 and the hypothesis is approved at 95 percent level. Thus, there is a significant relationship, in a positive direction between social bond and sustainable development. It means that social bond leads to increase in sustainable development in Hafeziyeh area.

As a result, because the hypotheses 1 and 2 are accepted with the confidence of 95%. Therefore there is a direct and significant relationship between the sustainable development and the place identity.

CONCLUSION

The relationship between the place identity and sustainable development can be observed in descriptive and inferentiall statistics. Results obtained have shown high level of the place identity and there is a significant relationship, in a positive direction between place identity and sustainable development. It means that place identity leads to increase in social development of Hafeziyeh area. These results indicate a positive relationship between place identity and sustainable development. Therefore, the place identity can be used in order to create the urban sustainable development. Because of the need for sustainable development and in order to protect and preserve the ecosystems as well as cultural dynamics of

society, it should be tried to identify the underlying potentials of architecture such as old contexts containing unique architecture, or to create new works of architecture which has identity related with community. It should be added that if buildings which lack identity are built stronger, they have short-life. If traditional buildings which had been predominantly made of less durable materials because having an identity survives for a long time and serves their audiences. Therefore, it is better to give a priority to design architecture strongly in designing our buildings.

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