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Conference Paper · January 2020

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Koya's Archaeological Sites in Number: Renovation as a Tourism Sector for Financial Purpose

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ABSTRACT

There is no doubt that Koya is an old city that dates back at least to 2500 BC of the urban life of the city. Nearly about a hundred private and public archaeological places can be noticed. It is clear that those historical sites and buildings are a reflection of people's culture that needs to be conserved. The main problem of this heritage is that it is either still neglected or conserved in an unsuitable way.

Nowadays, and especially in this economic crisis of Kurdistan government, it is not easy to protect all heritage and ancient buildings from improper human intervention; the other problem is there is no funding for documentation and conservation.

The objectives of this paper are to study the significant and mainly the antique places in the city, by classifying and renovating them as tourist destinations by focusing on standards. To investigate this aim, both methods of qualitative and quantitative are combined as the research method of this study. Reviewing the existing studies as documents, articles and researches that discussed the existing problems about those places. By interviews, there are in-depth data about the subject. Also, through case study for providing main aim. An analysis and a discussion of the results are followed by a conclusion, and recommendations to academicians and practitioners are provided at the end.

KEY WORDS: Koya City, Archaeological Areas, Tourism Standards, Monetary Purpose, Renovation

1. INTRODUCTION

Heritage and renovation are important themes in discussions on place, cultural identity, and the preservation of the past. Archaeological sites have been a part of the heritage and its display long before the use of the term “heritage” or the formal study of the subject in academic fields. However, and because archaeological sites, which are similar to natural resources, are finite and nonrenewable, deterioration is sometimes inevitable and in some cases precipitated by a number of factors. Some of these include; poor management and neglect, increased and frequent visitation due to the economic and touristic benefits associated with these sites, vandalism, past inappropriate and deferred maintenance. Sometimes, archaeological sites are unprepared for visitation but have been opened to the public nonetheless. This is not an exhaustive list.

In the past, specialists in renovation and heritage management have been largely absent in discussions on the meaning, use, ownership, conservation, and display of heritage sites. As such, there is an increasing need today for experts to be a part of these discussions on the maintenance, conservation, and ownership of archaeological sites. The primary objective of renovation and conservation is to protect cultural heritage from loss and damage. For archaeological sites, this is particularly important because not only does it have a direct and immediate effect on visual legibility, but it also indirectly conditions our notions and perceptions of authenticity (Matero, 2008). Archaeological sites, like any other place of human activity, is not natural but is constructed. ‘Despite their fragmentation, they are complex creations that depend on the legibility and authenticity of their components for public meaning and appreciation’ (Matero, 2008).

The purpose of this study is to investigate the performance and significance of the foremost antique places in Koya city. It will also focus on understanding the attempts at renovating these antiquities while at the same time proposing necessary steps to be adopted in an effort to make them more attractive touristic destinations. As such, this research seeks to answer the following question; how can the archaeological sites in Koya city be better preserved and maintained while at the same time making them more attractive to tourists?

In an effort to be as thorough as possible, this study adopts an eclectic methodological approach which incorporates on the one hand analyzing quantitative data derived from first hand interviews and observations from different sites, and on the other hand, qualitative examination of existing literature. This approach is suitable because of the nature and accessibility of some of the archaeological sites in Koya City. Three different sites have been chosen as the focus of analysis in this study; (Figure: 1).

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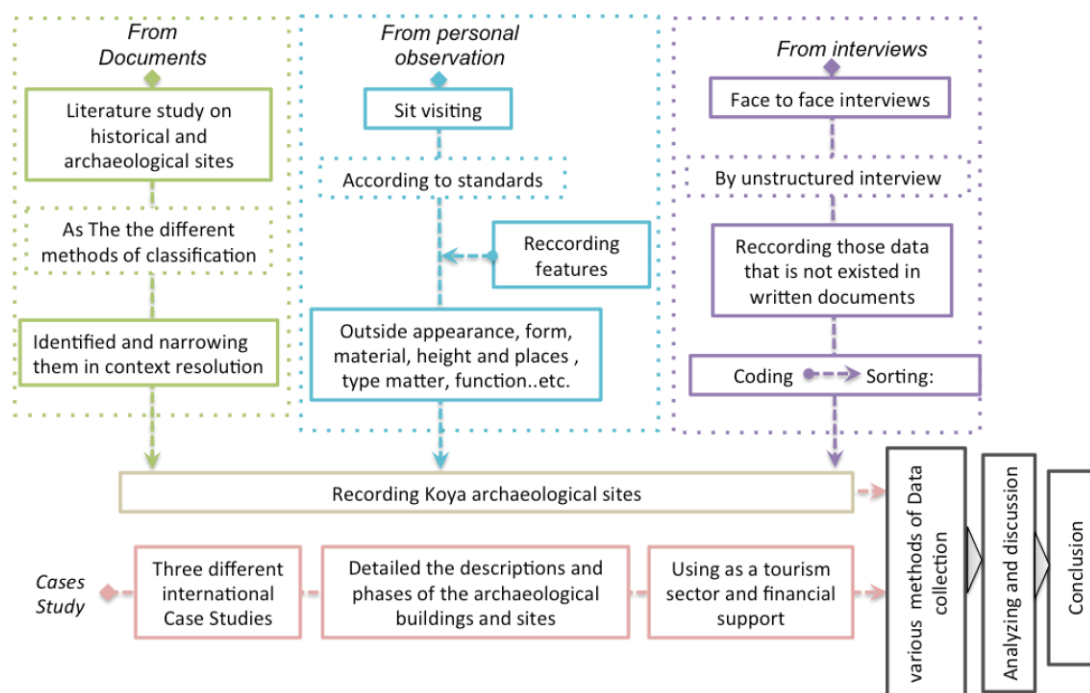


Figure 1: Research Method, by authors.

2. Tourism sector:

Tourism in the KRG can thrive better with reliable infrastructure and transportation. While tourists from Iraq visit the region because of its beautiful and cool climate as well as its iconic cultural attractions which include historical mosques, churches, and sites, the pull factors for tourists from other Arabic countries is the nature of its relaxed cultural practices. Moreover, the rough beauty of the Iraqi Kurdistan region makes it a unique touristic attraction and destination for international visitors, particularly those interested in eco-tourism. The KRG is a land imbued and saturated with history. Tourism is still in its infancy in Iraqi Kurdistan and represents a potential that should and must be fully understood and evaluated before more concrete efforts can be made toward attracting private and public capital, so as to carefully direct and guide it in the most appropriate and profitable (privately and socially) direction. "Certainly, the valorization of the Region's historical and naturalistic wealth should guide the type and location of investments, but government action, supported by strategic study and planning of sector development, will be required" (The KRG Ministry of Planning and UNDP, 2012).

Although Iraqi Kurdistan has a Tourism Development Plan, this plan is still basic and riddled with little or no strategic direction which hampers its monumental touristic potential. This is still so even though the Kurdistan region was identified by the National Geographic Magazine in 2011 as one of the top 20 destinations for tourists. While the bulk of investment is in touristic villages, it does little to attract international tourists who are interested less in hotels, taxis, and fast foods and more in archaeological sites (The KRG Ministry of Planning and UNDP, 2012).

The KRG Ministry of Planning and UNDP (2012) has since stated that the touristic sector of the KRG needs significant investment in infrastructure in order to make its sites more attractive if it wants to ease access into and appeal to foreign visitors.

It is well documented since the enactment of Law No.(4), 2006, which regulated the approval of licenses by BOI & Governorate DGs, that between 01-08-2006 and 21-01-2018, tourism in Koya city, which is one of the cities of the Erbil governorate, ranks third when compared to other sectors such as; communication, art, trading, sports, transportation, agriculture, service, industry, banking, health, education, and tourism.. Nonetheless, there is still a need for significant improvement particularly when it comes to historical sites (Figure: 2)

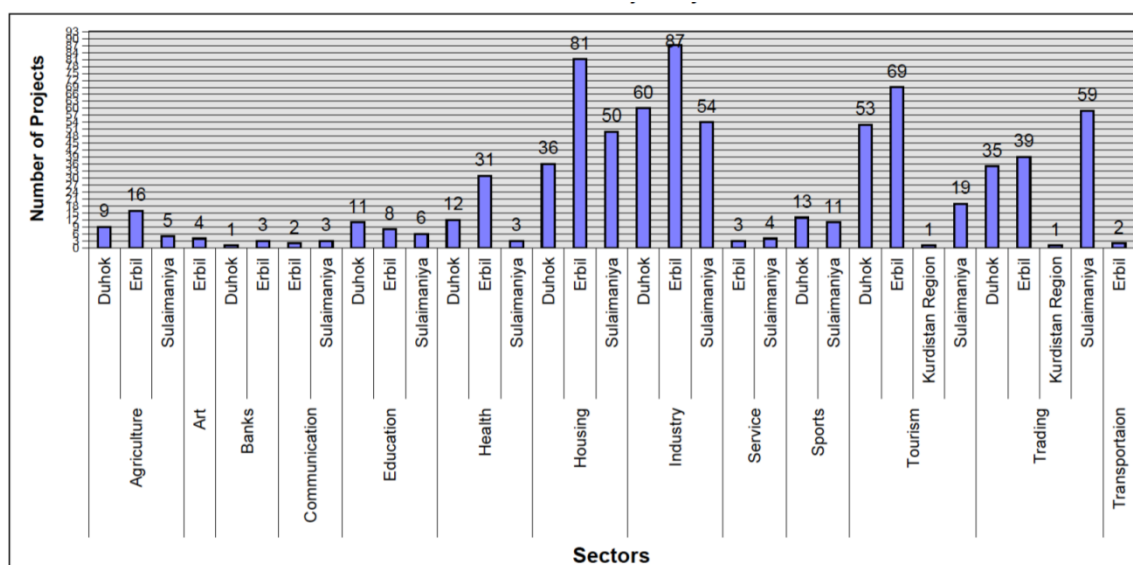
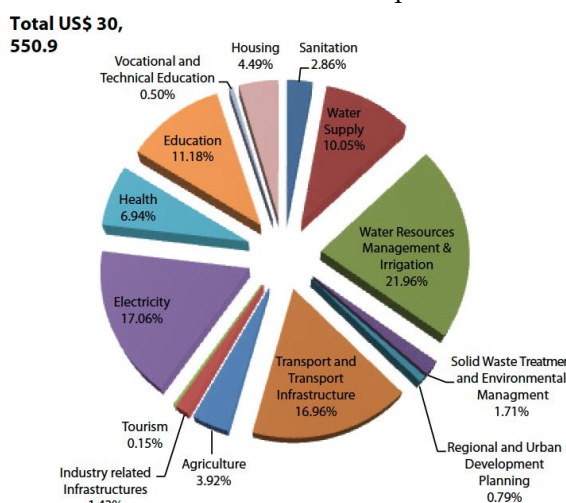


Figure 2: Approved licenses by BOI & Governorates DGs.

Source: BOI & Governorates DGs (2018).

Moreover; the investment in tourism in this region is just 0.15% of the total investment in all sectors. This is significantly low and is the least invested in when compared to the other sectors (Figure: 3).



Source: Study Estimates

Figure 3: Total investment proposed by sectors.

Source: The KRG Ministry of Planning and UNDP (2012)

There is a need for infrastructural investment in the touristic industry so as to increase accessibility, as well as investment in its historical sites in order to make it a more attractive destination for foreign visitors. In order to fully benefit and make use of the potential of this sector, it is of vital importance to reform the tourism board. It is necessary for the reformed board to work on and adopt fitting strategies which can better guide private capital. Moreover, there is an insufficiency in terms of the number of highly qualified staff. This is compounded by the fact that a great number of the staff is foreigners. The KRG Ministry of Planning and UNDP report of 2012 calls for the KR-I to offer more opportunities to learn trades related to tourism, which will require coordination between the Ministry of Higher Education and the Tourism Board (The KRG Ministry of Planning and UNDP, 2012).

Koya city is known as one of the most beautiful archaeological places in the Kurdistan region. It has an abundance of touristic attractions, including but not limited to the shrines of Janarook, Kosar, Marbina Qadisha, Hamamouk, Koumet Tal.Nazanin and Jely Kadan. The Medians and Assyrians have also been occupants of Koya over the ages leaving behind a fantastic archaeological site.

The development of mass tourism within this area has to be handled with care due to the fragile

nature of some of these sites. Existing threats range from the massive number of tourists visiting fragile sites which damages some of the features like the decorated surfaces to irresponsible behavior by some visitors.

3. Archaeological sites:

Humans over thousands of years have left behind substantial material records of their existence. The study of these material records forms the crux of archaeology, with the archaeological site as the basic unit of investigation. It is important to note that archaeological sites are made, not found. This is so because they are constructs of times which evidence past human existence. 'Display as intervention is an interface that mediates and therefore transforms what is shown into heritage, and conservation's approaches and techniques have always been a part of that process' (Matero, 2008).

Matero (2008) proceeds further to contend that when it comes to archaeological sites, controlling or trying to change the environment either through reburial, the relocation of sculptures or selected murals, building of protective shelters or enclosures on site are often measures adopted which can protect the scientific values innate within these physical fabrics and to an extent guarantee a high degree of physical protection.

Physical remains of historical sites are non-renewable resources which often contain critical data about the past. They are important on the grounds that they contain physical remains that supplement recorded data and give unmistakable proof of past practices. These sites contain layers of craftsmanship effected by from various participants who might have occupied that specific area over the years. As such, one would define an archaeological site simply as evidences of instances of the past human activity. In other cases, a site's main feature is located below the surface and this poses particular problems in terms of inadvertent disturbances and increases its vulnerability. Simply put, to the untrained eye, archaeological remains are not always visible. Generally though, archaeological sites would have above ground or underground.

For finding and describing: the very first step of every archaeological expedition is finding and describing it. This is generally made up of two phases; the desktop assessment phase and the fieldwork phase. Both phases are heavily interlinked (Smith, 2017).

For academics, professionals and the wider public, historical sites provide invaluable information which we hope to transfer unto future generations (Mason and Avrami, 2000).

In many parts of the world today, cultural and natural sites are becoming important economic resources as a result of the huge touristic values which they possess. However, the danger lies in the poor management of these natural and historical sites which may lead to degradation (Torre and Lean, 1995).

The important issue here is the presentation of archaeological site; archaeological sites when presented have as aim to resurrect history using remaining archaeological evidence. Even as the site intends to resurrect the past, it must also be presented in such a manner as to enable visitors to grasp the effect of the passing of time. To put it simply, the presentation should enable visitors to become involved with, and to communicate with, the ruins and to gain a sense of their meaning. It should be visually stimulating, thought provoking and attractive while at the same time maintaining the historical authenticity and accuracy of the ruins (Sivan, 1995).

There are basically two types of archaeological sites; prehistoric and historic period sites and they require different and peculiar techniques during discovery as well as during the process of treatment (PHMC's Planning Guidance for Archaeological Sites). There are also two kinds of evidence which mark the existence of a historical site in a given area; features and artifacts. While artifacts are portable objects used or made by humans, features are non-portable proof of human existence, technology or behavior in the past (James and Jones, 1993).

The Kurdistan region has plentiful rich cultural, historical, and natural sites (Becatoros, 2008). In fact, the Kurdistan tourism guide in 2015 claims that the region has over 3500 historical sites. One of the most famous is the Erbil citadel which is the oldest settlement and which has been continuously inhabited in the world. It has been inhabited since 6000 BC (Becatoros, 2008). Nine Neanderthal skeletons dating as far back as 60-80,000 years were also discovered in a cave called Shanidar (KRG Cabinet, 2010).

4. Koya's Archaeological Sites

There are different types of touristic ventures, some of which are; pilgrimage tourism, archaeological

tourism, disaster tourism, adventure tourism in addition to many others. This study pays particular attention to archaeological tourism. Archaeological tourism is a form of cultural tourism which is aimed at promoting a passion for the conservation of historical sites (Kertwal, 2008).

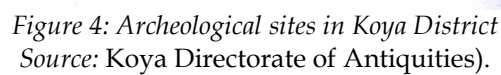
The tourists who visit Koya city can be classified as follows;

- I. Those tourists who visit from outside the country once a year. Most are 60 years and above.
- II. Tourists from the South of Iraq. This group visits at least once or twice a year.
- III. The consuls from the consulates in the KRG who visit once every year.
- IV. Students.

Generally, the number of touristic visits in Koya city is so limited, and when they do visit, they are often shown principally 3 locations; Xans, Koya's qshla, and the great mosques. This is so because their other places are yet to be renovated properly.

As has been stated earlier in this work, the Iraqi Kurdistan region has over 3500 archaeo-historical sites, some of which can be very beneficial for its touristic industry. The city of Koya alone has around 180 historical sites; however, only 113 of these sites have been recorded, with 67 unrecorded. Most of these sites are in ruin, as would be shown in (Figure 4).

Archaeological and historical sites and buildings are mainly classified into scales; urban and single building scales. The urban scale is in itself categorized into three districts; Bafri Qandry, Baizaxa, and Qallat, and two Qaisaries. The single scale in Koya city is categorized thus; baths, commercial buildings, residential areas, religious buildings, ashes and Karwan sara (Figure: 4 &5). This is illustrated in Tables 1 and 2. The majority of the buildings were constructed using local materials like stones, wood, and lime. However, marble and most of the metal windows and doors were not constructed using local material. The following figure illustrates this;



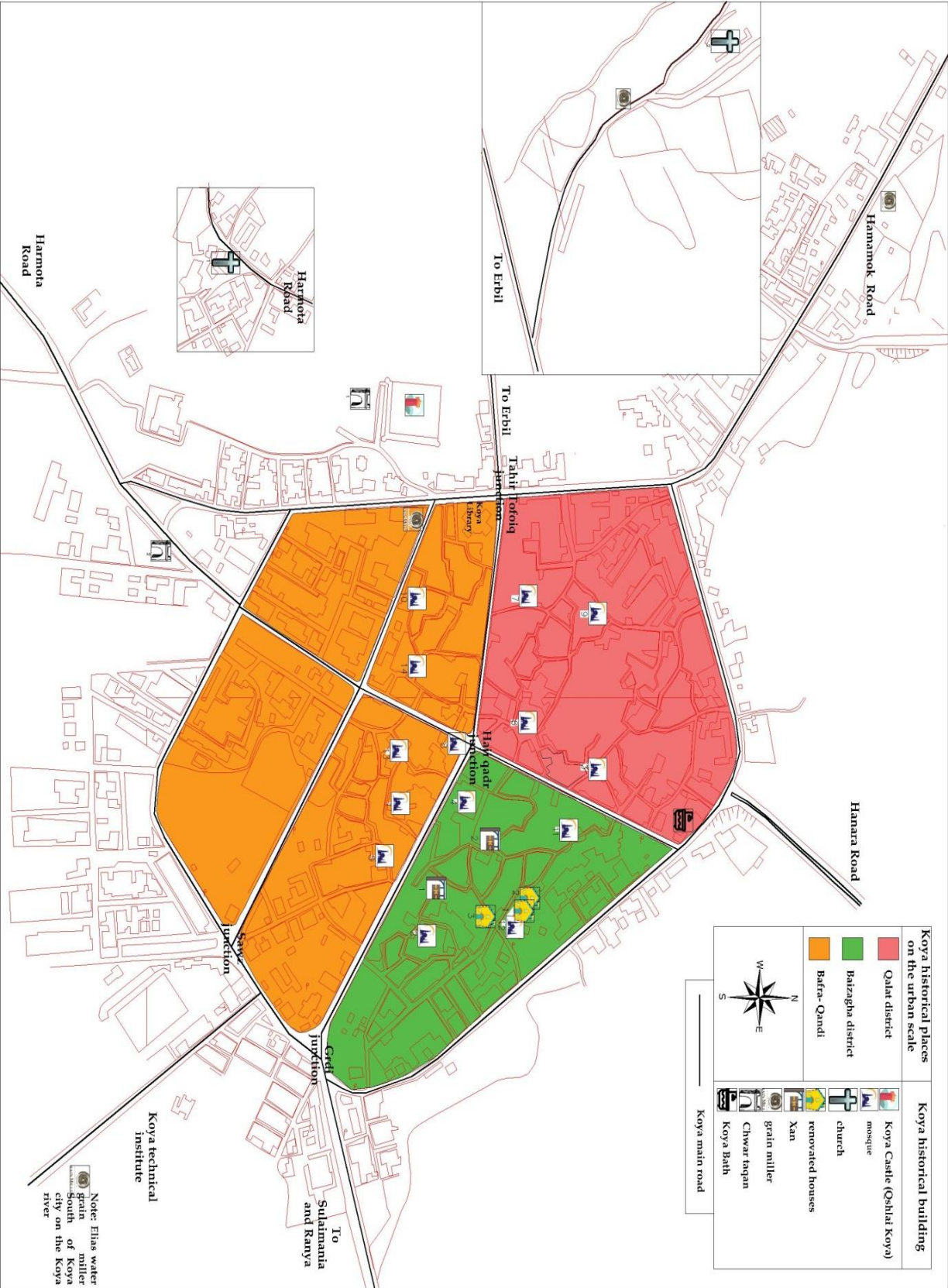


Figure 5: map of archeological sites of inside Koya city

By authors

Table 1: Archeological sites on the urban scale.

By authors

No.	name	Date constructed	Date renovated
1	Bakraxe Qaisari	1840	After 2003
2	Abdullah mshken Qaisari	1904	After 2003
3	Baizaxa	Mid 19th century	none
4	Qallat	Mid 19th century	none
5	Bafri qandy	Mid 19th century	none

Table 2: Archeological sites on the single building scale.

By authors

NO.	category	number	History of construction	Number renovation	date of renovated
1	Residential	70 houses	More than 120 years	three of them renovated	In 2014 to 2015
2	Religious building	16 mosques	More than 100 years	two of them renovated	In two different times
		Der marbena qadisha	unknown	renovated	First renovated in 1300
		Church Maryam pakiza	1868	renovated	First renovated in 1979
3	chwartaqan	2 chwar taqan	About 160 years	One of them renovated and the other reconstructed	2002 and 2012
4	baths	Some parts of one baths remained	More than 300 years	none	none
5	xans	2 xans	constructed in the 19th century	One of them renovated	In 2010s
6	ashes	3 ashes	In the late 19th century and early 20th century	none	none
		Water ashes	Most of them in the 19th century	None	none
7	Military	Koya's Qshla	In the late 19th century	renovated	Many times
8	Shrine and graves	Haibatsultan shrine graves	It is archeological sites and buildings but not tourists attraction		

5. Renovation:

Recreation/renovation is the "speculative creation of a presumed earlier state on the basis of surviving evidence from that place to other sites, and on deductions drawn from that evidence using new materials." Catherine (2012). Although recreation/renovation is often used in many historical sites, it is the least desirable option because it is likely to affect the originality of the site and in some cases may even lead to the destruction of authentic materials. Nevertheless, it is used if deemed as the only option available for conserving the archaeological site or if all other options prove unsuccessful (Michael, 2004).

Renovation which is understood to mean to renew (renovate) is the third most widespread method in the preservation of historical sites along with restoration and conservation. Its principal aim is to attain aesthetic unity with ruin in the sense of 'making it new again' while conservation entails 'making visible again', and restoration means the re-exposure or cleaning in combination with other completions (Michael, 2004). The priority is always to conservation because it is the paramount principle applying to all attempts at preservation while limitation as a principle is universally valid for the repair of a monument. Simply put, conservation is always necessary and restoration is

justifiable under specific circumstances. However, renovation is least favored. As Dehio argues “conserve, do not restore”; which do we choose; ‘conserve, do not restore’ or ‘conserve, restore where necessary, do not renovate’? (Michael, 2004).

Here, renovation is viewed in contrast to conservation and restoration which do not support the use of modern tools on historical sites. Moreover, even when carried out with the best of intentions and utmost care, it sometimes represents significant dangers to the fabric of the monument (Michael, 2004).

Generally, renovation is acceptable only when the original fabric must be replaced because it is no longer possible to conserve or if the original fabric cannot be exposed to the effects of the environment and as such must be covered for protection. Works to renovate in both accounts would be justifiable although it must be supported with a preservation plan and preservation-oriented investigations. In some cases, particularly when it comes to historical buildings, it is possible and justifiable to renovate specific parts. For example, parts where the historic monuments are no longer existent but extensive alterations are needed so as to make it compatible with the other parts of the historic fabric or where attempts at preservation are clearly failing. In these specific cases, renovation in the narrowest sense possible is permissible (Michael, 2004).

6. Financial determination:

Tourism is an economic activity whose primary motivation is the marketization of natural historical sites to persons from other areas. Particularly within the context of Middle Eastern countries, tourism is more attractive when security concerns are lower. As such, as the security situation within these countries is improving, there is an increasing number of tourists from the Western world as well as Asia. Most of these touristic ventures include eco-touristic, religious and cultural sit- packages. Tourism also employs a large number of people and creates even more income because it is linked with other sectors such as; entertainment, transport, infrastructure, food, etc.

Figure 6 illustrates that between 2005 and 2013, the economy of the region of Kurdistan skyrocketed, meanwhile after 2013 it decreased by \$500 million. The Erbil governorate has been the most affected by this decrease in income (Figure: 7).

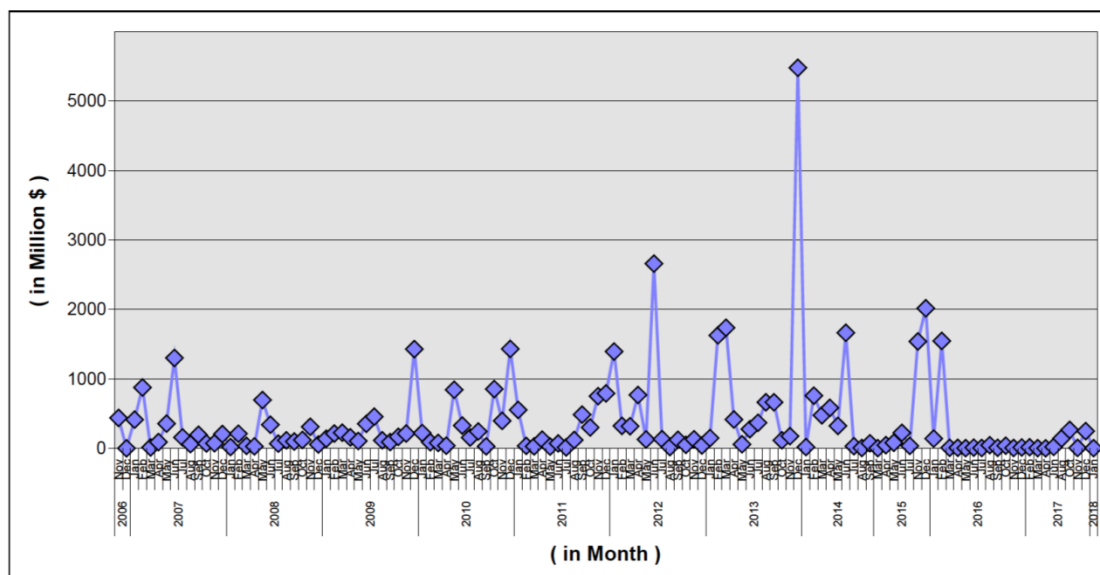


Figure 6: In millions Kurdistan region
Source: BOI & Governorates DGs (2018).

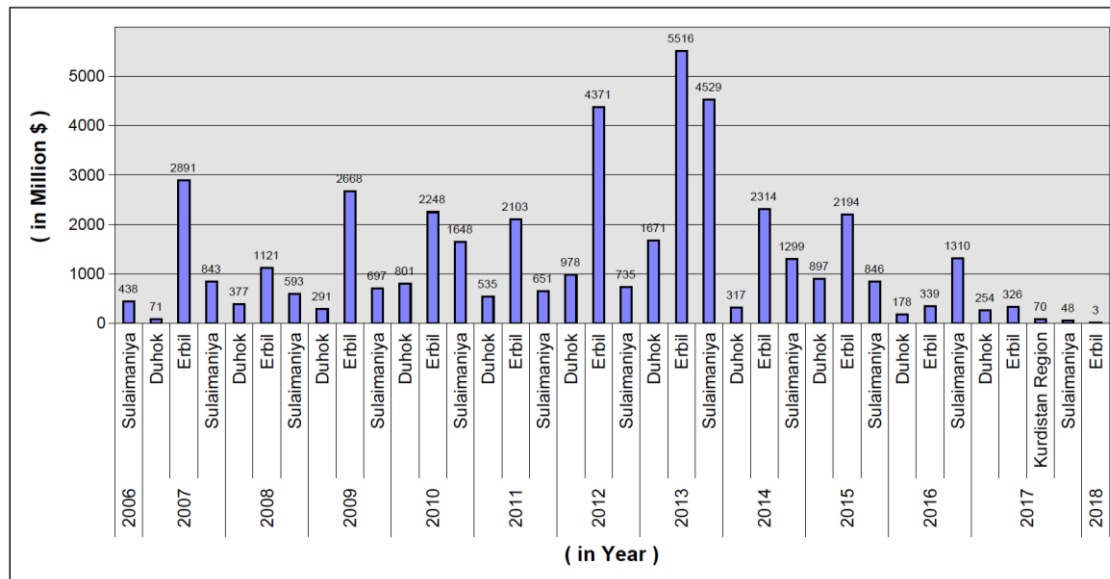


Figure 7: In millions by all three governance

Source: BOI & Governorates DGs (2018).

Recently, there are several projects being embarked upon in a bid to raise the economy and income levels within the Kurdistan region. This study argues that investment in archaeological and historical sites is one of those important ventures which can lead to the revitalization of the economy of the region.

7. Case studies

This work adopts the following archaeological sites as its main sources of inquiry and observation:

7.1 Ephesus, Turkey

Ephesus is one of those historical sites which have maintained its authenticity and ancient landscapes illustrating its Hellenistic and Roman archaeological past through its architecture and urban planning.

In fact, its residents proclaim it 'the first and greatest city of Asia Minor'. This status was bestowed upon it by virtue of it being the capital of the Roman province of Asia. It showcases magnificent temples and public buildings, including the Temple of Artemis (Demas, 1995).

Ephesus is located 7km from the coast and 15km from the harbor town of Kusadasl. Izmir is 75km to the North (Figure 8). It lays between Mount Pion (Panayirdag) and Mount Coressus (Biilbiildag) (Demas, 1995).

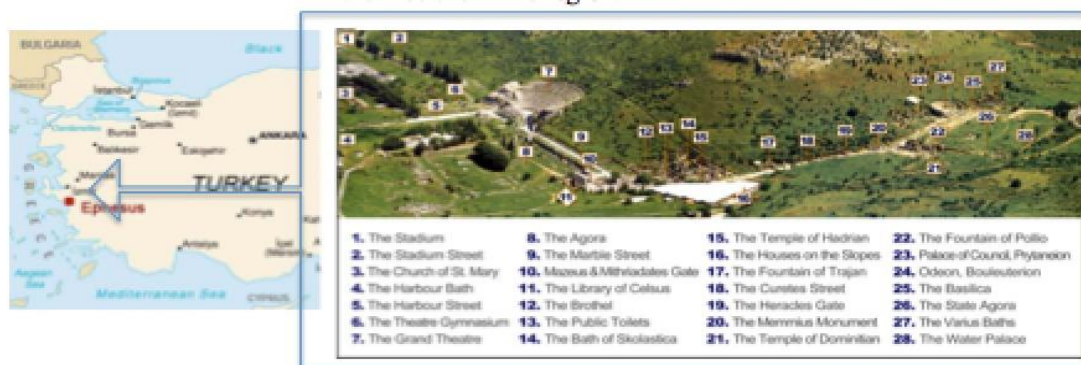


Figure 8: Location of Ephesus and its parts.

Source: http://www.guidedephesustours.com/en/ephesus-ruins_ao/

The remains of this great city which were once the epicenter of all activity within the region during the Roman and Hellenistic periods and is today the focus of thousands of visitors and archaeologists (Figure: 9). Defining it using geographical limitations is to ignore its rich and long history which encompassed two millennia of continuous habitation.

The historical and archaeological value of Ephesus to generations of archaeologists and scholars is well documented and known. Scholars and visitors are both offered the opportunity to contemplate the vicissitudes of history while at the same time mesmerized by physical evidence of the city's evolution over two millennia. This experience is enriched by the putting in place of labels and descriptions in different sites and of different elements. (Figure: 10).

Investigations into its historicity using archaeological modes of inquiry along with the reading of its historic inscriptions and texts reveal to us not only the rise of Christianity but have significantly contributed for understanding of the history of the early Christian church within the region as well as its architecture. There are other parts which are being conserved by archaeologists and are gradually being presented to visitors (Figure: 11).



Figure 11: Different labels and explanation board.

Source: photo taken by researchers

In order to raise revenue, visitors have to pay in Turkish Liras. If they require a guide, they have to pay more. Also, there are certain areas which in order to gain access; the visitor needs to pay an additional amount of money different from the usual entrance fee (Figure: 12).



Figure 9: Ephesus diagram. Source: photo taken by authors



Figure12: hidden part in Ephesus. Source: photo taken by authors

7.2 Nicosia walled city – Cyprus:

Ledra is an ancient kingdom which was established during the period around 1050 BC and is located in the centre of Cyprus. Today, it is referred to as Nicosia and is the capital of the island of Cyprus.

Nicosia walled city is a particularly important case in terms of cultural adaptation because throughout its history it has attracted stronger powers due to its strategic location in the Eastern Mediterranean basin. Figure 13 and 14 below best illustrates this.



Figure 13: Location of Cyprus
Source: (Mesda, 2011)



Figure 14: Nicosia walled city
Source: photo taken by authors

Due to tensions between the predominant ethnicities (Greek and Turkish) after independence in 1960, Nicosia walled city was partitioned into two; with the Greek Cypriots occupying the South and the Turkish Cypriots, the North.

The vast majority of the city of Nicosia is occupied by local people with the exception of some public buildings and private houses. The city attracts thousands of tourists each year. One of the favorite strategies which are used to attract tourists is by providing them with a map. The figure below (Figure: 15) shows the walled city of Nicosia as well as its historical buildings that tourists can visit. The tourist guide provides a map which visitors use which clearly pinpoints which roads are used so as to provide safety for tourists and prevent them from getting lost.

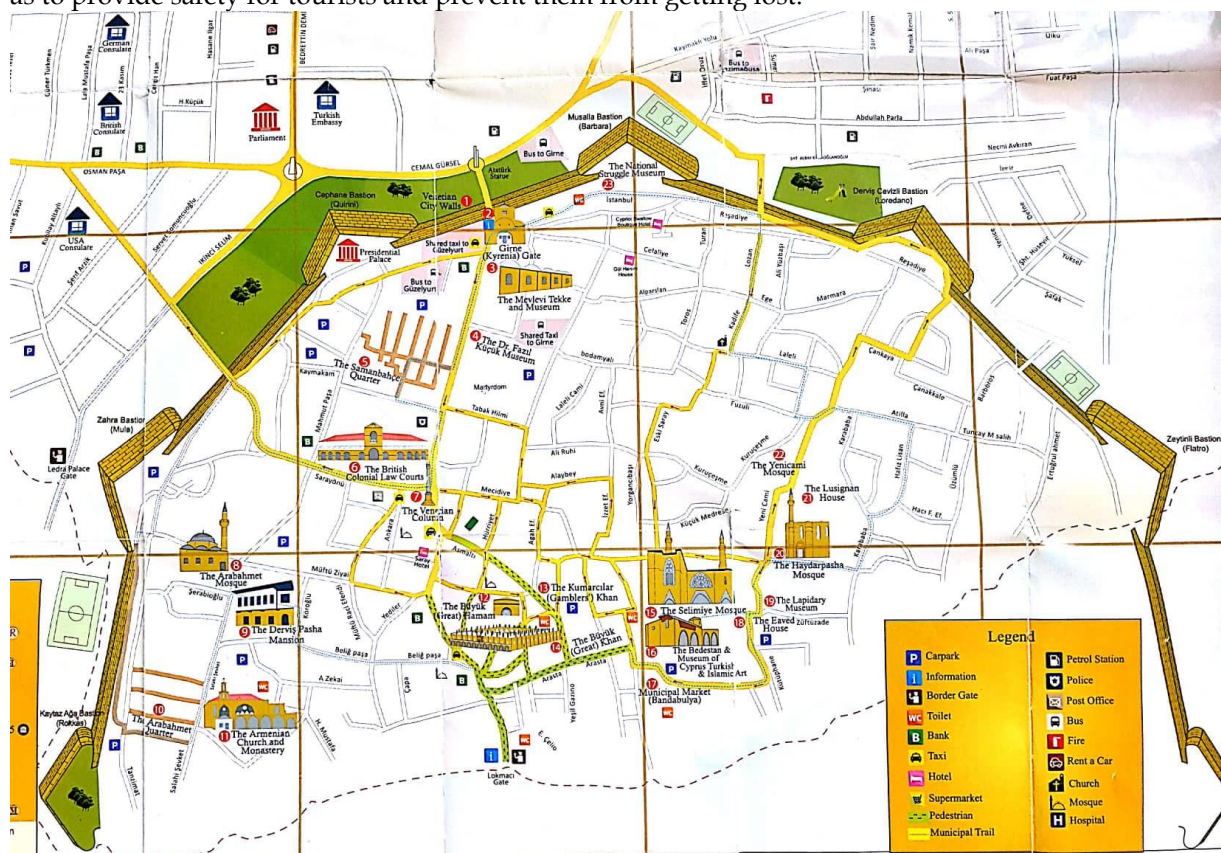


Figure 15: Tourist guide plan of the walled Nicosia city
Source: photo taken by authors

The city has two museums; one is a children's toy museum, and the other, which visitors have to pay for, mostly shows the religious antique. The museums have a lot of antique value. It is the author's suggestion that Koya city adopt the model of a children's toy museum as well (Figure: 16).

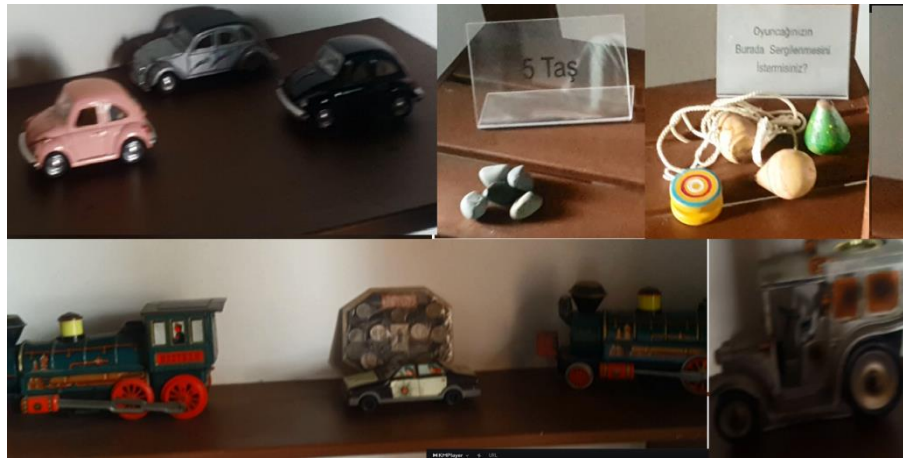


Figure 16: Some presented toys in the museum
Source: photo taken by authors

Another attraction center is the house of Dr. Fazıl Kucuk who was a renowned character in the city. His life and career are on display (Figure: 17).



Figure 17: Some parts of Dr. Fazıl Kucuk house
Source: photo taken by authors

Generally, the city of Nicosia has many attractions including good restaurants, hotels and there are hand workplaces that the visitors can buy different things and gifts for their relatives. It is also well protected and its archaeological sites well conserved and preserved. The renovation is also used where and when necessary (Figure: 18).



Figure 18: Protecting some sensitive places by wearing plastic shoes before entering and renovating process in some necessary parts
Source: Photo taken by authors

7.3 Whitby abbey:

The ruins of Whitby Abbey are among the most celebrated sights of North Yorkshire. The first monastery there which was founded around 657 is perched on one of its high cliffs and is among the oldest and the most celebrated in the Anglo-Saxon. Standing in magnificent isolation, the ruins of the Whitby Abbey medieval church is a famous landmark. Even though the remains of the Abbey church which is still visible date back to the 13th century, originally, the church was at the center of a large group of monastic buildings (Peers and Radford, 1943) (Figure: 19).



Figure 19: Whitby Abbey location.

Source: from Google map.

The first of its building campaigns on its stylistic grounds is dated to circa 1225-50. Burton (1999) asserts that its eastern arms, a central tower, its crossing and transepts, and part of the nave were built before funding ran dry. Additionally, it is suspected that the stones in the grass north of its standing remains are possibly the remains of historic Anglian structures which were excavated in the 1920s even though their forms are unclear (figure: 20).

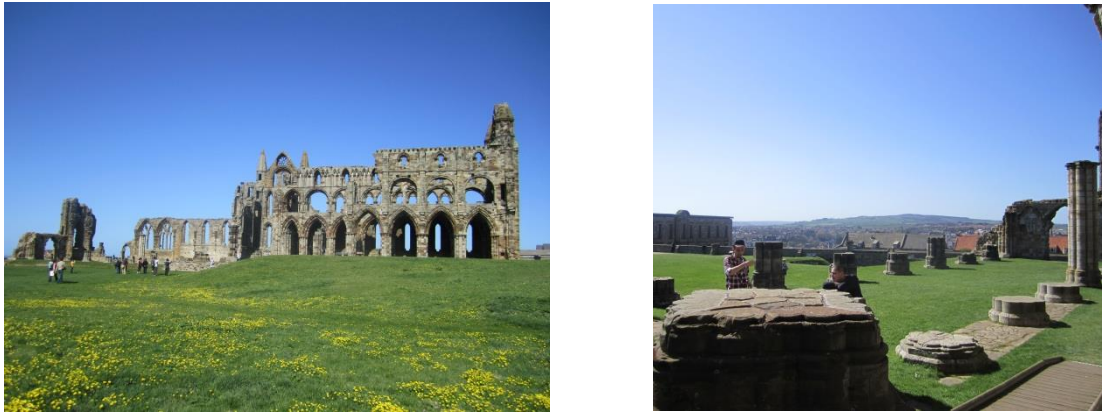


Figure 20: Whitby Abbey from far and remain stones.

Source: photo taken by authors.

Officially, work commenced in 1920 with the putting in place of timber scaffolding in attempts to strengthen its fragile remains. After carefully sorting out its collapsed rubble, almost 500 stones were identified. Each of its masonry was marked individually along with a number with a corresponding number.

This case is peculiar because evidence of detailed 19th century photographs and drawings convinced the Office of Works that there was sufficient accurate documentation to allow for reconstruction. During the process of reconstruction, archaeologists were careful to differentiate between historic fabric and modern replacement so as not to confuse visitors (figure: 21).

When reconstruction was complete, attention was shifted to removing over accumulated burdens within the rest of the church however due to insufficient funds, work was suspended until 1922.



Figure 21: different views of Whitby Abbey.

Source: taken by authors.

Using sophisticated technology, the burden which in places was more than 12 feet deep was cleared while maintaining its artefacts and by 1923 the church was complete and opened to the public not long after (Catherine, 2012). Although some have criticized the renovation of the Abbey church as a 'frozen ruin', others have been quick to complement the work done there.

8. Analysis and discussion

The cases examined above depict how different historic archaeological sites are not only determined

but also classified in terms of buildings, patterns as well as zones. The following purposes for archaeological sites can be understood from above:

For archaeological purposes, generally, the majority of efforts are directed at conserving and maintaining as much as possible the authenticity of these original sites through the encouragement of minimal alterations to the environments and the buildings.

- The peculiar and original characters and qualities of most of the sites, structures, and buildings have not been destroyed or touched as much as possible. Even during excavations, archaeologists are careful to rediscover only as much of the original material as the technology available can enable them to do so. The majority of materials in the three cases above are still recognizable by their authenticity and the relevance which they held within the period during which they were relevant. In the cases examined above, when renovation has been warranted, it has been minimal, and the materials used to match the original materials used (color, composition, texture, design, and other visual characteristics) as much as possible. Moreover, the new elements used are designed to have little impact on historic sites.
- Primary entrances are provided without much disturbances or the destruction of significant architectural features. In cases where this is not possible, other entrances have been sought but with little changes to the original designs. In such cases, these accessibility points are made reversible. Ramps have been located and designed in a bid to preserve the historical peculiarities of the structures. All attempts are made to ensure that historical features are unveiled not covered.

About financial support, they provide employment opportunities and a means to generate income for locals who live within or in the surrounding localities where such sites exist. They also enable the opening of shops, restaurants, and hotels in nearby surroundings, and as such generate income for the local communities.

The case is different for the city of Koya because when compared to these other archaeological sites, the number of visitors is significantly low. This is also alarming because the city of Koya and its surrounding region is blessed with some of the oldest living examples of the continuation of human existence and activity over several millennia. There is a need to have a strategy to attract visitors to Koya city which is visibly lacking today. In as much as there are no simple means of calculating the benefits to the public, at the very least, private and public businesses benefit from tourism. The larger angle is the fact that the rich nature of its prehistoric and historic sites should be here for all to see, both to locals and foreign visitors who, given the right incentives, will surely want to grace their eyes with these historical marvels.

9. Conclusion

Similar to other fields and disciplines, the archaeological renovation has been influenced by historical occurrences and contemporary events. The growing number of tourists in the region undoubtedly will increase and this will be beneficial to both private and public enterprise. But for this to happen, careful planning and investments need to be made into conserving these sites.

The educational and informative value of archaeological tourism cannot be underestimated as is visible in the areas in the world where the industry has been developed. It generates pride in the local people in their city and for foreigners it conveys a sense of respect and awe on the grandeur of the past cities and the current inhabitants of the cities. A combination of these will only create a positive outcome which will translate to the need to preserve and conserve not only the archaeological sites but the modern day places where they are geographically located.

As such, if these touristic ventures are managed properly, the potential for industry to grow around them is monumental. This will lead to the material improvement in the lives of those persons who live in and around them and hence they will also see a vested interest in protecting and maintaining these structures.

10 Recommendations:

- The governorate of the KRG needs to define a clear vision as well as strategies to develop the eco-tourist and tourist sites which they have been blessed with. Incentives beyond those which have been provided by investment laws are not needed except those funded by the government which will generate public benefits and the promotion of the

tourist industry in the region.

- Tourism training offered within the regional educational system needs to be expanded and ameliorated in terms of quality and quantity. This has to be done in partnership with the appropriate ministries. Hence, landlords and property owners should be encouraged to utilize their historical buildings for touristic purposes such as using them as museums or exhibition centers.
- The overall view of Koya has to be improved from the outsider's perspective without necessarily changing its rich archaeological features. A better and more sustainable strategy for touristic marketing has to be put in place.
- Home-based businesses have to be properly developed and marketed.
- The development of traditional handicrafts works and products should be encouraged.

The establishment of institutions to provide quality local tourist guides. Koya city has over 180 archaeological historic sites which are rich with uninterrupted evidence of human activity, practices, and life. Developing its touristic industry can only bring positives in terms of economic, political and cultural benefits for the KRG and should be seriously considered.

Acknowledgments:

The authors would like to thank and acknowledge the efforts of Dr. Jamal Fathulla (historian), Mr. Hawez Baiz (local), and Mr. Sarkawt Sofy (director of antiquities of Koya) for the very impactful knowledge which they shared with us during the process of investigating and inquiry. Without them, this research would not have been possible. Their guidance and support has been instrumental to the completion of this project.

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