Regional Immersion Project

Final Report

BBA 2019-2020 – Division C

Research Question – How can we benchmark placemaking for the enhancement of cultural heritage?

Anggad Khaneja	BJ19SGP021
Darya Koroviy	BJ19SGP015
Hanna Maki	BS18SGP072
Luan Nguyen	BJ19SGP013
Patricia Calma	BS18SGP126
Sahil Cardozo	BJ19SGP019

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Introduction

The role of cultural heritage has been widely recognized as it provides opportunities to harness and distinguish the nation's image. It is a challenging time for cultural heritage in many parts of the Middle East and North African regions in the light of political unrest and rapid urbanization. More than ever, there is a growing interest in public perception towards their ancient history as the fear of losing one's cultural distinction (Melotti, 2014). This asks for a deliberate strategy in representing a country in the cultural terms. Aligning on that, UAE's 2021 national agenda is: "An ambitious nation grounded in its heritage", which reflects the importance of their distinct cultural values to the grand prospect of the nation (UAE Vision, 2018).

Several pioneers such as Jacob and William Whyte initiated the concept of placemaking by centering human in the core of urban development (Haitham Samir, 2019). When it comes to developing cultural places and enhancing heritage sites, there is a need to consider essential factors of urban needs as well as keeping essential elements of the place's liveliness. For both spectrums, placemaking regards as an ideal method to balance them by combining the aspect of humans and places together.

On the first hand, this research recognized the vital role of placemaking in shaping the place identity and bringing the public perception into the process of "making" the place. On the other hand, it also recognizes its downfall in measuring the outcomes, the gap in non-expert participation and technical participation, and dearth on its research regarding the cultural heritage enhancement. By considering all, this combined qualitative and quantitative research will collect indicators from existing literature review with a strong correlation between placemaking and cultural heritage. From that, the research will propose a benchmark model that to compare the disparity between the public perception and expert knowledge of Placemaking and with the data collected, will propose a set of recommendations for the efforts of cultural heritage enhancement as well as the presentation of findings.

Types of Placemaking and their cultural aspect

The concept of placemaking is becoming increasingly popular as a practice aimed towards improving the quality of a place in a neighborhood, and by extension, the community and region. However, because of a myriad of interpretations of the term, the general understanding is often confused and flawed, this dilutes the value of and undermines the utility of the concept.

Visual arts and social usage are the two main traditions of thought which combine to form current placemaking practices. It synthesizes visual forms and people's experience of the place through the identification of issues and needs of the local community to facilitate assets, capacities and thereby promoting the creation of meaningful places. Placemaking looks at both physical and sensory aspects attached to space, not just to identify the "existing relationships between people and places but also the way to create relationships between people and places" (Ghavampour, 2019).

The relationship/link between the three concepts is stated in the following two models:

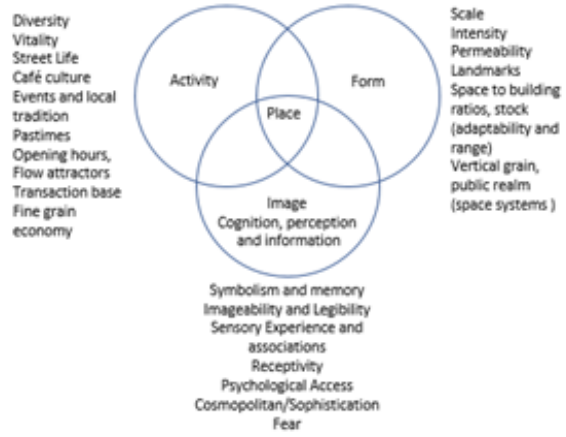


Figure 1: Sense of Place Model (Canter, 1977)

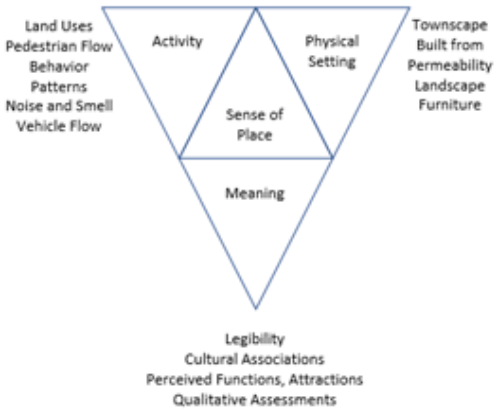


Figure 2: Components of Sense of Place (Punter, 1991)

By viewing the city and its landscape as a living, breathing ecosystem, one can identify with its "sense of place". This factor is emphasized in both the above models. Image and Meaning are both vital to feel the sense of a place in the placemaking process. Both explore the perception, cognition, and semiotics of said place rather than the purpose or aesthetic of it. This feature is most prevalent in cultural heritage spots or places with historical significance. Next, the activity and form factors of place directly coincide with spatial planning cues. The physical setting and form in "Figure 1" represent the urban planning and aesthetic aspect of spatial planning. Finally, the activity factor in both models explores the type of activity, the distribution of various activities whilst embracing social, economic and environmental implications (Ghavampour, 2019).

Delving deeper, Placemaking comprises of four types. First is the above-mentioned standard concept of placemaking, within this, there are three specifications- strategic, tactical and creative. Hence the four

types of placemaking. The relationship between these can be best understood through the following model.

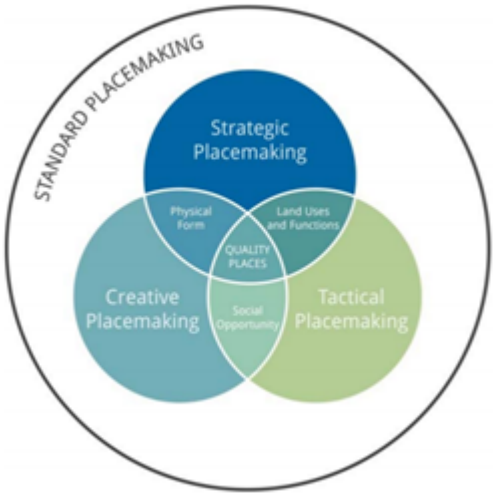


Figure 3: Types of Placemaking

The above three approaches are specialized approaches that target quality of life improvement. The main focus is on:

- How and in what amount is the quality of life improved?
- How can the result be achieved within the required or set time scale?
- How can the benefits be tested before committing significant resources? (Wyckoff, 2014)

Strategic placemaking is a deliberate, targeted approach enacted to achieve a particular goal in addition to creating a quality place. For example, creating or modifying places to make them uniquely attractive for businesses aimed at catalyzing job creation and income growth. It is usually a collaborative effort by the public, private and non-profit sectors, ranging over 5 to 15 years (Wyckoff, 2014).

Creative placemaking, on the other hand, is often a goal about the identity of the place. Arts, culture, heritage and creative thinking in all aspects of the environment. Projects for creative placemaking include “as museums and orchestra halls, public art displays, transit stations with art themes, live-work structures for creative people”. And these promote activities such as concerts and other “entertainment activities that add vitality to quality places” (Wyckoff, 2014).

Lastly, Tactical placemaking is a combination of tactical urbanism and the PPS's (Project for Public Spaces) lighter, quicker and cheaper approach. The main aim of this type of practice is to initiate low-risk projects that possibly yield high rewards. They begin with short term activities which over a long period lead to the transformation of the targeted area (Wyckoff, 2014). Mostly, tactical placemaking targets public places such as plazas, roads or commune underused grey spaces to form interactive useful community engaging structures such as parks, bike paths and town squares.

Problems affecting the MENA region's culture

Overview: Change in Economy Affects Culture & Its Heritage

The Middle East and North Africa (MENA) region is known for its diverse dominion of societies, places, and practices that separate it distinctively as a cultural hub far removed from the aesthetics of its neighboring Oriental nations. MENA's geopolitical importance is cemented in the modern world not just as the birthplace of the world's largest and most influential religions such as Islam, Judaism, and Christianity, but also as a unique economic region heavily dependent on oil capitals.

The MENA region bears about three-fourths of the world's crude oil reserves, with 13 out of 24 countries as exporting nations that make it heavily reliant on a dwindling natural resource. Oil in the region proves as a highly political natural capital, with oil-exporters using the said resource to outmaneuver non-exporters for economic gain. Real per capita GDP growth of oil-producing countries like Iran, Iraq, Qatar, and the United Arab Emirates are twice as volatile compared to non-producing countries (Abed, 2003). The region's possession of vast petroleum and natural gas reserves ultimately propelled it to the highly globalized economic zone as we know it today, attracting international limelight that ushered in a new age of industries underrepresented in the region before such as banking and finance, information technology, tourism, and education.

MENA's complex relationship with globalization post-oil discovery and the subsequent industrial growth after the 1970s has often been cited as one of the lead perpetrators of diminishing cultural identity in the region. After experiencing rapid urban growth that demanded the continuous erecting of infrastructure to house the increasing influx of expatriates, tourists, and businesses, there is an economic incentive to cater to the design of cultural spaces for the foreign entities that are slowly becoming the influential majority (Boussaa, 2014). While the presence of a large immigrant population in a country

does not necessarily equate to negating the visibility of the local cultural identity, it can dilute the degree of representation that comes from the host country if left unrecognized.

Cities under the Gulf Cooperation Council (GCC) nations, for example, have experienced dependency on western design and aesthetics in its architecture and urban planning strategies during the advent of its industrial growth in the 1960s and 1970s. The eventual prevalence of Western-centric designs of developing GCC cities like Doha, Dubai, Abu Dhabi, and Riyadh is facilitated by the fact that they were not given a cultural 'transition' period where it could evolve and develop its own cultural identity. Instead of slowly building an authentic relationship between people and places as old cultural cities like Cairo, Marrakesh, and Beirut did over centuries, the rush to 'modernize' and 'urbanize' these new cities prevented the gradual growth of Arabic culture and merely adopted secondary Western influences (Ogaily, 2010).

Case Studies of Cultural Space Detriments in the MENA Region

UAE & Urbanization

The Emirati government aspires to amplify its cultural tourism enterprise, claiming to do so by holding festivals and events for the sole purpose of showcasing Arab and Emirati influences such as highly publicized festivities like Qasr Al Hosn Festiva, Sheikh Zayed Heritage Festival, Sultan bin Zayed Heritage Festival, Sharjah Heritage Day among others. On the surface, there is no lack of government initiatives in the UAE that aims to preserve cultural heritage but themes of urbanization, over-tourism, Western-centric preference in design aesthetics and spatial planning strategies still hinder the enhancement of cultural identity in the UAE today.

During Dubai's post-2008 urban development phase, Al-Satwa, a community originally settled in by the Baloch tribe, was transformed into a high-density location marred by retail outlets and new residential buildings. Al-Satwa has been alluded to as one community example of how top-down redevelopment replaced the already dwindling numbers of traditional neighborhoods in modern Dubai. Displacement of Al-Satwa's original settlers and the eventual impairment and loss of its cultural fabric is a consequence of Dubai's shifted focus of importance from traditional neighborhoods to commerce-focused sites (Alawadi, 2014).

One of the key driving factors affecting UAE's relationship with its own culture is the vast presence of non-Emirati entities residing in the country as expatriates and tourists. While the existence of a large non-native population prevalent in the tourism industry is not necessarily an automatic detriment, it can prove disastrous if local populations are unable to sustain their expectations. Most cases of mass tourism are often criticized for their direct and indirect effects on the local context such as gentrification and the forced displacement of the local diaspora to accommodate the demands of rapid urbanization.

As a direct response to this demand, new hotels, malls, high-density retail areas, and similar avenues for 'synthetic' experiences are being developed left-and-right, often located in historical locations. This further dilutes 'authentic' cultural experiences not only for the host community but to a for the temporary visitors to a lesser degree. Consequently, only 371 historical buildings from the original number of around 3,000 in Old Dubai and only 25 out of an estimated 200 traditional wind-tower dwellings remain in Al Fahidi remains (Boussaa, 2014). Both cases are cited to be because of overpopulation during the 1970's-1980's, in par with the 'modernizing' Dubai vision post-independence that preferred developed infrastructure over unmaintained quarters.

Syria & Political Instability

War is arguably one of the most pressing cultural hindrances, with its effects on physical places and humans as cultural participants immediate and drastic. Since the start of the Syrian War, an estimated 400,000 casualties have been reported (Human Rights Watch, 2019) with 6.5 million people internally and externally displaced (UNHCR, 2016).

The Syrian civil war has been one of the most cited examples of how the lack of government protection for both peoples and landscapes due to long-standing civil unrest and military attacks systematically destroys a country's cultural fabric. Ever since the beginning of the Syrian war in 2011, artifacts and places that once symbolized Syrian heritage have been subjected to cultural degradation due to illegal excavations and pillaging of museums, UNESCO heritage sites, libraries, public galleries, and even private quarters (UNESCO, 2017).

Krak de Chevaliers, one of Syria's UNESCO World Heritage Sites, have suffered damage in one of its fortress's towers caused by a military air raid (Fisk, 2012). In 2012, the prayer halls and main gate of the Great Mosque of Aleppo were burned by rocket-propelled grenades that were inflicted during a Syrian

rebel offensive (Baker, Anjar, 2012). The Temple of Bel and the Temple of Baalshamin were both destroyed in August 2015 in a deliberate terrorist act by the Islamic State of Iraq and the Levant (Presse, 2012). Sites in Syria that have been preserved as a testament of enduring Arabic culture spanning centuries have been one of the most vulnerable areas of cultural stress, caused by militia and on a structural level, by the lack of apt government initiatives calling for their protection.

Culture can only be active and beneficial if the essential foundations of human societies such as sites, objects, traditions and the practicing humans themselves are functional. Political instability's effect on a place and its culture not only threatens to cease the said functionality but can also erase its potential to be restored and rehabilitated again by the society that once fostered it.

Research gaps and critique of placemaking concept

Lack of research of placemaking for cultural heritage enhancement

It is prevalent in the public domain that many reports study the placemaking experience under the sweeping effect of globalization. In this sense, a great number of publications highlighted in many fast-pace globalized cities, large-scale urban and tourism developments marginalize the small, human-scale urban spaces and pose challenges to achieve successful placemaking (Dupre, 2018). The trend for placemaking research also anchors towards its strategic role in achieving sustainability. The research highlighted a need for taking sustainable approaches in place-making in which Vancouver's waterfront projects are a successful model in point for sustainable place-making. The researcher argued that sustainable place-making creates economically, socially and environmentally sustainable developments, and it enhances an overall sense of place (Williams, 2004).

The role of cultural heritage has been recognized beyond its aesthetic and passive value as it moves towards a more active and assertive one in which it drives changes, propose visions for future development (Yildirim, 2016). In the world that under the relentless effects of globalization, cultural heritage emerges as a sign of human societies finding and restoring its authenticity. Thus, there is an urgent need for harnessing cultural assets and recovering heritage as a form of placemaking to relatively gain a competitive edge in cultural tourism, amidst the myriad contentious issues of political instability and rapid urbanization in the MENA region. In other words, placemaking as a reliable approach in fostering place attachment and balancing the development between place and people has been ignored as an effort to improve the endangered cultural heritage site. This, therefore, represents the urgent

research gap for investigating and exploring the notion of placemaking as a mean to enhance and develop cultural heritage site which is not abundant in the public domain.

Problem with the Outcome

Ian Moss pointed out in his blog *Createquity* that there is a measurement problem especially when it comes to creative placemaking. This is further discussed by Ann Markusen, professor of urban and regional planning at the University of Minnesota (Markusen, 2013). Creative placemaking is mostly known for dealing with the aspects of art culture and its efforts in generating “Livability”, and “Vibrancy” for the place which have been deemed too malleable as the concept to quantify (Markusen, 2013). Cultural heritage which lies in creative placemaking efforts through revitalizing the historic, cultural sites with art integration, and art-related activities promotion, therefore subjected to the same issues of outcome measurement.

The underlying difficulties have been suggested that there is a need for clarification in the conceptual foundation of creative placemaking before being able to quantify the outcomes. Moreover, there is a lack of deliberate thought processes in defining the objectives for the placemaking projects. While the former issue begs for a proven process that has been achieved by (Dupre, 2018), the later one raises the need for the collection of well-defined indicators as the benchmark for the placemaking evaluation. As addressed later, one of the research objectives is to gather indicators of placemaking which have a direct correlation with cultural heritage concept or vice versa through the available literature for proven records. Hence, they will be used to establish a benchmark for measuring and comparing the perception of placemaking on cultural heritage.

Exclusivity

Another issue is at large with placemaking is its potential exclusivity which is only appealing to a certain socio-economic group. This especially holds to the cultural heritage context of the MENA region where the wealth generated by oil has paid the way for the elite groups to implement policies to preserve cultural heritage (Melotti, 2014). In this regard, placemaking is viewed more as a top-down approach, and often disregard the involvement of the general public in the joined efforts of shaping the policy regarding cultural heritage. As further pointed out in the literature that one of the main impediments for the growth of heritage tourism in UAE is due to the lack of public interest in the cultural terms, let alone the heritage sphere of UAE (Seraphim, Challenges for Promotion of Heritage Tourism: Case Study of the

UAE, 2019). It can be inferred that there is a great cost to the utilization of placemaking if it is to undermine the public discourse.

However, placemaking literature also highlights the fundamentally human-centered approach of the concept whereby the community is recognized for their capacity and granted the autonomy to co-create and appropriate the place they live (Cohen, 2018). From the cultural heritage spectrum, it can be understood that placemaking plays a crucial role to preserve the local identity (Dupre, 2018). For the enhancement of cultural heritage to attract people, the public realm must be planned and designed in a manner that fosters its sense of place, reflecting history, cultural and local identity (Haitham Samir, 2019). All of these require a strong public awareness, participation, and consensus in the planning process of space in which placemaking can greatly facilitate.

Happiness Index: A Comparison

Worldwide, the government takes Gross Domestic Product (GDP) as a primary indicator of national well-being and growth. However, it is an incomplete framework, since it creates a gap between GDP, personal income and happiness. The Happiness Index or GNHI (Gross National Happiness Index) is proposed as an alternative by the Royal Government of Bhutan in response to fulfill the disconnection and challenge the worldwide accepted measurement of social wellbeing – GDP (Musikanski, 2017). The Gross National Happiness Index includes both socio-economic concerns, such as standard of living, health, and education and less traditional aspects like mental health to create a holistic reflection of the population's spiritual and material wellbeing (Karma Ura, 2012).

The Index is formed to be a universal, widely accessible and comprehensive tool of measurement. It is developed in the way to customize itself for each country – there are fundamental domains that can be enumerated with additional indicators depending on the target population (Musikanski, 2017).

The GNHI constructed combining subjective data, like mental health and objective, financial comfortability. There are 9 fundamental, equally important, universal domains that are providing a base for the Happiness Index. The qualitative measures are psychological wellbeing, physical health, time balance, sense of belonging to a community, social support, access to educational/cultural events, environmental sustainability, competency of government, material wellbeing and work autonomy (Musikanski, 2017). Additionally, each domain is supported by sub-domains that sum up for total into 33 indicators that represent the diversity of instantiations, represented in Table 1.

	Domain	Number of Indicators
1	Psychological wellbeing	4
2	Health	4
3	Time use	2
4	Education	4
5	Cultural diversity & resilience	4
6	Good Governance	4
7	Community vitality	4
8	Ecological diversity & resilience	4
9	Living standards	3
	Total	**33**

Table 1: Overview of GNH domains and indicators (Karma Ura, 2012).

The weights applied to the Happiness Index are a function of two attributes – the explicit weight on every indicator and the relative frequency of sufficiency in each sub-domain. The choice of weight relied on a variety of inputs as discussion with national leaders, focus groups, fieldwork with local communities and statistical analysis. Total weights on indicators for one domain sum to 100%. Hence, the results are represented in Table 2 (Karma Ura, 2012).

Domain	Indicators	Weight
Psychological wellbeing	Life satisfaction	33%
	Positive emotions	17%
	Negative emotions	17%
	Spirituality	33%
Health	Self-reported health	10%
	Healthy days	30%
	Disability	30%
	Mental health	30%
Time use	Work	50%
	Sleep	50%
Education	Literacy	30%
	Schooling	30%
	Knowledge	20%
	Value	20%
Cultural diversity and resilience	*Zorig chusum* skills (artistic skills)	30%
	Cultural participation	30%
	Speak native language	20%
	Driglam Namzha (the Way of Harmony)	20%
Good governance	Political participation	40%
	Services	40%
	Governance performance	10%
	Fundamental rights	10%
Community vitality	Donation (time & money)	30%
	Safety	30%
	Community relationship	20%
	Family	20%
Ecological diversity and resilience	Wildlife damage	40%
	Urban issues	40%
	Responsibility towards environment	10%
	Ecological issues	10%
Living standards	Per capita income	33%
	Assets	33%
	Housing	33%

Table 2: Weights on the 33 indicators (Karma Ura, 2012).

The original Happiness Index survey was conducted in the year 2010 with the sample size of 7142 people that were urban and rural area representatives of all 20 districts of Bhutan (Karma Ura, 2012). However, because of the relevance of its compositors, The GNH tool can address the variety of nations and advance wellbeing, quality of life, sustainability and create a social change (Musikanski, 2017). Hence, the annual sample size chosen by each country is in the range of 1000 to 3000 random representatives of the place demographic, which is stated to be large enough to give a good estimate at the national level (World Happiness Report, 2020).

There is a shared purpose between the Happiness Index and this research's proposed Placemaking Benchmarking Index in terms of improving and enhancing people's lives. By centering the human element in the core mission, Placemaking is a community-centered process that reimagines and reinvents communal areas in the creation of quality public spaces, therefore, contributing to people's health, happiness and wellbeing (What is Placemaking, 2007). This research also recognizes the vital role of culture and heritage in shaping the quality of the place. Following the GNHI model, it is possible to develop the Placemaking Index with the well-defined indicators and weighing the importance of each which would bring positive impacts upon community-significant, and cultural places. Hence, the index can be adopted by the government, space managers and urban specialists to identify, and target low-quality indicators, thus, devise actionable and impactful measures to create and preserve the vibrancy, cultural identity of the public place.

Cultural Heritage placemaking indicators

Walkability & Connectivity

In a complacent public space people should have an ability to easily circulate along and between places by foot or public transport, without any possible constrains (Anon, Placemaking, 2020). Interconnected walkable streets take an essential part in the development of the public area that supports social interaction and provide a base for cultural expression (Koo, n.d). Pedestrian-oriented areas are likely to attract community as well as visitors since it creates an interactive approach towards learning and understanding heritage sites, hence identity if the local community (Abujaber, 2009). However, walkable downtowns require infrastructure that prioritizes the safe movement of pedestrians and bicyclists without any confrontation with traffic road (Anon, Support development of compact walkable communities, 2010).

To make a truly developed path network, starting point and the destination should be connected and consistent with all historic sites, so it would not construct any damage to the overall landscape (Abujaber, 2009). The Millennium Park of Chicago is a clear example of a well-connected and walkable place. The parking space is filled with pavilions used for events and concerts, as well as interactive water fountains that encourage physical interplay between people. Moreover, the park is connected to plazas, bridge and the Chicago lakefront system which promotes the connection between major points, allowing people to walk through the area with ease (Jay, 2004).

Digital Conservation

One of the vital components of the placemaking process is integration. It allows balance the usage of modern development benefits to preserve or reestablish existing heritage sites without sacrificing the historical value of the place (Strebe, 2018). The Holy Aedicule in the Church of the Holy Sepulchre in Jerusalem was restored by a professor of the National Technical University of Athens Antonia Moropoulou. She used 3D modeling to develop a detailed picture of the initial form of the Holy Aedicule that allowed an optimal way to restore it. The digital model identified damages that had been done by previous rehabilitation efforts and plan the Holy Aedicule detailed reformation accordingly. Digital conservation allows innovations in cultural heritage preservation that can improve the process making it more precise and efficient (Collins, 2018).

Besides the reconstructing of the relics in the most detailed form, 3D digital implementation can create a virtual environment to make spatial navigation relatively interactive. Hence, instead of standing at one place and looking at one model, simulation allows people to freely move around and touch objects in a 3D area. Additionally, such digital implementation can provide a better visual exploration of objects by allowing it to rotate and zoom to see details (Zara, 2004).

Presence of Diverse Demographics

Placemaking is a spatial planning concept that is designed to work for the public regardless of their cultural background and ethnicity. It is a component of urban design whose goal is to make spaces and the activities that it hosts more inclusive and welcoming to all members of the society it aims to serve.

The presence of an inclusive safe space for people to represent their respective cultures and to engage in opportunities to participate in newer ones indicates a successful multicultural because it makes the public not only audiences to culture, but an enabler of it as well. The presence of diverse people reduces

the perceived homogeneity of territory, providing the public the feeling of representation, social inclusion, and a sense of validation from shared experiences in the community (Knapp, 2007)**.**

Civic Participation in Planning

Oftentimes, spatial design and urban planning for public spaces are developed by industry professionals and academics to be implemented by the government. The exclusivity of urban planning in the spheres of niche academic contexts and professions makes it hard for the common people to participate in community planning. Professionals usually have a narrow approach in space design and construction because they operate on their fields of expertise such as architects focusing solely on building design and functionality, road developers on traffic management, urban planners for space (UCLG, 2016)**,** (Project for Public Spaces, 2012)**.**

The use of technology and by extension, social media, is now more relevant than ever in the sphere of urban design. The integration of technology in Placemaking enables faster circulation of public content and higher visibility for a place to be recognized. Mainstream social media applications like Facebook, Instagram, and Reddit allow users to share experiences in media form in high volumes that can be simultaneously viewed by a wide scope of audiences whereas review websites like TripAdvisor, Foursquare, and Yelp provide a convenient crowdsourcing platform based on consumer opinion.

The more culture and space are showcased online for public consumption and interpretation, the more it becomes part of the users' experiences on how they collectively 'perceive' culture. Social media is a cheap and efficient way to raise awareness about public spaces, disseminate information about its quality, and collect feedback for improvement (UN Habitat, 2019)**.**

Local Government Involvement

Public spaces are usually responsible for the local government to maintain and develop for the utility of the locality that surrounds it. Local governments are expected by its local constituents to act on behalf of public interest over private interest such as advocating against privatization of space otherwise allotted for public consumption and creation of policies and similar legal frameworks that protect and enhance Placemaking principles on a place's environmental, social, economical, and cultural sustainability (UCLG, 2016).

Collaboration between the local government with its people in aspects of cultural Placemaking like planning, designing, funding, maintenance, and continuous advocation calling for its usage is a crucial relationship for a government to form genuine public engagement.

Governments hold structural and formal power to incite changes in how a place is utilized and hold more influence than private contractors because of its executive, legislative, and judicial. These branches allow them more scope for the audience and add more credibility when financing projects. The level of government engagement is indicated by the number of initiatives it enacts upon for cultural purposes, approachability when it comes to crowdsourced proposals, and the perceived transparency of financial records when it comes to funding government projects for Placemaking purposes.

Security & Safety

Public perception of a place's security and safety is vital to their presence in public spaces. Places ridden with crime and the lack of visible security enforces such as guards, custodians, and policemen in the vicinity attract civil misbehavior that repels well-meaning onlookers. Crime, vandalism and public insecurity is a consequential deterrent to public participation, and if there is no participation from local citizens, intangible cultural assets like performances, traditions, and ceremonies will cease to be practiced further (Project for Public Spaces, 2016).

Availability of Varied Cultural Activities

Culture plays a vital role in transforming localities into desirable places to start a life, work and invest. Cultural activities have the potential to enhance the diversity, creativity, and innovation and facilitate urban development as they significantly affect the development of the physical environment and identity of the place. (UCLG, 2016)

Cultural activities also generate a broad range of economic, social and environmental revenue and hence provide opportunities for local businesses and communities to grow (urban regeneration). (Samir, 2019)

Private Sector Support

The support of the private sector is a vital component of a successful placemaking initiative (Ann Markusen, 2018). When it comes to space, local developers, banks and other private organizations are important partners as they have the resources to invest and have the means to earn returns on their investments. For Example, Cleveland's Gordon Square Arts District has benefited from the support of local banks and developers through revitalization from the Paducah's Artist Relocation Program (Ann Markusen, 2018). Many industry firms see future gains from contribution through sponsorships and other means to citywide creative initiatives for productivity and workforce retention related benefits.

The medium of enhancement also plays a vital role. For example, San Jose's ZERO project shows a potential future with a fusion between art and technology and has therefore recruited many high-tech corporate sponsors. Silicon Valley companies now supply 30% of the project's budget (Ann Markusen, 2018).

Garnering this support has a huge impact on the cultural heritage of the targeted area because their involvement is usually contingent on tangible or intangible returns which gives them a high stake in the outcome of these projects (Ann Markusen, 2018).

Historically Distinct Design

The unique local social and economic history of a place has a significant impact on the urban layout and architecture of a place. In Buffalo, Cleveland, structures are built and preserved on the value of their characteristics and historical merit. In the past, the city blossomed during the time of water-based trading and was built along rivers and shorelines, today, coalitions of artists, philanthropists, and real estate developers have recreated these emptied structures and preserved the shorelines and utilized it as an advantage to preserve the identity of the place through historically distinct designs (Ann Markusen, 2018).

Some areas have been designed around notable problems, for example, graffiti-ridden areas were tackled by Philadelphia's Mural Arts by training young students to create beautiful neighborhood reflecting tapestries (Ann Markusen, 2018)

Distribution of Cultural Infrastructures

Cultural infrastructures have a special place in the community as they promote empowerment, cultural education and reduce marginalization and exclusion. They play a significant role in improving peoples' quality of life. They are also not only a source of cultural and social vitality nut also provide an economic benefit to where they are located. These infrastructures, therefore, play a crucial role in the emergence of dynamic cultural sectors and clusters (UNESCO, 2014).

This indicator will measure the degree of equity of the coverage and distribution of cultural facilities and infrastructures in the targeted area and their perceived importance to those who reside in said places (UNESCO, 2014).

Contextual Integration for Culture

The placemaking process is a unique opportunity for heritage sites and historic buildings to fit together with modern development. For example, open spaces, historic places can add value to real estate development. Urban design must respond to the urban landscape in a historical context while engaging in the process of placemaking, where the old and new components of city merge to create new meanings for users (Strebe, 2018).

Palazzo Pubblico in Italy for example, also known as one of the most revered open spaces in Europe. The buildings represent the Gothic appearance, acquired between the 13th and 17th centuries, and the interior rooms have been continuously renovated and improved until the modern-day (Alessio, 2016). The government of the city has grown and changed the city to balance the scales between conservation and development (Strebe, 2018).

Sustainable Environment

A sustainable community's defining features are a healthy climate and environment, social wellbeing, and economic security which are created through sustainable planning implementation. Placemaking is a beneficial tool that should be utilized by planners to aid in sustainable planning. It benefits both community and non-community members. Green infrastructure brings our cities and communities alive and it also makes them a great place to live in. Moreover, places that have accessible green areas and have good quality provides opportunities for physical activities, social interaction, and relaxation (Scottish Natural Heritage, 2019).

Mixed-uses of Land

Connecting the fabric and the soul or spirit of the city

Mixed-use development is used together to create something cohesive, dynamic, and new. In determining the in-between space, the focal points for mixed-use development are that there is a need to create a sense of place that is linked to the developing city (Ahmadzadegan, 2020).

By providing a variety of uses within mixed-use opportunity sites, including commercial, residential, and office. This development is used together to create something cohesive, dynamic, and new. For example, Sunken plaza Shanghai, China uses the mixed land approach into the changing district's reputation as an arts and culture hub.

Both office buildings were lifted above the new retail platform to create a community that can host exhibits and events (Ahmadzadegan, 2020).

Research Questions & Objectives

The research recognized the critiques and problems with placemaking, and cultural heritage which exists in the literature namely, measurement issues, lack of public involvement, and losing preservation of cultural heritage in UAE. Therefore, it gives rises to the research question: “How can we benchmark placemaking for the enhancement of cultural heritage?”.

The research question aims to complete and answer the defined objectives:

- Identify a well-defined set of indicators of placemaking that catalyzes cultural heritage enhancement from valid sources
- Verify the indicators with relevant experts in the field of urban planning, academia, architecture, and government officials.
- Address with experts the assigned weightage for each indicator to develop the benchmark according to their importance
- Gauge both the public and expert perception concerning the satisfactory level of each indicator in the cultural spaces and the public realm
- Visualize the findings to locate and address the areas with disparities for future recommendations

Methodology

1) Secondary Research

The secondary data was obtained from articles, journals, websites, and books. Furthermore, Google Scholar and EBSCO were the main searching engine for secondary data. From that the framework for indicators' identification was developed:

Indicators	Public Space (PPS)	UN Human Settlement Program (UN-Habitat)
Meaningful and Aligning	Are those indicators belong to literature produced by PPS and UNSP? Are they consistent with the pre-definition, criteria provided by PPS and UNSP?	
Theoretically valid or backed up with existing cases	Is the indicator grounded in research and established in theory with case-related examples?	

Table 3: Framework and guide for finding placemaking indicators

Using the framework above, thirteen identified indicators from the literature review fulfill every criterion mentioned in the corresponding sources (PPS and UNH). Project for Public Space (PPS) and UN Human Settlement Program (UN-Habitat) are regarded as the two highest authority on Placemaking as practice originators and as the most well-known organizations that advocate the use of spatial planning and urban design in cultural enhancement and preservation.

This research deliberately limited sources that are entirely related and or based on existing researches published by these organizations so that any indicator mentioned is already accepted and recognized in the whole industry. Moreover, researchers don't take into consideration the indicators mentioned by secondary research on the same topic, as they have only been proposed and not yet peer-reviewed and deemed 'official' as Placemaking concepts.

There exists an extensive study on Placemaking and related urban planning indicators for social, economic, environmental, and cultural. For the sake of this Regional Immersion project, this research focused solely on indicators determinants relating to culture and its heritage and enhancement.

2) Primary Research

a. Developing the benchmark for placemaking involves assigning the importance for each well-defined indicator. In-depth interviews will, therefore, be conducted with professional and academic experts in Placemaking, spatial planning, urban planning, cultural conservationists, architects, and other similar fields for their expert opinion and recommendations for the indicators. A Paired Comparison is employed by asking each of these experts to weigh all indicators out of 100, according to their deemed priority and relevance as a cultural Placemaking indicator. Each expert will assess each indicator based on their professional opinion and weight them based on how important it is to culture enhancement.

b. Measuring the satisfactory level of public perception as one of the research objectives is achieved using the questionnaire. The questionnaire is designed to measure both the public and expert's satisfactory level to the existing implementation of each indicator with corresponding questions. A Likert scale from 1 to 10 is attached to each question, with 1 to be the least satisfied and 10 to be the most satisfied.

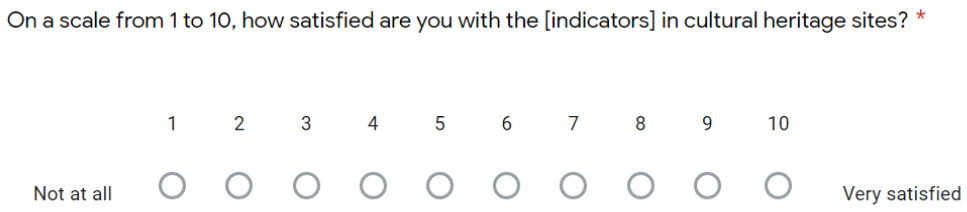


Figure 4: A sample question in the perception survey (see Appendix) using the Likert format. Likert scales give more insight to perception because it does not answer a yes or no question, and gives degrees of perception instead

c. To get closest to the representation of UAE population, this research used the quota sampling with defined ratios for each subgroup of UAE nationalities including 10%

Emiratis, 20% Expat Arab, 65% Expat Asia (India, China, Pakistan, Philippine), 10% others (Edarabia, 2020). The survey will screen out tourists and short-term visitors who don't have enough experience in close contact with the UAE's cultural spaces over time to have a 'sound' perception. The sample size is at least aimed at 30 respondents to be statistically valid.

3) Quantitative Methods

The benchmark model developed from this research allows measuring the disparity between the expectation (weightage) with the perception (experience) of the indicators from the experts and the public. The differences arise will allow the right set of expert's recommendations to be put in the respect placemaking indicators for either improving or maintaining as the means of enhancing the cultural heritage in UAE.

a. **The T-test** can find out if the disparity between benchmark and perception of all the indicators is statistically significant enough for the recommendation. 12% of the difference mean will be used as the expected level of this t-test. Two sets of t-test for both expert and public perception will be conducted against the benchmark.
b. **Perception mapping** allows the visualization of the disparity of the benchmark with public and expert perception to be formed. From that, it is easily pointed out which indicators are deemed at the satisfactory level (Benchmark is lower than the perception) or seen as dissatisfied indicators (Benchmark is higher than the perception).
c. **Test for outliner** is also required to evaluate the set of the data before any set of calculations can be applied. From the public survey responses, we identify the interquartile, upper limit and lower limit for each indicator, then, using the **Or function** to detect and thus remove all the outliners.

Data Collection & Analysis

1. A collection of 70 respondents is gathered from the public survey at 10% Emirati, 83% Expat Asia, 4% Expat Arab and 3% others. Majority of the respondent resides in Dubai, and the rest are living in Abu Dhabi, Sharjah, and Fujairah. Moreover, the expert survey is filled by 5 major

professionals with industry background coming from academia, urban planning, government officials.

All the responses are tallied and averaged out for the overall perception:

$$Average = \times 100$$

Indicator ID	Indicators	Average percentage		Average percentage (Outliers Removed)	
I1	Walkability and connectivity	545	8.247578692	542	8.24209246
I2	Digital conservation	496	7.506053269	496	7.54257908
I3	Presence of diverse demographics	479	7.248789346	479	7.28406326
I4	Civic participation in planning	372	5.629539952	372	5.65693431
I5	Local Government Involvement	525	7.944915254	521	7.92274939
I6	Safety and security	609	9.216101695	609	9.26094891
I7	Availability of varied cultural activities	532	8.050847458	532	8.09002433
I8	Private sector support	475	7.188256659	475	7.22323601
I9	Historically distinct design	494	7.475786925	489	7.43613139
I10	Distribution of cultural infrastructures	531	8.035714286	516	7.84671533
I11	Contextual Integration of culture	537	8.126513317	534	8.12043796
I12	Environmental sustainability	512	7.748184019	512	7.78588808
I13	Mix-uses of land	501	7.581719128	499	7.58819951
	Sum	6608	100	6576	100

Table 4: Public perception findings

Indicator ID	Indicators	Average Percentage (Experts' perception)	
I1	Walkability and connectivity	30	7.731958763
I2	Digital conservation	24	6.18556701
I3	Presence of diverse demographics	30	7.731958763
I4	Civic participation in planning	20	5.154639175
I5	Local Government Involvement	31	7.989690722
I6	Safety and security	43	11.08247423

I7	**Availability of varied cultural activities**	36	9.278350515
I8	**Private sector support**	30	7.731958763
I9	**Historically distinct design**	25	6.443298969
I10	**Distribution of cultural infrastructures**	33	8.505154639
I11	**Contextual Integration of culture**	31	7.989690722
I12	**Environmental sustainability**	25	6.443298969
I13	**Mix-uses of land**	30	7.731958763
	Sum	388	100

Table 5: Expert perception findings

2. Through paired comparison, 13 indicators are weighted by the experts amongst each other with the overall of 100 points to find the importance order. The result emerged as the benchmark of the cultural placemaking by averaging the tallied pointed across 5 experts:

Average=

		Average Weightage across R1-R5					
Code	**Indicators**	**R1**	**R2**	**R3**	**R4**	**R5**	**Average**
I1	**Walkability and connectivity**	10	20	10	10	20	14
I2	**Digital conservation**	5	4	5	6	5	5
I3	**Presence of diverse demographics**	5	4	5	5	10	5.8
I4	**Civic participation in planning**	10	4	8.5	3	5	6.1
I5	**Local Government Involvement**	10	6	5	10	5	7.2
I6	**Safety and security**	5	6	10	10	0	6.2
I7	**Availability of varied cultural activities**	15	20	10	7	5	11.4
I8	**Private sector support**	10	4	8.5	8	5	7.1
I9	**Historically distinct design**	5	10	5	9	5	6.8
I10	**Distribution of cultural infrastructures**	5	6	5	10	5	6.2
I11	**Contextual Integration of culture**	5	10	8	8	15	9.2
I12	**Environmental sustainability**	10	4	10	7	0	6.2
I13	**Mix-uses of land**	5	2	10	7	20	8.8

	Total:	100	100	100	100	100	100

Table 6: Expert Weightage Findings

3. The difference between benchmark figures with expert perception and public perception figures is presented and from that t-test is conducted with a margin of error of 12% for a mean difference of public perception and the mean of expert perception.

The difference in **public perception**	**Absolute Value**
5.76	5.76
-2.54	2.54
-1.48	1.48
0.44	0.44
-0.72	0.72
-3.06	3.06
3.31	3.31
-0.12	0.12
-0.64	0.64
-1.65	1.65
1.08	1.08
-1.59	1.59
1.21	1.21
The difference in **expert perception**	**Absolute Value**
6.3	6.3
-1.2	1.2
-1.9	1.9
0.9	0.9
-0.8	0.8
-4.9	4.9
2.1	2.1
-0.6	0.6

0.4	0.4
-2.3	2.3
1.2	1.2
-0.2	0.2
1.1	1.1

Table 7: Weightage - Public Perception

Table 8: Weightage - Expert Perception

Data	
Null Hypothesis m=	0.217888827
Level of Significance	0.05
Sample Size	13
Sample Mean	1.82
Sample Standard Deviation	1.535287338

Intermediate Calculations	
Standard Error of the Mean	0.425812094
Degrees of Freedom	12
t-Test Statistic	3.752480067

Upper-Tail Test	
Upper Critical Value	1.782287556
p-Value	0.001379234
Reject the null hypothesis	

Table 9: T-Test Public Perception vs. Weightage

Data	
Null Hypothesis m=	0.220986519
Level of Significance	0.05
Sample Size	13
Sample Mean	1.841554322
Sample Standard Deviation	1.79586457

Intermediate Calculations	
Standard Error of the Mean	0.498083215
Degrees of Freedom	12
t-Test Statistic	3.253608545

Upper-Tail Test	
Upper Critical Value	1.782287556
p-Value	0.00345502
Reject the null hypothesis	

Table 10: T-Test Expert Perception vs Weightage

Both the test gave out low **p-value** and resulted in the rejection of the null. Hence, there is **a significant difference** in the perception of both groups with the benchmark of placemaking indicators. This difference presents areas for identifying the satisfied and dissatisfied group of indicators.

4. A bar graph allows the quick detection of which indicators are having a greater perception of both public and expert compared to the benchmark- Satisfied group, whereas the reverse will be classified as the Dissatisfied group of indicators. However, there is an exception of cultural distinct design with the contradicting response from two groups.

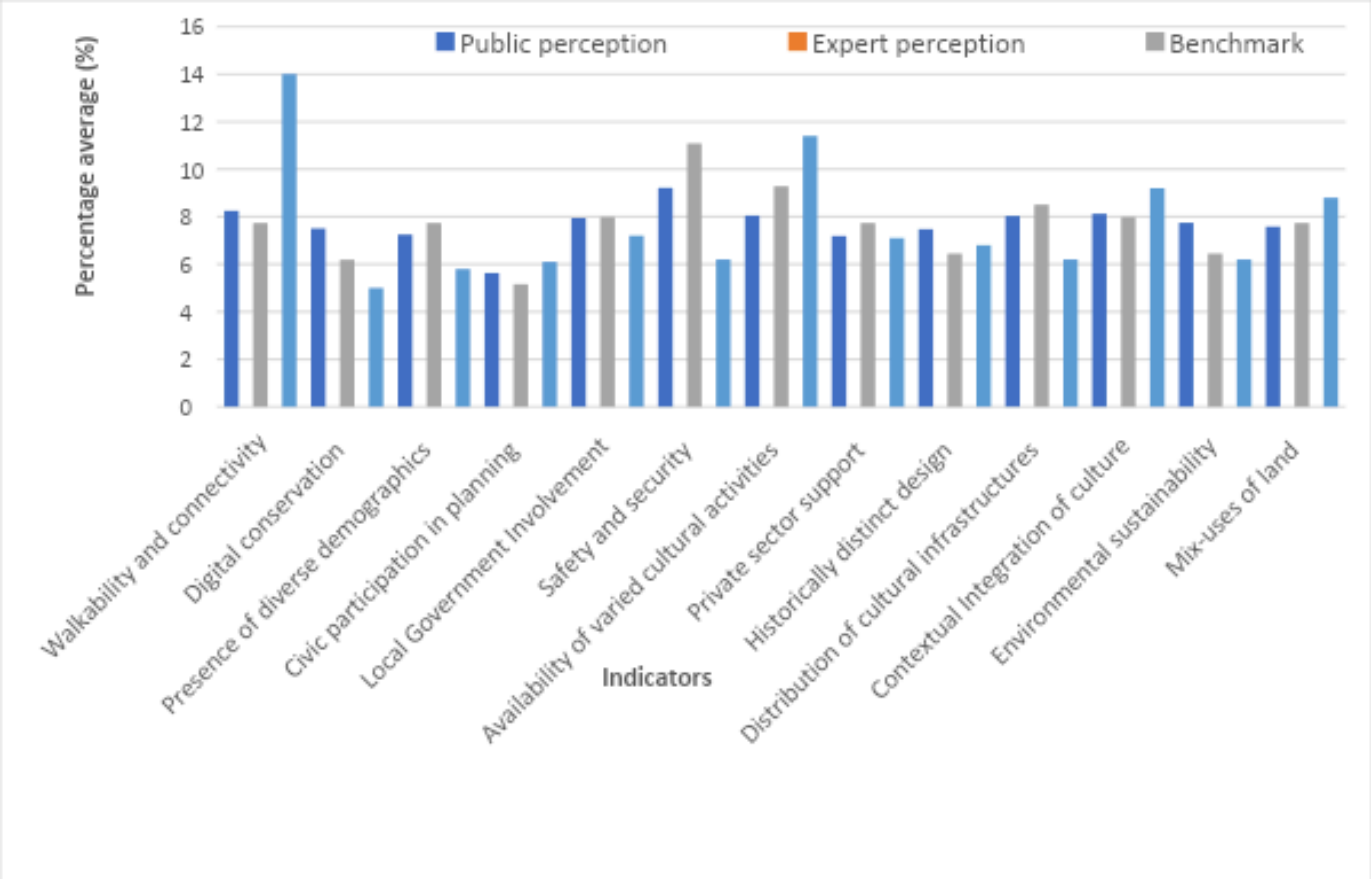


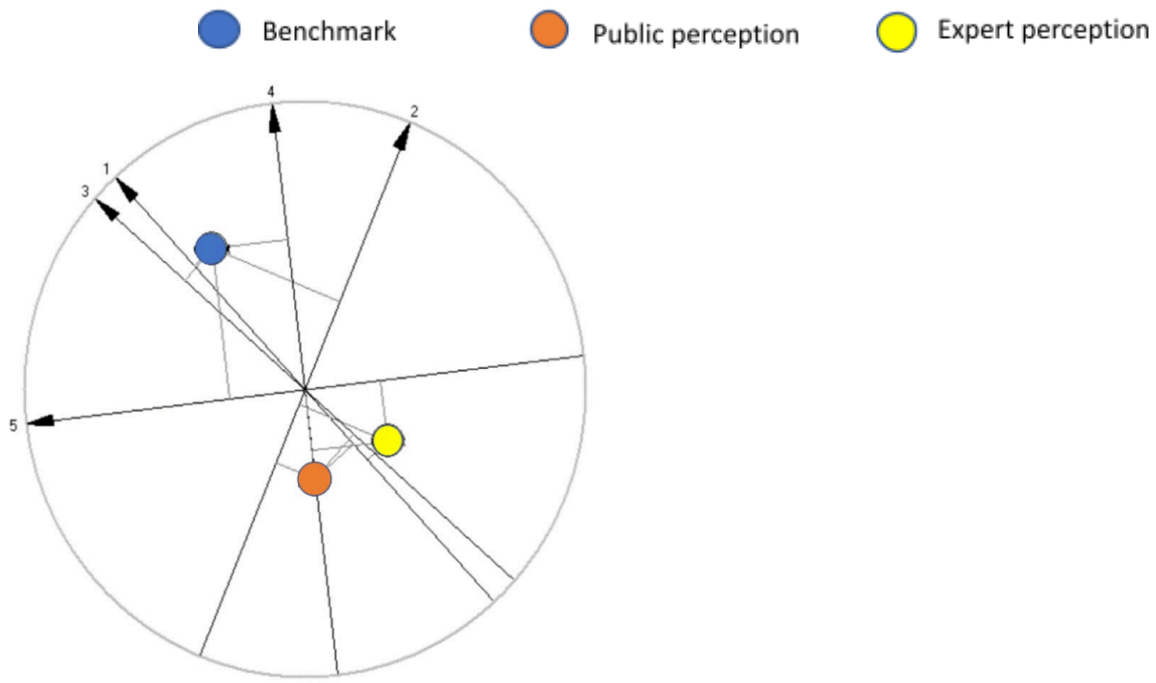
Figure 5: Comparison of expert and public perception and the ideal benchmark

5. Perceptual mapping allows the visible representation of three different groups of perception. The direction of the arrow indicates the higher value of the indicators. The three small circles represent the Benchmark (Blue), Public Perception (Orange), and Expert perception (Yellow). This map offers a clear picture of three distinct groups of perception:

a. Figure 6: Dissatisfied group of indicators where the benchmark is higher than both expert and public perception. Blue circle belongs to another half of the circle with the arrow's pointing direction

b. Figure 7: Satisfied group of indicators where both the Public and Experts' perception belongs to the half of the big circle with the arrow's pointing direction indicating perception of both public and expert is greater than the benchmark.

a. Figure 8: Distinct cultural design indicator appears differently with other groups where the expert perception is unfulfilled with its circle placed behind the benchmark circle, whereas the public perception is satisfied by being place in front of the benchmark circle to the arrow pointing direction.



Number	Indicators **(Dissatisfied group)**
1	Walkability and connectivity
2	Availability of varied cultural activities
3	Contextual Integration of culture
4	Mix-uses of land
5	Civic participation in planning

Figure 6: Indicators with dissatisfied respondents (Public and Experts)

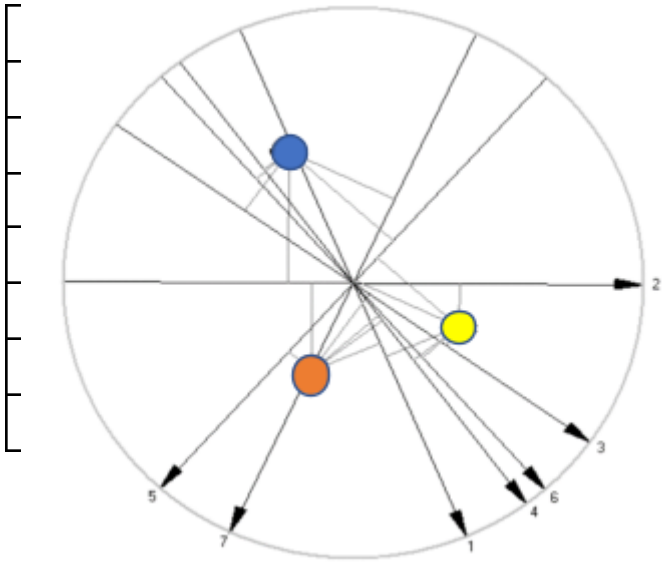
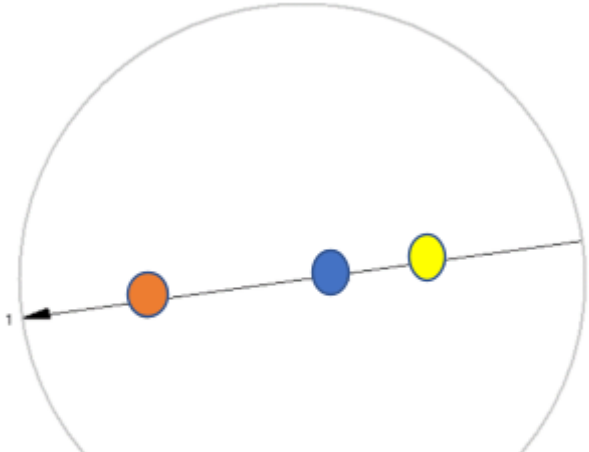


Figure 7: Indicators with Satisfied respondents (Public and Experts)



Number	Indicator (Distinct disparity)
1	Historically distinct design

Figure 8: Perception, Weightage Disparity

6. The process of data analysis gives rise to the three distinct groups of perception of placemaking to enhance cultural heritage. The chain of recommendations will be developed upon this data analysis.

Placemaking: SWOT Analysis of UAE's Urban Design Landscape according to Experts

Respondent ID	Designation	Organization	Area of Expertise
R1	Associate Professor	Manipal Academy of Higher Education	Design & Architecture
R2	Director of Real Estate Department	Dubai Holding	Urban Planning
R3	Senior Consultant	IBI Group	Urban Planning
R4	Director	Dubai Development Authority	Policies and Planning
R5	Lecturer	University of Sharjah	Design & Architecture

Table 11: Expert respondents and their professional description

Strengths

Globalized Community

UAE is an internationally recognized economic and commercial hub. Respondents R1-R5 unanimously agree that since the UAE hosts a globalized population, with about 90% of its population being foreign, it gives it diversified rights to cultural representation not limited to one origin. In addition, the responsibility of cultural 'enhancement' is not solely for the host Emirati population but is a shared task among all public participants simply because they cohabitate in a shared space.

Having a multi-cultural population mix, UAE is naturally more tolerant to the exposure of different representations of both tangible and intangible interpretations of culture. The availability of varied cultural origins and its accompanying human-driven perspectives on how to execute and practice culture allows the UAE to be open to new ideas from different parts of the world and the exchange of intellectual and material capital such as skilled workers and their expertise. The flow of cultural goods such as architectural 'languages', style of urban design, consumer preferences in place-consumption that answers the question how would people like a place to be when they 'experience' it, and foreign experts with intensive knowledge cum experience in such fields brings a twist to the so-called internal cultural landscape that makes it easier for places with international tastes to cater.

Both R1 and R4 stated that such forums of experts are vital to incubation of ideas because ideas lead to initiatives that may or may not be recognized as an actionable plan by the industries that proposed it.

Having an international community of people, businesses, intangible assets like food and music scenes, and highly skilled workers serves as a catalyst for idea-generation of creating urban blueprints, strategies of neighborhood to city-wide planning, and increased general awareness. This is especially effective if exposure to a globalized community starts from schools and younger units of the public because it fosters interest in culture and its enhancement and preservation from an early age.

Globalization makes cities more visible as a potential place of interest when people select a place to study, work, and live. Since the UAE already established itself in popular media as one of the forefront economic hubs in the Middle East citing Abu Dhabi and Dubai as its more visible cities, it only follows that highly skilled individuals would flock into these cities to work. When these individuals finally establish themselves in the workforce, it serves as a platform for them to exchange ideas, instructions, and similar learning materials with other experts, the host country that enabled them to come together to incubate these ideas both directly and indirectly benefit from these interactions. The UAE being a dynamic city opens avenues for creative approaches on how to enhance culture, as long as there is a healthy ratio between the degrees of representation equally shared across cultures without one outperforming the others to the point of non-visibility.

Government Support & Sense of Security

"Safety and security are already there in the region." - R2

Respondents R1 to R5 claim to be confident about the current state of the UAE's security. While they claim that the high level of public safety is mostly due to the Emirati government's effective approaches against crime and strict implementation of its laws both in a religious and secular sense, they are also aware how security is a privilege of developed countries and not a national experience common to all. Public safety and security are some of the strengths mentioned by the experts and are deemed crucial to the level of participation. The safer communities feel, the more inclined they are to socially interact with other people in shared public spaces. These interactions, whether small or big in human scale, welcomes cultural activities to flourish simply because the participants feel safe in doing so.

In addition to security, R1 to R4 also claims that the Ministry of Culture and Knowledge Development (MCKD) is doing a lot of initiatives to enhance culture and to raise awareness of these said initiatives. The UAE government is vocal about its cultural heritage preservation strategies, as demonstrated by its

highly publicized campaigns of national and religious holidays, and similar cultural celebrations across its media platforms. According to the UAE government website, MCKD spent around 180.4 million AED (49.1M USD) alone in 2019, indicating government support for cultural enhancement in the UAE and supporting strategies (Development, Ministry of Culture and Knowledge, 2020).

Weaknesses

Fragmentation

The UAE is a country that has miles of deserts separating each Emirate, making each relatively isolated from each other. Despite the Emirates being connected with highways, there is still a vast span of empty space in between. Fragmentation in spatial design in how the UAE is grouped is mostly characterized by the separation of land-use and its qualities into different disconnected areas.

"Unfortunately, we have a major issue with connecting all these little zones together. Especially when you drive out from the mainland of the city. It is very fragmented." - R4

In Dubai, areas are clustered separately as a deliberate part of its urban 'masterplan' and are currently not a part of one big infrastructure or any connecting system that brings the fragmented zones together as a cohesive space. For example, Dubai is fragmented into different 'zones' or 'cities' with each area designed specifically for a homogenous function or theme such as Academic City for educational institutions, Production City for processing media-related goods, and Festival City as a district for tourist attractions and retail stores. These zones are disconnected from each other to some degree, making these areas difficult to be connected through public transportation.

"Unfortunately, with my Al Seef Road example, there's very little reason to go there. One would have to make a definite decision to go there. It is never going to be a place you happen across while on the way to doing something else." - R5

Fragmentation poses an issue of excluding people from experiencing and visiting a space because the distance between these areas makes it biased in favor of car-dependent members of the public and lacks aspects of accessibility for people who prefer to go with public transport and who do not own their own cars. While the attempt of developing a distinct personality in each zone is well-intentioned, it still should be recognized that the physical separation of these places homogenizes the cultural experience that can be had in that place and narrows it down to what and what aspects of culture can, and cannot be participated in.

Socially Isolating Design and Lack of 'Humanness'

"Dubai lacks places that have a human scale, the entire city is not human friendly… there are hardly any places that have character." - R3

Placemaking is a strategy that focuses on human-space connection, wherein the paramount goal is to make space work for humans and avoid the other way around. One problem stressed by R1 and R3 is there exists a lot of focus on 'stand-alone' environments or places that puts focus on the aesthetic and form of physical space rather than its supposed over-all goal to stimulate human activity.

"It is the physical space we try to imagine, but what we usually lack is the humanization aspect. For example, we have a pedestrian pathway, but how are people going to experience walking on that path is as important [as the path itself]" - R1

Having these 'stand-alone' environments separates the place from the human experience in a way that negates the invitation of social activities. Having socially sustainable places is vital to the recognition of human interaction and its positive effect on the collective public happiness. If a place is socially isolating in a way that does not inspire interaction, it becomes a 'temporary' transition space. While a space designed only for transitioning human movement like pedestrian streets, parking spaces, hallways, and bus stops are not necessarily detrimental to the social psyche, there is a danger on how designers and planners only view them as literal space.

"A superblock of 800 meters will take me around one and a half kilometers, which means I have to go around in my car. It is going to be worse for those on foot. The planning itself is not human friendly and not human-scaled anywhere in Dubai."- R3

According to R2 and R3, one specific example of socially isolating design in Dubai's penchant for 'superblocks' wherein the neighborhood design is by constructing residential and commercial units in long-distance blocks not suitable for walking and pedestrian use (see Figure 9). Not only it is inconvenient for traveling around these blocks because it requires individuals to scale the surrounding streets more, but it also reduces space permeability that reduces humans passing by each other.

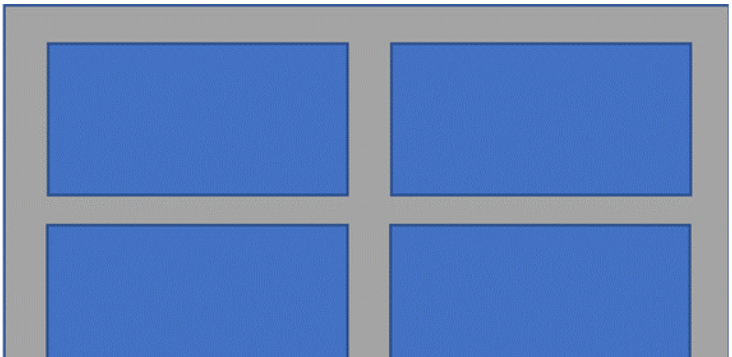


Figure 9: Super Blocks is not pedestrian-friendly and limits interactions due to its non-permeability, disallowing people to pass through areas

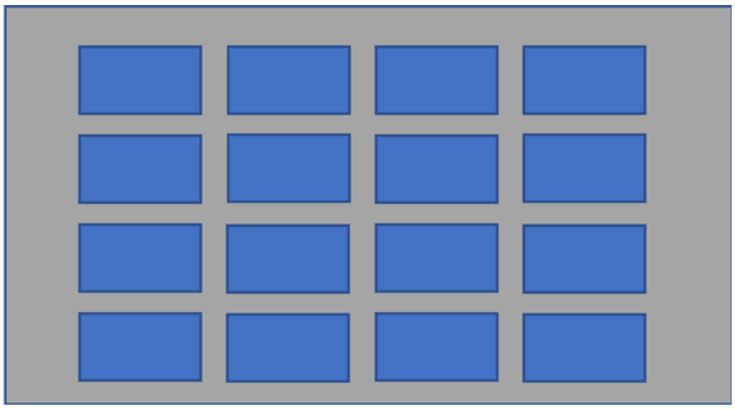


Figure 10: Smaller blocks are preferred because of its permeability, availability of more access to different streets; smaller blocks give units more exposure to the streets

Research Gap & Specialist Sourcing

"A lot of people are not spending too much time on research and development and perfecting the planning because our developments move very fast. Not enough research and development taking in creating." - R4

According to the respondents, cultural preservation is a relatively new area in the UAE with a lot of areas that are still unexplored compared to other countries with already exhaustive records of researches conducted about its own culture. The UAE is still a young nation, with its foundation period tracing back only to the 1970s. This research gap is attributable since the UAE development's rate is comparably faster and gave researches a difficult progression for development. Also, experts will need time to settle down and assimilate in their immediate environment first to develop their own intimate understanding of their fields of research in the new context for research to be incited. This incubation period of research ideas and initiatives takes time.

One area of research and development that R3 and R5 claim that Dubai lacks is the holistic understanding of bottom-up urban planning approaches. Focusing on 'iconic' buildings and commercial buildings alone that are designed mostly for the affluent tourist population that Dubai attracts and not too much on the small scale 'micro-environments' shifts the cultural identity focus on the former.

According to R4, a director for Dubai Development Authority, *"The experts contribute a lot. However, it is unfortunate that they are not given a project large enough that they can produce a large showcase of ideas."* This means that the researches available are developed in isolation from each other with niche themes that make collaboration for an over-all holistic approach difficult and expensive.

While R1-R5 states that there is not a lack in the number of experts for the spatial and urban design industry, there is a problem with finding culture specialists. Architects, urban planners, and land developers are abundant in the UAE, but the number of experts that specializes in cultural and human aspects of space such as conservationists, sociologists, and anthropologists is comparably lesser. Finding a healthy and sustainable balance between both the technical and human aspects of space development is important because space *"cannot exist as a standalone unit"* according to R1.

Niche specializations are generally hard to source around the world because there is a high barrier of entry. Additional post-graduate degrees are sometimes needed to demonstrate credibility as a specialist. Niche specialization usually requires further studies that can be expensive, exclusive, requires a series of industry pre-requisite and or plain out unavailable, making it hard to achieve for some professionals, and therefore source.

Opportunities

Early Awareness

One of the main drivers of interest in cultural experiences is the awareness of the initiatives created in its name. To engage the public in the local cultural scene, their level of awareness and the degree as to which they find ease in finding information about a particular initiative whether it be the existence of events, districts, shows, etc. dictates the ease of their participation. Introduction to long-term components of culture such as knowledge of a place's history and significance is also a way to present it to younger audiences.

Public engagement with cultural avenues should be continuous, since culture arguably cannot be participatory when it is stagnant or unpracticed, such as when a heritage site is unvisited, local cuisine being unconsumed, and or a dialect being unspoken. Reaching out to the residents of all from an early age in schools could be a learning opportunity for them to learn more about their immediate surroundings. Since attending educational institutions is a mandatory routine during a population's formative ages, including subjects early on cultural learning in schools is a way to instruct a population about its heritage.

"I feel that this has to be from the school education level and then it can reach up to the working class where you can have corporations coming and being part of the efforts to improve culture. Industry meets are also great opportunities to exchange information. The more they know, the more choices they have of which they'd like to take part in." - R2

Conducting forums in formalized institutions such as schools, offices, and business offer a layer of convenience because they are already pre-existing that a person of interest does not have to start from scratch collecting an audience. Early exposure to cultural awareness in these institutions not only grants a readily available audience but also makes the habitual occurrence of information sessions easier.

Stimulation of Cultural Events

The presence of cultural events such as shows, performances, displays, bazaars and similar activities is one of the most focused pillars of Placemaking. The diverse availability of these cultural events adds to a place's so-called 'character' because it enables inhabitants of a place to practice activities that they would not do otherwise. When developing activities, ensure that the level of planning is inclusive and accessible for the public to approach. Walkability and connectivity increase the ease of participation as it introduces activities to people as available to be experienced.

Making cultural activities is recommended to avoid being a 'pop-up' approach. Instead, integration of culture via small-scale events is preferred to be reoccurring, frequent, and diverse in execution in a way that all senses are stimulated because culture is not just something to be seen visually, but also smelled, tasted, heard, and felt. Activities should also enable participants to enjoy a place without having to purchase anything. Free shows such as music and dance performances, visual displays of the local art scene, areas wherein sports and games could be played attracts audiences wherein the bare minimum to participate is just to be present in the same space with no need to consume any sellable good.

Integration of Technology

"Smart cities and artificial intelligence… we can all use these to enhance our culture. Which is a win-win situation since there is immense technological dependency. Just tap into the people as a resource and merge the gap between technology and culture." - R4

The UAE is speedily establishing itself as a technology-pioneering nation as it starts to develop initiatives that will reduce its dependency on the oil and natural economy. Technological capital is one of the

primary industries that the UAE is putting on its forefront besides real estate, entertainment, luxury retail, and financial services in its efforts to diversify its economy since the 1970s.

The creation of 'smart cities' is not an entirely new concept either, with blueprints or developments for technology-savvy places such as Masdar City already being used in the Middle East as a testing ground. EXPO 2020, the latest World Expo to be held in Dubai largely centers around the use of technology and new inventions to improve human conditions in its core objectives, citing 'opportunity, mobility, and sustainability' as its pillars, making the event an opportunity for participating nations to exchange ideas and research on how to integrate available and advancing technologies to improve space use and enhance user cultural experience by making it accessible, cheap, fast, and most importantly, inclusive.

The use of smartphones, big data, crowdsourcing through online platforms to curate conversations and initiatives like public alerts for safety, feedback gathering for service improvement, and social media for increased online visibility is already a commonplace practice. The opportunity lies with the local governments as to how to standardize the collection and processing of big volumes of data and having a unified platform with multiple purposes for ease of use.

Threats

Division Based on Interest

"Everyone has their own interest. The challenge is to encourage people to come to these heritage sites. You must engage and encourage at different levels of masses. We're talking about different people coming for different interests. The elderly like to go this City Walk development because they just want to rest, but the kids don't like the museums and the old historic aspects so much."- R2

Certain places attract a certain group based on the availability of activities and preferred functions it serves for a particular group. One threat that inhibits collective cultural experience is the unintentional exclusivity of some places. Naturally, some places will be more preferred by a determined group based on pre-existing qualities. Hip, trendy places that are 'Instagram-worthy' are more geared towards Millennials and Generation Z because they have more disposable income and physical capacity for hobbies and trying out new experiences. Serene, calm and family-friendly places like parks, however, are especially more visited by the elderly and family-units. Although these differences in preferences is not inherently a negative thing to cultural enhancement, it does pose a danger of excluding certain groups based on demographics.

One of placemaking's goals is to make public space inclusive to all. Despite places having a natural filter on who gets to be interested in going in them, initiatives to make a place more 'well-rounded' in a general sense such as addressing universal needs and preferences such as maintaining safety, ensuring the availability of the most well-used service nearby like food courts, ATMs, parking space, groceries, and pharmacies could signify a place being 'for-all'.

Dependence on Expatriate and Tourist Culture

"In terms of the UAE, I do believe that the area is culturally rich, but the economic model is kind of not gearing towards it. It is more towards western culture, but the way we perceive modernization doesn't have to mean westernization." R3

Respondents R1, R3, and R4 recognize that since the local 'host' population is comparatively lesser than the overwhelming majority of expatriates, there exists a visible bias towards the visible aspects of culture since it is the easiest to create. In terms of architecture, for example, R1 and R3 state that the aesthetics of new buildings made in the last 10 years or so are geared towards Western culture because the UAE, especially in Dubai, wants itself known to be a luxurious travel destination which naturally attracts tourists from wealthier nations who have a higher level of disposable incomes.

"The relatively affluent type of tourist that the UAE caters to expects to see tourist attractions, and by large they do. Most 5-star hotels offer a desert-safari excursion with a dubious cultural heritage component." R5

In addition, heavy dependence on tourism and the consequential efforts to meet its demands also pose a threat to how culture is being currently defined. New hotels, malls, retail centers and such are being developed left and right to accommodate and maintain the brand image of being a 'shopping' destination for tourists. Newer areas and developments, while not immediately a threat to cultural enhancement, must still be kept in check on the rate they are being built to not outnumber places of cultural relevance and what are they replacing just in case the area or existing place being replaced has more cultural value and heritage than the new infrastructures made.

Public Participation in a Conservative Context

"Local residents should be involved from the very beginning. But I am not sure if the public is allowed to be there [in the planning process]. I am not sure if the law even allows it here or not because the UAE is an Islamic country, and [things] are usually done with a top-down approach." - R3

According to our experts, there is a high barrier of entry if someone wants to take part in the planning process on how spaces are managed and developed. The task of urban planning is almost always assigned to experts themselves, but they are not necessarily part of the community that will be living in the spaces that they create. People who reside in an area should be part of the planning process because they possess intimate knowledge of their immediate surroundings that the experts might not know of. Local residents are more exposed to the spatial problems because they face and experience it on a more frequent basis than a visiting expert and therefore are more apt as an information source.

"If you compare other examples from other countries, [public participation] is not done yet. In general, it is lacking in the UAE. Without cultural context, it will seem fake or forced." - R4

Linking the experts and the public is a crucial step in placemaking because it combines technical elements with the small yet important details that the locals deem important in a place. After all, the place is being enhanced for their long-term use in the future. The problem is that there are only limited platforms, both formal and informal, that allows collaboration between these two human elements. One reason by R4 is that the culture is a criticizing one and it is difficult to please everyone and satisfy everyone's needs at the same time because some group's needs might differ, or might directly antagonize other groups. Another reason is that the UAE and the Middle East rely heavily on their government's authority, and what these authorities dictate are more or less final with little to no room for future discussion. Public dissent protests against and vocal criticism of government efforts, in general, are looked down upon in the UAE, and even punishable by law in some extreme cases.

Recommendations

Below is the summary of the recommendations and guidelines that we have collected from the in-depth expert interviews to enhance, promote, and preserve cultural heritage using Placemaking strategies:

Table 12: Indicators with their corresponding recommendations

Indicators to maintain wherein the public perception (Reality) is higher than the recommended benchmark (Expectation)	
Indicator	**Recommendation**
Government Involvement	The public is satisfied with the government support it gives for the cultural aspects of the UAE. The presence of a specific branch and transparency in

	expenditures of the Ministry of Culture and Knowledge Development allows the government to specialize in curating strategies to promote the local culture, both tangible and intangible. The government should continue to provide platforms for cultural activities in ways that are the most visible through tapping human resources to cultivate heritage. To bring Emirati culture to international exposure, it is important to have representatives at both the local and global levels. Individuals, groups, businesses, and similar entities can be enabled financially by the government through funding or subsidies that encourage their participation. Awarding of merits and accolades to significant individuals and groups that have contributed to the Emirati promotion of the arts, culture, and heritage gives credibility and inhibits followers to follow their footsteps.
Safety & security	The public perceives the UAE to be a safe place. Maintenance of this perception is crucial to the enhancement of a place's likeability. Strict laws and policies are already in place to protect civilians, and UAE's abundance of surveillance technology further discourages crime. According to the experts, there is little improvement needed because safety is already and fortunately, a commonplace asset in the UAE. However, they also state that this is a privilege not universal to all countries. The recommendation for the branches in charge of overall safety and security is to retain positive feedback through adopting policies suited for covering large public areas.
Private sector support	Both experts and the public feel that there is enough participation with private sectors like business, schools, and NGOs that promotes cultural enhancement.

	Private sectors are usually self-managed and sustained by their operations, so little to no intervention is needed. However, partnerships between these private sectors create a combination of cultural network mapping that links these sectors is recommended to meet the demands of the local community in ways that the government is not able to immediately respond to.
Distribution of cultural infrastructures	The public perception is also favoring the distribution of cultural infrastructure across space. Points of improvement include directed focus on 'soft infrastructure', also known as the intangible components of culture, such as people's skills, experience, and expertise. It is easy to attribute infrastructure as only the physical buildings and spaces, but focusing on the 'soft' aspect of it shifts the focus on human capital. Professionals both in academia and industry should be spread out across specialties, areas of interest, and projects handled to avoid 'favoring' one area over the other. Having a healthily distributed body of experts across different areas can help promote sustainable competition.
Environmental sustainability	To achieve sustainability in public space design, planners must consider energy use by ensuring that technology present is not outdated, as older models of light fixtures, plumbing, etc. often consume more energy than newer versions designed to reduce energy consumption. Air quality is also another often-overlooked component of public space that is usually taken for granted because it is not visible. Keeping the air clean is not only an environmental but also a health recommendation. It can be done by using non-toxic materials in the construction of a place. Greenery, shade from trees, grass, ornamental flowers make any place visually appealing and at the same time fosters an appreciation for plants.

Mix-uses of land	Presence of 'micro-environments' in public spaces such as proper lighting, day and night setting, 'micro-climates' in the form of shaded areas be it natural (trees) or synthetic (roofed bus stops, air-conditioned waiting areas) is vital developing serviceable areas. Land should have multiple uses and as much as possible avoid reducing space to only hold single functions. As a measure, a building should not be singled out as only a residential unit, but it could also be used for commercial, institutional, and entertainment purposes. A good public space is ready for ready change and last-minute touch-up. The durability in design, materials, and equipment should play with a place's flexibility so that when the initial goal of the place is not working, it still is available for further renovations and additions.

Indicators to improve on wherein the recommended benchmark (Expectation) is higher than the public perception (Reality)	
Walkability & connectivity	A place should have a walkable environment with readily available infrastructure designed for pedestrian and non-automobile use. Diagnosing if a place has missing pathways, pedestrian crossing lanes, stairs, and PWD friendly ramps is the first step. The place should be accessible from the main streets without needing a car. Transportation should be readily available to reduce private-car dependency. Good transport systems reduce the need to individually go to a place that might eventually cause traffic congestion. The ease of how the public travels around a place is a major factor as to whether a place is truly accessible or not. Signages for directions, multi-modal options for transport, sidewalks to and from neighborhoods should be permeable.

	Constructing special lanes for cycling, skating, and similar alternative methods can reduce pollution and automobile transport.
Digital conservation	Internet and mobile access are now getting more commonplace as connectivity providers capitalize on the heavy dependence on all aspects of human activity in the 21st century. Digitization of goods and information sources determine the ease of how easy access content. The use of technology can be an asset to create new engaging experiences to broadcast market underutilized spaces. Augmented realities, interactive screens, and light projections add character and vibrancy to a place that can potentially pique public interest and eventual visitation. Applications for smartphones act as a local guide, and by making it interactive (i.e. gamification of maps), a developer can engage younger generations into tapping into historical content without relying on physical and built environments.
Presence of diverse demographics	Representation and inclusivity are two of Placemaking's pillars. A recommendation to make diversity in public spaces achievable and visible is to develop places and encourage activities where they can be participated by multiple communities at any given time. Building recreational centers and parks nearby schools, neighborhoods, and small grassroots-type markets is a strategy to build a place's social capital because the presence of these places 'blurs' the borders of these single-function areas. Discrimination is a detriment to diversity, and the rules of the land should be enforced to prevent harassment based on an individual's gender, age, and ethnicity.
Civic participation in planning	Involving the community in every step of planning is recommended to ensure that they are being represented and that the problems they face are taken notice of and addressed.

	When it comes to urban planning, the invitation of both experts and local representatives in a recognized platform is a good way to close the expert-participant gap. Residents have more experience living in spaces as an everyday participant so they naturally form more insight as to what could be improved and what could be removed in a public space that would benefit the inhabitants residing in that area in detail. The danger of having only experts and government authorities as the sole designers of a place is that it excludes and reduces citizens to passive consumers. If they are involved in planning their spaces from its initial stages, they likely will become more invested in a place's maintenance and development once they feel that their needs are being addressed with the absence of a professional boundary. The inclusion of civilians also fosters a sense of community within a place because they are likely to share common goals in improving their environments. Development plans should be openly discussed in schools, universities, residential forums wherein planners could use these platforms to start a conversation and to source information otherwise overlooked by experts. Having an online suggestion and comment box could also help the government get a 'temperature' check and gauge where the public stands in terms of new developments.
Availability of varied cultural activities	Creation of an urban precinct in which you can create more activities that shift based on both seasonal preferences tourists and long-term residents. Cultural activities from small scale events like plays, musical performances, local art installations, arts and crafts bazaars to large scale international events like conferences and conventions are recommended.

	Variety not only in expected participation sizes but also on the type of culture experienced is important because it offers a catalog of activities of what can be done, and then the public can tailor their attendance based on their own preferences. These recommended activities should be open to all people regardless of demographics unless it is for a niche event, and even if that is the case, a just and fair explanation as to why should be available.
Contextual integration of culture	Rundown and dilapidated areas with historical significance are recommended not to be demolished down completely to build new infrastructure. Instead, retrofitting or adapting the traditional Emirati aesthetics of wind-towers and souks into modern interpretations while still retaining its authenticity to its design roots is preferred. Since the UAE is a blend of different cultures, collaboration between each should be visually seen and felt in the architectural designs. One suggestion is to create a district with distinct features from the culture it is representing, similar to Singapore's Arab Street, China Town, and Little India, wherein people of different backgrounds can visit and appreciate each district even if the culture is not native to their own.
'Enigma' Indicator wherein the expert perception is unfulfilled but public perception is satisfied	
Historically distinct design	Experts agree that there should be more visibility on the presence of distinct designs that is representative of Arabic and Emirati culture. This could be done by reintroducing strategies of cultural design, colors, aesthetics in schools that will instruct the new generation of architects, landscape designers, and urban planners into modern-day-friendly reiterations of old styles that blend well into the present context. Another strategy recommended is for developers to have a 'check and balance' system of submitted designs prior approving a new construction project wherein buildings and spaces designated for public use should

	meet at least a basic understanding of the local history and should have elements that can be traced back to that history. Adding historical spatial 'narratives' to a place is also a way to add distinctiveness is careful planning of the arrangement of space elements. For example: how business stalls, lamp shades, alley walls are spaced and distributed in a space, does it resemble how traditional souks are designed? The way design elements, tangible or not, are spaced around a public area should not only be functional, but also reflect a historical narrative.

Conclusion

As our research has demonstrated, placemaking is a tried and endorsed concept that proves effective not only in enhancing culture but also addressing a place's human-centric needs. Technical sciences in spatial design and culture retention sometimes pose the danger of alienating the very same lives it promises to improve because it removes the human aspect of space by reducing it to its literal sense.

Ultimately, placemaking is about the people and their needs not about the investors, policy-makers, businesses that usually engage with the public only on a transactional basis. People are the soul of what adds character to any livable space and it is just as natural to put their cultural identities as a paramount priority to enhance, protect, and preserve. As culture plays its part in making the human experience much more relatable and colorful, it mustn't let it be lost to discontinued practice just because of ineffective space use both in its literal and metaphorical sense.

Culture deterioration is a preventable human plight, and placemaking is an effective strategy to combat symptoms of it at a country-wide level if executed in successful increments.

Limitations

From the secondary research perspective, this research relies heavily on secondary data to collect the number of indicators. Even though there is a clear framework to follow with reliable sources from UN-Habitat and PPS, and the thirteen indicators have also been cross-checked later by the corresponding experts during the interview, the collection of these indicators should have been done through a well-defined process with proper guidance from PPS experts or UN-Habitat ones.

By translating the indicators into the questions in the questionnaire, there is a chance that the question does not truly carry the purpose of the researcher in such the semantic meaning of the indicator can be interpreted differently by the public. Moreover, when it comes to measuring the public perception in terms of a satisfactory level of indicators, there is an over-use of Likert scale instead of employing other types of questions such as open-ended questions or questions with short answers in this research. The validity of the Likert scale question can be compromised due to social desirability, respondents in our research may have put themselves in a positive light with “incorrect” response. The inclusion of other scale questions will at least remove the potential bias, misinterpretation of the Likert scale.

Moreover, the quota sampling result of this research has not reached the assigned ratio of each sub-group mentioning in the methodology, hence the risk of being unable to reflect the true population of the UAE. This research also focuses heavily on the expert’s weightage for the benchmark model; hence, the small expert sample of this research was not able to eliminate the outliners in the overall data analysis. Even the outliner test has been done on public perception, this research needed to increase the expert’s sample size to produce a better result for the benchmark model.

Recognizing these limitations is a critical evaluation of this research. All the future steps are trusted to be fulfilled precisely by turning limitations into an opportunity for improvement to prevent researchers from falling upon the previous missteps in the research process.

Scope for Further Research

With rapid urbanization, it is becoming essential to keep the distinguished image of the nation and inculcate the cultural figure and traditions in the architecture. The main goal of our research is to create an index that is suitable to measure the placemaking in the UAE and the whole MENA region. It is possible to design the Placemaking Index per country after the model of Happiness Index and involve it into further development.

The Happiness Index is a comprehensive, universal survey instrument that analyzes population happiness and wellbeing, impacted by the aspects of sustainability and resilience. By its measurement, the index can identify income inequality, level of trust in government, the strength of the sense of community and other aspects of comfort within specific demographics that summing up in general satisfaction with life and its conditions (Musikanski, 2017).

The index is widely adaptable, accessible and comprehensive by the general public. It is formed with the ability for users to customize itself for the target population, by adding more specific questions related to that region (Musikanski, 2017).

During primary qualitative research, we have identified several indicators that had helped us to create a benchmark for placemaking. Hence, we can use them in methodology based on the GNHI model to delve deeper into the concept and create an original placemaking index that will be able to measure placemaking adequacies from country to country.

Based on the weights provided by the experts, we can narrow down the most important, universal indicators for cultural heritage enhancement through placemaking in the MENA region. For example, the indicator of walkability and connectivity was deemed most important by the majority of the experts. Followed by the availability of varied cultural activities and civic participation in planning respectively.

Furthermore, the proposed placemaking index can be developed out of the growing interest to understand and evaluate the current level of cultural enhancement, to address the need for and lack of existing culturally saturated places, to shape organizational and social strategies to integrate the cultural heritage and create a wider adoption of placemaking measurement to pursuit cultural heritage.

In our research, the sample size represents one of the limitations that can be addressed in the future to create a sufficient index. To benchmark the placemaking index, each area should collect from 1000 to 3000 respondents that would accurately represent urban and rural demographics of the whole MENA region.

Overall, the research can be used by the government, urban planners or architecture industries to create better designs, image and overall include cultural aspects in the architecture of the current place.

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Appendix

Public Questionnaire

Screening Questions

1. Which of the following categories describe your age?

TERMINATE	*Below 18*	*1*
CONTINUE	*18-28 years*	*2*
	29-38	*3*
	49 & above	*4*

2. Are you familiar with the term cultural heritage?

TERMINATE	*No*	*1*
CONTINUE	*Yes*	*2*

3. Have you visited any UAE cultural heritage site in the past 25 years?

TERMINATE	*No*	*1*
CONTINUE	*Yes*	*2*

4. How you describe your status of living in UAE?

TERMINATE	*Tourist*	*1*
CONTINUE	*Permanent Resident*	*2*
	Emirati	*3*

Profiling Questions

5. What's your gender?

Male	*1*
Female	*2*

6. Where do you live?

Abu Dhabi	*1*
Dubai	*2*
Sharjah	*3*
Ras Al-Khaimah	*4*
Furjairah	*5*
Umm Al Quwain	*6*

7. What is your nationality?

UAE Nationality	*1*

Expat Arab	*2*
Expat Asian	*3*
Other	*4*

8. What is your current level of education?

High School	*1*
Undergraduate	*2*
Post Graduate	*3*
Doctorate	*4*
Others	*5*

Survey Questions

Walkability and connectivity

1. On a scale from 1 to 10, how satisfied are you with the current level of walkable paths for visitors in cultural heritage site?

1	2	3	4	5	6	7	8	9	10

Digital conservation

2. On a scale from 1 to 10, how integrated are digital technologies in cultural heritage sites (I.e. 3-D rendering of monuments, virtual reality for museums)?

1	2	3	4	5	6	7	8	9	10

Presence of diverse demographics

3. On a scale from 1 to 10, to what extent do you feel that your culture is being represented in UAE's public spaces?

1	2	3	4	5	6	7	8	9	10

Civic participation in planning

4. On a scale from 1 to 10, do you feel that you are contributing to the development of cultural spaces?

1	2	3	4	5	6	7	8	9	10

Local Government Involvement

5. On a scale from 1 to 10, how much do local governments initiatives contribute to cultural enhancement?

1	2	3	4	5	6	7	8	9	10

Safety and security

6. On a scale from 1 to 10, to what extend do you think that the area of cultural heritage site is safe and secure?

1	2	3	4	5	6	7	8	9	10

Availability of varied cultural activities

7. On a scale from 1 to 10, to what extent do you believe that there is enough variety of cultural activities in UAE?

1	2	3	4	5	6	7	8	9	10

Private sector support

8. On a scale from 1 to 10, do you think there is enough of private sector support (financial investment) in preserving and enhancing cultural heritage's initiatives?

1	2	3	4	5	6	7	8	9	10

Historically distinct design

9. On a scale from 1 to 10, to what extent does the buildings in the UAE designed with historical influence?

1	2	3	4	5	6	7	8	9	10

Distribution of cultural infrastructures

10. On a scale from 1 to 10, are cultural infrastructures (i.e. mosques, museums, monuments, etc.) equally distributed over UAE's landscape?

1	2	3	4	5	6	7	8	9	10

Contextual Integration of culture

11. On a scale from 1 to 10, do you think that the current level of reconstruction of historical relics is precise and well-done?

1	2	3	4	5	6	7	8	9	10

Environmental sustainability

12. On the scale from 1 to 10, are cultural spaces in the UAE environmentally sustainable?

1	2	3	4	5	6	7	8	9	10

Mix-uses of land

13. On a scale from 1 to 10, do you find that cultural sites are fully utilized for cultural events (i.e. music and dance performances, art exhibitions, festivals, etc.)?

1	2	3	4	5	6	7	8	9	10

Experts In-Depth Interview

Name: _____

Occupation: _____

Organization: _____

Area of expertise (urban planning/academia/conservation/architecture, etc.):

_____

	Indicator	Weightage Assigned (out of 100) based on importance and relevance to cultural enhancement
1	Walkability & connectivity	
2	Digital Conservation	
3	Presence of diverse demographics	
4	Civic participation in planning	
5	Government involvement	
6	Safety and security	
7	Availability of varied cultural activities	
8	Private sector support	
9	Historically distinct design	
10	Distribution of cultural infrastructures	
11	Contextual integration of culture	
12	Environmental sustainability	
13	Mix-uses of land	
	Total	**100%**

1. What is your understanding of Placemaking?
2. How can Placemaking enhance UAE's cultural heritage?
3. From our research, which factors do you think are most relevant to create a placemaking measure for enhancing cultural heritage?
4. Which are the factors that prevents UAE from its cultural heritage enhancement?
5. What should the UAE government do differently from what it is doing currently to cultivate cultural heritage?
6. Would you recommend placemaking as one of the main drivers to enhance cultural heritage? Are there any other urban planning concepts/strategies that you would recommend?
7. One of the main criticisms of UAE's urban planning is the overwhelming foreign influence in comparison to local. Do you think that the low number of local experts contributes to the lack of integration in UAE's cultural landscape?
8. What recommendations can you make for improving public participation and inclusion in Placemaking?

Outlier Calculation:

Indicator 1

Walkability and connectivity	Outlier	IQR	Upper Bound	Lower Bound
9	FALSE	2	12	4
9	FALSE			
7	FALSE			
8	FALSE			
6	FALSE			
10	FALSE			
7	FALSE			
8	FALSE		Average with outlier=	7.78571428
8	FALSE			
8	FALSE		Without outlier:	
8	FALSE		Sum:	542
7	FALSE		Count:	69
10	FALSE		Average =	7.85507246
9	FALSE			
7	FALSE			
6	FALSE			
6	FALSE			
8	FALSE			
8	FALSE			
7	FALSE			
7	FALSE			
9	FALSE			
9	FALSE			
7	FALSE			
9	FALSE			
5	FALSE			
5	FALSE			
10	FALSE			
8	FALSE			
8	FALSE			
5	FALSE			
9	FALSE			
9	FALSE			
8	FALSE			
8	FALSE			
8	FALSE			
10	FALSE			
6	FALSE			
7	FALSE			
6	FALSE			
8	FALSE			
8	FALSE			
8	FALSE			
9	FALSE			
9	FALSE			

8	FALSE
7	FALSE
10	FALSE
7	FALSE
3	TRUE
10	FALSE
7	FALSE
9	FALSE
9	FALSE
9	FALSE
4	FALSE
7	FALSE
8	FALSE
4	FALSE
10	FALSE
10	FALSE
10	FALSE
6	FALSE
10	FALSE
8	FALSE
8	FALSE
7	FALSE
8	FALSE
8	FALSE
7	FALSE