

From Crisis to Revival: Exploring the Potential of the Industrial Heritage in Overcoming Abandonment in Hit, Iraq

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ABSTRACT

Over the past five decades, Iraq has grappled with a series of crises that have left indelible marks on its social and economic fabric. Among these, the city of Hit has stood out as a striking example of the detrimental impact of the abandonment crisis. The repercussions of this crisis have manifested in severe economic and social adversities within the city, ultimately catalysing a process of deurbanization as residents sought refuge in more stable urban centres. This research shed light on a potential solution rooted in the city's industrial legacy, particularly its time-honoured tahini and date honey production. By harnessing the inherent value of these industries, it aims to counteract the abandonment crisis and its far-reaching economic repercussions. A meticulously crafted six-fold strategy takes centre stage, outlining a path to realize the study's objectives. This comprehensive approach involves the creation of a distinctive product brand, a strategic campaign to accentuate both the product's allure and its cultural eminence, collaborative efforts with pertinent stakeholders to fortify the product's market presence and a strategic fusion of the industry with the realm of tourism. Conclusively, this research illuminates a promising avenue to address the abandonment crisis and the multifaceted impact it has exacted on Hit. A viable mechanism emerges to alleviate the crisis's economic and social ramifications. Through a systematic execution of the proposed strategy,

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the potential for revitalization becomes palpable, offering a beacon of hope for Hit's resurgence from the throes of abandonment.

KEYWORDS

Post-Crises Cities, abandonment, Hit, Industrial Heritage, Tangible Heritage, Industrial tourism

INTRODUCTION

As a poignant exemplar of the challenges and opportunities inherent in the intersection of industrial heritage and urban renewal, the city of Hit takes centre stage. Situated in the heart of Iraq, Hit is a living embodiment of the intricate dance between historical legacy and contemporary dynamism. This city, nestled within the cradle of Anbar Governorate, bears the echoes of its industrial heritage amidst the unfolding narrative of change. Hit's industrial roots, often intertwined with its cultural identity, pose both possibilities and predicaments, reflecting the broader dichotomies encountered in the preservation and adaptation of industrial heritage on a global scale. Hit and Iraq in general have gone through several major crises, starting from 1991 and still. These crises included various economic, social, and cultural aspects. One of the most impactful crises is abandonment, which has caused many economic crises, social problems, and cultural decline. The research discusses the effects resulting from the abandonment crisis that spread in Iraq after ISIS occupation, and especially in Hit after 2014.

This paper inquiries into the complexities of conserving industrial heritage, examining challenges and opportunities. It focuses on harmonizing heritage preservation with modern utility, analysing authenticity, architectural integrity, and adaptive reuse. Technological advancements and their dual effects are explored. Through a multidisciplinary lens, the study seeks to reconcile industrial heritage and modern progress, illuminating resilient strategies that honour history and invigorate the present. In a rapidly evolving world, this exploration guides a future that values heritage while embracing tomorrow's potential.

RESEARCH OBJECTIVES AND METHODOLOGY

The primary objective of this research is to explore the potential of utilizing industrial heritage to drive urban revitalization and address crises. It seeks to examine successful examples, analyse the economic, social, and cultural impacts, and provide actionable insights for stakeholders and policymakers. This study employs a systematic and multi-phased research methodology to comprehensively explore the potential of leveraging the heritage to address the crisis in the city of Hit.

1. Preliminary Research and Literature Review: Conduct a review of existing literature related to the industrial heritage.
2. Employ a comprehensive urban analysis framework to understand the current state of Hit. Gain insights into the historical, social, and cultural context of Hit.
3. Outlines the multifaceted dimensions of the crisis in the city of Hit, encompassing economic, social, cultural, and urban challenges.
4. Utilize the insights gained from the urban center analysis to inform the formulation of a comprehensive strategy to leverage heritage for revitalization.
5. Develop an implementation plan for executing the proposed strategy. Identify potential challenges, opportunities, stakeholders, and necessary resources for each phase of implementation.
6. Evaluate and understand the strategy through a cross-impact analysis, which involves examining the interrelationships between various elements of the strategy and their potential outcomes.

INDUSTRIAL HERITAGE AS URBAN REVIVAL

The notion of Industrial Heritage emerged within the confines of England during the mid-twentieth century, a period marked by the unfortunate obliteration of numerous industrial structures and landscapes. After this juncture, a series of earnest efforts have been made to delineate the

parameters delineating what ought to be encompassed within the precincts of industrial heritage and what merits exclusion. As elucidated by the Nizhny Tagil Charter, the purview of "industrial heritage" encompasses vestiges of industrial culture that bear intrinsic historical, technological, social, architectural, or scientific significance (Loures, 2008). (Landorf, 2009), discuss that commencing with a primary focus on historical monuments and sites, the ambit of the World Heritage List has notably expanded to encompass historical town centres, industrial landscapes, and locales intrinsically associated with intangible heritage. According to (Szromek et al., 2021), The described processes have also affected tourism, by creating space for a new type of heritage tourism to emerge – one that focuses on the industrial past and is built on it. We noticed that one can distinguish different scenarios about how such sites are created. Post-industrial tourism is particularly interesting because of the two main types or recipients it addresses. Those are regular tourists that find interest in this topic, but also local communities, who have been living for generations in a region and whose ancestors used to work in a former industrial facility that now functions as a tourist attraction.

While evaluating the place and effect of a place in the urban identity, its qualities and characteristics are important in this context as an element. The history, location, functional, social, and cultural values it has acquired throughout its life, usage patterns, and layers holistically determine its place in the urban identity (Karakuş & Çalıřkan, 2023).

Establishing a coherent framework for implementing strategic character inherited from transformation processes is advisable to conserve native values, architectural integrity, and authenticity, and optimize modern industrial heritage use. While modern technologies offer promising technical improvements for preserving historical sites, they also bring to light the adverse impacts of rapid industrial development and urbanization, which can

erode the fundamental values of natural and cultural heritage (Blagojević & Tufegdžić, 2016). (Vargas-Sánchez, 2015) states that Industrial tourism is experiencing a growing promotion in various destinations, encompassing a wide range of forms. This includes active and inactive industrial hubs such as factories, workshops, and industrial operations. It enriches the cultural experience for tourists by providing insights into economic activities, technology, and historical and contemporary working conditions. Repurposing industrial areas for tourism can be a potent strategy for promoting economic growth and rejuvenating a region. Transforming these spaces into touristic attractions not only contributes to sustainable development but also safeguards industrial heritage. It's important to recognize that industrial heritage holds diverse potentials and functions beyond its historical significance. By capitalizing on these possibilities, regions can not only preserve their heritage but also fuel economic progress and reshape their identity (Ćopić et al., 2014). Factors like technical value, unique architecture, and emotional resonance contribute to its attractiveness. Transforming abandoned facilities into tourist attractions requires significant resources, particularly financial, and necessitates well-crafted management approaches based on robust business models (Szromek et al., 2021).

URBAN CENTRE ANALYSIS

Geographically, Hit is situated in the western region of Anbar Governorate, encompassing four distinct administrative divisions: Hit, Kubaisa, Al-Baghdadi, and Al-Furat. Positioned at a distance of 55 km from the province's central hub, the city covers an expansive land area spanning 7873 km². (Jumaa & Al-Ani, 2021). Fig. 1 shows the location of the city of Hit with Anbar Governorate and Iraq. Historically, Hit is classified among the first ancient historical cities, as it is the third historical city after the city of Jericho in Palestine and the city of Damascus in Syria (B. Al-Mohammadi, 2021).

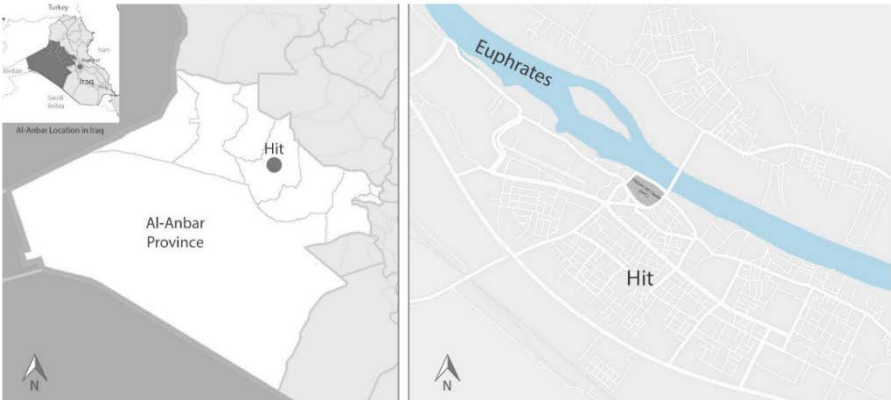


Figure 1. *The location of the city of Hit with Anbar Governorate and Iraq, Source:(Mohammed & Alobaydi, 2020).*

Within this region lie remnants of historical monuments that stand as testaments to a bygone city and an ancient civilization that flourished millennia ago, now recognized as Old Hit or Hit Castle. Historical records reveal intriguing details, including the utilization of the city's esteemed tar, renowned for its quality, in the crafting of Noah's Ark. Further historical links emerge, as the tar from Hit played a pivotal role in adorning the towers of the legendary city of Babylon. These historical threads serve as vital anchors for historians going into the profound historical legacy of Hit and its enduring castle (Ubaid, 2019). Fig. 2 shows Hit City at the current time.

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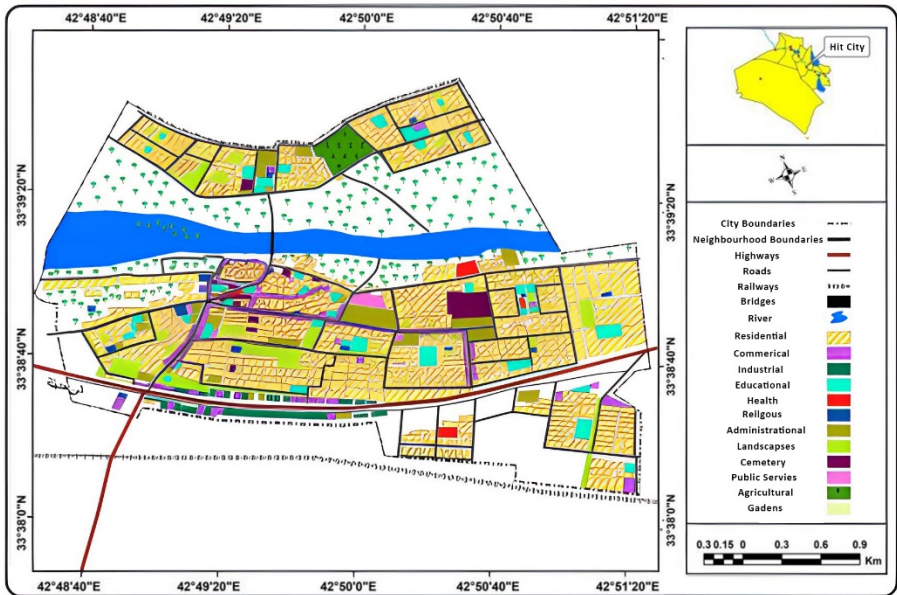


Figure 2. Hit City at the current time, Source: (Jedi, 2018).

THE ECONOMIC ASPECT

The geographical location of the city of Hit, near the edge of the western plateau, made it become a city between the pastoral hilly region and the agricultural region in the sedimentary plain as a node for transportation routes and contributed to creating regional economic relations between those parts and thus contributed to strengthening the economic foundation of the city (Misheal & Omar, 2014).

The geology of the city of Hit helped in containing the natural resources, represented by limestone, gypsum, tar, oil, salt, and sulphur, which are among the raw materials adopted by many industries for which the judiciary was famous, since ancient times, such as the light industry, the production of asphalt, stone carving and collecting Salt, and the availability of these materials plays an important role in the spread and development of

industrial activity in the city (Salam Khamees, 2008). Its terrain served as more than just quarries for stone crushing and local construction; it boasted abundant tar springs, historically positioned as the epicentre of tar extraction across Iraq. Furthermore, the city houses sulphur springs renowned for their therapeutic properties, attracting numerous visitors seeking both signs of healing and remedial treatments (Ubaid, 2019). The geographical distribution of the industrial establishments in the district took a linear pattern parallel to the Euphrates River with the extension of the areas of human settlement, which affected the concentration of most industrial economic activities in limited areas of the district, while the districts far from the river remained free of industrial activities, except for extractive industries. Especially specialized in the production of gravel, sand, limestone and gypsum (Salam Khamees, 2008).

SOCIAL ASPECT

The city of Hit has distinct geographical characteristics in addition to its ancient history, which makes it a centre of attraction in the western region of Anbar Province. This is noted by the growth in the population of the region. The city of Hit is the most populated area in the western region and the fourth most densely populated city in Anbar. The population of the city of Hit was about 170,776 in 2018. The city is inhabited by a group of Arab tribes ancient. (B. Al-Mohammadi, 2021). The economic structure shows the distribution of the population on the economic activities and the proportions of workers. In addition, it shows the extent of the economic progress of any society through the activities and types that prevail in it. Labour represents the most important element of the economic structure in any place, regardless of the degree of its civilizational development and economic growth, and agriculture is the main profession for the population of the study area. The percentage of workers in agriculture within the study area reached 12%. However, the workers in the industrial field was 1.95% (Ubaid, 2019).

CULTURE AND HERITAGE ASPECTS

Hit marks the beginning of the high sedimentary plain on the Euphrates, and it contains several hot springs. The city of Heet is also famous for its ancient yet still functioning water wheels (also known as al-Nawaeer) which used to play an important role in the irrigation of fields and palm groves, particularly when water levels of the Euphrates River receded. The walled town, which had already suffered extensive damage during the Ottoman Empire, was abandoned in the 1920s, leading to its rapid deterioration (Ubaid, 2019). Throughout numerous centuries, fortified cities were meticulously constructed, incorporating citadels, imposing towers, substantial walls, fortified gates, and intricate ditches, all designed to ensure optimal defence against potential invaders. The prevailing trend saw such cities typically situated along coastal areas, mountain perimeters, or atop hills. The Hit Citadel aligns seamlessly with this archetype, as it was erected upon a hill and is positioned to the northwest of Ramadi, the capital of the province, situated along the Euphrates River (Mohammed & Alobaydi, 2020).

This Citadel stands as a compact walled urban centre, situated atop two mounds, emerging on the historic grounds of the ancient city of Is. One of the notable historical features of the Citadel is its renowned "bitumen wells," which have played a significant role for over three millennia (Rasheed, 2021). In addition to the industrial heritage, the history of Hit has been linked to the tar extracted from its eyes, as historical sources indicate that Hit was an important source of the tar, which was used in building the walls of the cities of Babylon and Ur (Mohammed & Alobaydi, 2020). The city of Hit witnessed the establishment of many industries with cultural significance, especially the pottery and textile industries, and the industries of weapons, furniture, wheels, ships and water wheels, during the eras of the Sumerians, Babylonians and Assyrians (Ubaid, 2019). The fortified Hit Castle is encircled

by a semi-circular moat that extends to the Euphrates River, safeguarded by an inner stone wall featuring two gates: the western and eastern entrances. Noteworthy within this complex is the Al-Farouq Mosque, complemented by its central minaret, a pivotal architectural element shaping the city's identity (Amer Ibrahim & Abbas, 2021).

THE CRISIS AFFECTING THE CITY

The main crisis affecting the city is the abandonment. In the last fifty years, people started to leave Hit for more active and attention-given cities resulting in tough economic conditions and social issues. With the increase in the population of the city and the need for urban expansion and the enhanced economy, this problem began to increase, and its effects are clearer and deeper in society.

THE CRISIS ASSESSMENT

The people's abandonment of the city of Hit had many negative effects on the city in the long and short term, the economic aspect being the most important. The following is an explanation of the most important of these effects:

1. **Economically:** Economic data analysis reveals a shrinking job market, declining local businesses, and an overall decrease in economic vitality. Unemployment rates are elevated, leading to financial strain on residents and a reduction in the city's economic contribution to the region.
2. **Heritage:** Tangible cultural heritage, such as historical buildings and monuments, is deteriorating. Intangible cultural heritage, including traditional practices and local knowledge, is fading as the younger generation departs from the city. This threatens the preservation of Hit's distinct cultural identity.
3. **Social:** Population statistics indicate a significant decline in residents, leading to diminished community engagement and a weakened

social fabric. The availability of essential services such as healthcare, education, and public facilities has diminished, impacting the well-being of the remaining population.

4. **Urban:** Physical analysis reveals crumbling infrastructure, neglected public spaces, and deteriorating urban aesthetics. The city's urban environment no longer supports a vibrant lifestyle, and its condition discourages both residents and visitors from engaging with the city.

DATE MOLASSES INDUSTRY IN HIT

One of the district's oldest and well-known food industries is the present molasses industry, centered around the use of Zahidi dates for production. This involves heating dates with water using white oil fuel combustion for around four to five hours. Similarly, the key element in producing "Rashi" material involves preparing sesame seeds (Salam Khamees, 2008). Hit is famous for making molasses thanks to its large palm trees. Hit ranked first in the number of date palms, which amounted to (195,400) trees, with a percentage of (51.5%) of the total number of palm trees in Anbar Governorate. The palm trees scattered in Hit are the main source on which the molasses industry is based, for which Hit is famous, except for small quantities of dates while the ripening of dates in Hit is delayed until November (Rasheed, 2021). Obtained from district villages, as well as Hasiba and Haditha localities, these sesame seeds undergo thorough roasting before specialized milling extracts the "Rashi" material. The endurance of certain industries in their current locations can be attributed to historical factors deeply ingrained in the past (Ubaid, 2019). This phenomenon is evident in the molasses and spray manufacturing sectors, which found their initial positions on the outskirts of the city during the 1960s. With the city's subsequent expansion, these industries have become seamlessly integrated into the urban fabric (Salam Khamees, 2008). Fig.3 illustrates the Date Molasses and Tahini Production.



Figure 3. *Date Molasses and Tahini Production, Source: (URL-1).*

The aggregate quantities of molasses and Rashi equate to a total of 36 tons, where the district's internal consumption constitutes 27 tons, accounting for approximately 75% of the monthly production volume. The remaining portion of 9 tons is channelled to the broader governorate for distribution (Salam Khamees, 2008). Notably, the renown of Hit extends to its production of molasses and al-Rashi, as reflected by the presence of five small-scale enterprises engaged in their manufacturing. These enterprises collectively employ a workforce of 16 individuals and are situated in the Kanaan area situated to the north of the city of Hit (F. Al-Mohammadi, 2011).

LEGAL FRAMEWORK

Until 1952, date marketing and trading in Iraq lacked regulation. Then, an initiative emerged to create a national entity to organize date marketing and export. Key organizations were formed, including the Iraqi Dates Trading Company Ltd. in 1952, the Cooperative Society for Producers of Central Region Dates in 1960, and the Iraqi Dates Authority in 1961. By 1968, these functions were consolidated into the "General Organization for Iraqi Dates," established in 1970, replacing earlier institutions (Ibrahim, 1989).

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After 1979, the focus shifted to creating a specific body to oversee date-related activities. This led to the formation of the "Iraqi Dates Authority" in 1980, which replaced the previous authority. In 1988, a committee was formed to explore better ways of organizing date marketing, resulting in the establishment of the "Iraqi Company for Dates Manufacturing and Marketing" as a mixed joint-stock entity. This new company began operating on September 1, 1989, carrying on the responsibilities and functions of its predecessor, the Iraqi Dates Authority (Mahdi, 2002). The company has diverse responsibilities, including managing annual date quotas, procuring surplus quantities, marketing dates and related products globally, setting quality standards and export pricing, and engaging in ventures related to palm trees and date derivatives. They also handle financial aspects, licenses, and patents, while producing date-related byproducts like feed (Ibrahim, 1989).

THE VALUES OF THE DATE MOLASSES INDUSTRY IN HIT:

The date molasses industry in Hit, Iraq, serves as more than just a source of sustenance; it is a dynamic tapestry woven from historical, cultural, and economic threads that intersect to define the city's identity. Going beyond its functional aspects, this industry radiates a multitude of values that intricately enrich the fabric of Hit's society.

1. **Historical Significance:** Uncovering a Rich Past: Investigating the historical roots and evolution of the date molasses industry in Hit.
2. **Community Cohesion:** The production of date molasses often involves community collaboration and engagement. Families and artisans participate in the process, fostering social bonds and preserving a sense of community.
3. **Cultural memory:** Anchored in tradition, the industry embodies cultural practices that have been passed down through generations.

It stands as a living repository of these practices, ensuring their perpetuation for years to come.

4. **Distinctive Uniqueness:** The industry's characteristics, deeply intertwined with the local landscape and culture, contribute to the city's individuality.

THE PROPOSED STRATEGY

According to (Loures, 2008), the envisaged solutions must adhere to a set of cardinal design principles. This encompasses promoting public participation, aligning with the site's essence, embracing adaptability and diversity, offering variety, and ensuring human-scale considerations for industrial space transformation. Following are the suggested steps that should be applied to start the process of reviving the heritage of the city, as well as protecting it and allowing it to thrive and take a appreciation in the region:

1. *Trademarking:* Elevate the recognition of Hit's Tahini and Molasses by associating them with iconic city landmarks. Initiate targeted advertising campaigns that celebrate the city's cultural heritage and traditional production methods. Participation in food fairs can validate authenticity.
2. *Supporting the product:* Secure government assistance for overcoming challenges such as land allocation, labour force, and logistics. Establish informational platforms to disseminate cultural and historical narratives surrounding the products, further enhancing their market presence.
3. *Integrating industry and tourism:* Leverage existing tourism attraction to offer tourists a glimpse into the traditional production process of Tahini and Molasses. By integrating factories into tours, the city can showcase its heritage and high-quality production methods.
4. *Market Expansion:* Forge partnerships with regional and global distributors, capitalizing on the city's reputation for quality.

Encourage investments in agro-industrial infrastructure, ensuring a consistent supply chain for sesame seeds and dates.

5. *Adaptive Reuse of Historic Structures:* Embrace adaptive reuse by repurposing historical buildings for new functions related to the date molasses industry.
6. *Interactive Heritage Interpretation:* Introduce interactive elements within architectural spaces that convey the story of the date molasses industry and Hit's heritage. Incorporating digital displays, murals, or installations can enhance the visitor experience and promote a deeper understanding of the city's history.

STAKEHOLDERS AND ACTORS

Key stakeholders and pivotal actors integral to the implementation of the proposed strategy include:

1. Ministry of Trade and Industry: Oversees regulatory frameworks and creates an environment conducive to industrial growth.
2. Ministry of Tourism: Aligns the strategy with tourism initiatives, promoting the city's cultural and economic assets.
3. Local Municipalities: Plays a pivotal role in urban development, infrastructure, and community engagement.
4. Factory owners: Drive strategy execution through active participation in enhancing the tahini and date honey industry.
5. City residents: Contribute insights and engagement vital to the strategy's success in revitalizing their community.

ACTION PLAN

After proposing the strategy, application methods can vary, that's why this action plan shows the vision with which the goals of restoring the city's previous standing as well as its decaying heritage can be achieved.

1. *Media and Local Food Campaigns*: Engage media for widespread visibility and create local food campaigns to elevate product recognition.
2. *Link the product with a local defining landmark*: Forge a city brand by associating products with key landmarks, fostering immediate recognition.
3. *Participating in local and international food fairs*: Showcase products in local and international food fairs, adapting marketing efforts to each fair's context.
4. *Facilitating certain raw materials*: Secure support from governmental bodies to facilitate resources, lands, and labour.
5. *Preserving the traditional production methods*: Ensure alignment with quality and health standards while maintaining traditional production methods.
6. *Adaptation to tourism tours*: Adapt factories for inclusion in city tours, offering tourists insights into the production process.

THE STRATEGY IMPACT ANALYSIS

The cross-impact analysis was employed to examine the proposed strategy, characterized by the anticipated events stemming from its implementation. These events, denoted as driving forces, were chosen, informed by an analysis of the broader community sentiment after the scrutiny of the urban centre, comprehending the potential for their occurrence, and their intricate interplay with the envisaged strategy and its projected outcomes. The driving forces are presented in the following [Table 1](#). The assessment of driving forces was conducted within a range of 0 to 3, with the following criteria: 0 indicating no or minimal impact, 1 signifying a weak or moderately delayed impact, 2 denoting a moderate impact, and 3 representing a substantial or highly influential impact. The outcomes of this assessment are presented in [Table 2](#) for reference.

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Table 1. Proposed Strategy Driving Forces.

DFs	Description
DF1	Growth of the local economy
DF2	Reviving the western parts of Anbar
DF3	Losing the authenticity of the heritage
DF4	Establishing other industries related to dates or the stages of production
DF5	Low quality due to high demand
DF6	Reducing internal displacement towards the centre of the governorate.
DF7	Increase job opportunities
DF8	Increasing the prices of dates for users
DF9	Introducing people to the city of Hit and revitalizing its tourism
DF10	Creating a brand that distinguishes Hit's heritage and industry
DF11	Raising the level of production

Table 2. Cross Impact Analysis Matrix.

	DF1	DF2	DF3	DF4	DF5	DF6	DF7	DF8	DF9	DF10	DF11	PS
DF1		2	1	3	1	2	2	1	3	1	3	19
DF2	2		1	3	1	2	3	2	3	1	2	20
DF3	0	0		1	0	0	1	0	0	1	1	4
DF4	2	2	1		1	1	3	2	1	1	2	16
DF5	1	0	2	0		0	1	3	0	0	1	8
DF6	3	3	0	2	1		3	1	1	0	2	16
DF7	3	2	0	2	0	2		0	2	1	1	13
DF8	1	1	1	1	1	0	0		0	0	1	6
DF9	2	2	1	2	1	1	1	0		2	1	13
DF10	1	1	0	2	0	0	0	0	2		1	7
DF11	2	2	0	3	0	1	2	1	2	1		14
AS	17	15	7	19	6	9	16	10	14	8	15	
A x P	323	300	28	304	48	144	208	60	182	56	210	
A / P	1.12	1.33	0.57	0.84	1.33	1.78	0.81	0.60	0.93	0.88	0.93	

Based on the cross-impact matrix, four groups of driving forces were formed, illustrated as follows:

- *Active (High AS & Low PS):* These proactive forces, characterized by initiatives such as introducing people to the revitalized city and

expanding job opportunities, wield a strong internal influence on other factors. Although their interaction with external forces is limited, they possess the potential to evolve into pivotal drivers if managed effectively during strategy implementation.

- *Reactive (Low AS & High PS)*: Represented by forces like the goal of curbing internal displacement towards the provincial centre, these reactive factors are more responsive to external influences. They function as indicators of the overall situation and remain susceptible to the effects of other driving forces, underscoring the intricate dynamics within the city.
- *Critical (High AS & High PS)*: This cluster encompasses forces with paramount importance, including the growth of the local economy, revival of western Anbar regions, and the expansion of industries associated with dates and their production. These driving forces wield significant impact on other factors, while remaining sensitive to external influences.
- *Buffering (Low AS & Low PS)*: Comprising forces like heritage authenticity loss and decreased quality due to high demand, these factors exhibit limited interaction with other elements. Their impact is relatively lower, and they are less prone to external influences. Nevertheless, they should still be considered within the context of other driving forces to ensure a comprehensive approach.

The envisioned strategy anticipates generating fresh employment prospects for local residents and enhancing the city's family-owned enterprises. By fortifying existing factories and aligning them with complementary industries, the strategy aims to bolster economic activity. This revitalization is expected to encourage the city's youth to remain, while those who have left may rediscover their ties to the city. This resurgence will reinstate elements of social life and uphold the community's fabric. The suggested strategy holds the potential to initiate a broader transformation of the

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agricultural and industrial systems in Hit and Anbar province. This is facilitated by the province's abundant resources, making plan implementation feasible. However, there is a concern that factory development might neglect the heritage aspect, impacting the values of integration and authenticity. To address this, development plans must be closely coordinated with heritage preservation authorities to ensure a balanced approach.

CONCLUSION

The molasses industry holds transformative potential beyond profits, acting as a linchpin in reinforcing Hit's city identity. By leveraging the industry's heritage and integrating it into urban revitalization, hit can not only boost its economy but also reestablish a distinct cultural character. With abundant resources at hand, including date palm fields and a skilled workforce, this industry becomes a powerful tool in addressing youth unemployment while echoing the city's historical roots. Prioritizing the support and coordination of the date molasses and tahini industry aligns with Hit's city identity and positions it as a crucial driver in both economic and cultural resurgence.

The correlation between urban identity and industrial heritage offers a promising avenue for urban revival. Integrating industrial heritage into urban development not only revitalizes historical narratives but also fosters economic growth, community involvement, and cultural preservation. This integration can attract residents, visitors, and investors, stimulating economic activity through adaptive reuse, job creation, and tourism. Impact rates are derived from qualitative sources like expert insights and historical records, as well as quantitative data on tourism revenue, job opportunities, and property values. Collaborative efforts among urban planners, experts, and communities are crucial to accurately gauge and understand the outcomes of this integration.

The implementation of strategies to revive the date molasses industry in Hit, has profound implications for urban and architectural integrity. These outcomes involve both physical urban transformation and the preservation of architectural heritage. Integrating industrial spaces with tourism can rejuvenate historical areas and promote adaptive reuse of structures, maintaining contextual coherence. Emphasizing traditional production methods aligns with architectural preservation, infusing modern functionality with historical authenticity. Incorporating cultural narratives in branding enhances the city's identity, encouraging architectural interventions that reflect this heritage.

EDITORS' NOTE

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