



Economic and Cultural Development of Ports Enhancing the Quality of Commercial Spaces and Importation of Goods Through the Design (Case Study: Bushehr Port)

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ABSTRACT

One of the most important items in dealing with urban spaces is to take into account all aspects of the planning and designing. Coastal cities, due to the proximity to the beach, can greatly approach to the factors and components of sustainable development and benefits from them. Bushehr port has high potential and possibilities and can contribute to economic prosperity in Iran and at the same time, it can strengthen the social and environmental dimensions to take a step towards sustainable development. So, in this descriptive-analytical research, problems of Bushehr port were firstly identified based on ten Krieger's principles by the study of archived documents and field observation and then, the data was analyzed and some solutions were provided in order to improve its space.

Key words: *spatial sustainable development, economic development, cultural development, port, Bushehr*

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INTRODUCTION

Each town in Iran has its own unique characteristic that distinguishes it from other towns; due to these specific characteristics, particular type of architecture and urban planning also has been sometimes ruling over them and each of them requires the specific spatial planning and designing of that region. In fact, spatial planning as a technique, is a model used to spatially regulate the measures of public and private sectors which affect the location and deployment of their activities. So considering appropriate program and plan for spaces that can meet the needs of the residents are of utmost importance. Fighting for survival makes the planners responsible for regulation of proper places and proper combination of the activities in different spaces which makes the totality of physical structure (Divsalar and Sheikh, 2011). Coastal towns have excellent location and are considered as a good place for exchanging goods and trading in addition to as a place of tourism attraction. So, in terms of economic perspective, they might want especial architectural and urban design.

Persian Gulf has always been one of the major trade routes and Bushehr, which is one of the oldest commercial hub in the region at that time, has the same characteristic. This commercial characteristic has a lot of impacts on people's lives and is associated with their daily lives and livelihood of the majority of them is made possible through the sea that a wide range of commercial activities in the city daily takes place along the wharf and on the docks. Generally, the ports play significant role in marine exchange and it's an opportunity which must be used. But, unfortunately, due to lack of proper

image of the future, today, we witness a lack of development in accordance with their capacities. But, Bushehr port is a good option for organizing the activities in order to develop and revive its historical background in the field of goods transportation and commercial activities and to merge them with new methods used in the world. Since, today, people are not allowed to be in this cycle, in this descriptive-analytical research, it has been tried to examine the knowledge of people about the port's performance in order to provide an opportunity for them to be more familiar with it and to participate in the cycle using the latest transportation method.

2-Review of research background (or literature review)

Coastal areas are dry strips of land which are adjacent to water space and directly impact on land processes and land uses and aquatic processes and applications (Hildebrand and Norrena, 1992).

Beaches in towns are an opportunity to reconnect the communities with their culture and geographical perspectives. In history, the communities established the towns near water, because this proximity brought a lot of benefits. In history, commercial routes through seas and rivers had been always paid attention. For example, Europe-America route through Atlantic Ocean which has provided a lot of market and commercial opportunities for goods trade and agricultural products to Spain, Portugal, France or UK since 1492 (Morris, 1993). Throughout the history of each community, its beach has created a sense of belonging to life. These concepts have changes as the lives of coastal communities have evolved. Beaches created and also, creates important moments in social lives of their neighboring cities, so, most of them have been the places for recreation and enjoyment. Fishing communities have

developed their lives along the coast. In fact, the coasts have created a strong relationship with economic, cultural and social lives in urban spaces and they were a place for traders, who came from remote parts of the world, to stop and rest.

2.1. Types of ports

In a simple classification, the ports are classified into 5 classes: commercial, fishing, recreational-tourism, military and passengers ports.

- **Commercial ports**

Economically, the port is defined as an institution in which land and marine transportation links are established. These ports include wharf, moorings, warehouses and required access networks and also a place for trade offices, including required posts for the transportation of passengers, transportation of various commodities, transportation of solid bulk cargoes, transportation of oil and liquid gas. Port-related businesses can be activated given the basic activities of the port or the production of the industries located on the outskirts of the port. Martyr Rajaei Port in Hormozgan and Los Angeles Port can be named as this type of port (Figure1) (Ardaneh, 2012).



Figure1. Samples of commercial port. Right: Imam Khomeini commercial Port in Khozestan; left: Los Angeles Port.

Source: <http://www.ilna.ir> and www.lanebarden.com/infrastructure

- **Fishing port**

Fishing, due to its specific importance, has had close relationship with ports since ancient times. The ports were not only a physical base for fishermen, but also, a base for preparation of marine products as well as sales of such products. Traditionally, in cases where the situations have necessitated, commercial ports have supported fishing activities to provide a food source, which is rich in vitamins, for people. So, overall coordinated development of port in order to meet the commercial and fishing needs will be more important in contributing to economic growth. Those ports which are the places for the transit of fishing vessels and canning ships, must have the appropriate equipment and cold storage but the ports which are the places for smaller ships and fishing boats don't require such equipment and they should be only safe places against the waves of sea and include wharf (Figure2) (Ardaneh, 2012).



Figure2. Samples of fishing ports. Right: Dargahan fishing Port in Qeshm; left: Fishing port in Hormozgan Province.

Source: <http://www8.irna>

- **Recreational-tourist port**

Providing a base for marine leisure activities and entertainment is aimed to meet the growing demand for aquatic entertainment such as boating and sailing with small recreational ships. In ports, it is tried not only to provide the necessary anchorages for recreational boats and ships or recreational tours but also, offering other facilities such as hotels, motels, clubs, beach resorts, shopping centers, restaurants and even entertainment centers for families should be predicted in their plans. Port planner should understand the economic concept of attracting people to the port area through providing fun activities. This will attract people and help them to understand the importance of ports in the economic development and consequently this will have far-reaching effects on the promotion of activities related to port (Figure3) (Ardaneh, 2012).



Figure3. Samples of recreational-tourist ports. Right: Kusadasi on the Aegean; left: Recreational port in Dubai.

Source: <http://www.satisdeal.com/> and <http://www.travelbits.nl/>

- **Military port**

In these ports, in addition to different types of ships which have high ability to maneuver, there are the possibilities of loading and unloading. These ports should be designed with the required distance to other ports and no barrier must be in the path of warships so that they can be able to act quickly in an emergency (Ardaneh, 2012).

- **Passenger ports**

With the development of different ways of transit such as planes and trains, the importance of ships as the means of travel has been greatly reduced. But, there are still many areas in the world in which people rely on ships and boats to travel. In the ports, it is tried to provide the facilities and services to meet the basic needs of the people. These types of port services are necessary and valuable for those who live on remote islands or in areas surrounded by water and commuting is possible only through river or sea (Figure4) (Ardaneh, 2012).



Figure4. Sample of passenger port. Piraeus port in Greece.

Source: <http://www.navigaplus.si>, <http://holonko.com>

2-2. Importance of beaches in port towns

Certainly, using proper plan in order to design the coasts in port towns has substantial impact on trade and economic prosperity of the region. So, the importance of coasts can be examined in terms of economic, safety and access, social and cultural aspects. It must be noted that two later aspects can also affect economic prosperity and ensure healthy economy in the region.

- **As economic sources**

Barcelona, Baltimore, Tokyo and Buenos Aires beaches which significantly have functional solutions. The coasts develop a new structure of design for economic development in order to regenerate the economy of towns. There are several tendencies in coastal projects that separate the commercial use of beaches from other important values and these tendencies have been discussed in more lectures (Hough 1990, Meye 1999, Sasaki2001).

- **Security and convenient access**

In most cases, access to beach and free use of water's edge are limited to the use of beach by private owners who prohibit the access of local communities. Of course, in this context, national and international rules define a marginal lands in different sizes on the beach for public use. Saint John City has limiting patterns of public access to the beach. There is no public access from Eviostin Beach to Daytona Beach (30 minutes driving distance). Combination of plant design, changes in topography, entrances and platforms are the measures used to control and access to public places along with requirement by landscape designed. These projects limit public access and have opposite effect on security requirements. Research has shown that people try to distance themselves from others without being isolated. Due to increased crime in cities, citizens often prefer those public places in which they can easily see and be seen by others. Therefore, in regenerating the beaches, public access to beach must be provided (Talesnik, 2000).

- **As cultural-social source: creation of identity**

Those public spaces have been designed from the environmental perspective, seek to protect natural resources like forests, water features and soil that strengthen the identity of a place and in contrast, those public spaces have been designed from the economic perspective, seek to grow through the expansion of construction and often destroy local identity of a place. Attractive public beaches attract different age groups and arranged social composition. Family and friendly collective activities at the seaside expand sense of place and fixation in coastal communities (Uli, 2009). Connection to sea will increase coastal social identity. Castell believes that social

identity is a social structure full of concepts and identities change over time as societies change. In fact, it can be said that connection to a place full of concepts, such as beach, is the part of common values in society which strengthens social cohesion. Castell defines identity as social processes based on cultural values of communities (Castell, 1997).

In the past, seaside spaces were used just as harbors, docks and/or fishing piers, shipbuilding factories, warehouses, or other plants and totally, they were used just as industrial-services spaces. With the advancement of technology, many of these uses have faded and by increasing the price of land in the city, coastal strips have been paid attention immediately and this has been found according to the salient features of these spaces and the beach has been identified as a proper space for urban development and other development approaches (Ardaneh, 2012).

Given above, the importance of port towns and proper design for ports and beaches can be realized. Because with a proper design, the opportunity of active participation of all groups will be provided and in addition to provision of vitality, it can be a help for economic prosperity of business district and port.

3- METHOD

Along with the growth of surrounding areas of beaches, competition for the use of features and characteristics of the beaches becomes more and the demand for land increases. This competition is observed between two key and important fields of trade and tourism industry.

Rapid growth and business prosperity simultaneously lead to economic growth and this leads to the growth of tourism industry. When tourism industry develops, cities should also benefit from the attractive beach to be successful in such competition and benefit the advantages of economic growth. So, in order to improve and enhance the city image in the views of different tourists and people, attraction of coast is increased with tourists' activities.

This descriptive-analytical study with the aim of suggesting some tips on designing Bushehr port, sought to develop it economically and culturally to enhance the environmental quality of port as well as quality of commercial spaces due to the increased active participation of different people from all groups and classes. For this purpose, the problems of port were identified through field observations and then, according to the principles of good port design, some suggestion on improving the conditions of Bushehr port were provided.

4- Case study

Bushehr Town is one of the port towns in Iran and located in Bushehr Province in South of Iran. About 195 thousand people reside in it (Statistical yearbook 2011). It has a very good position because it is surrounded in North, West and South by Persian Gulf and it has hot and humid climate (Kasmaei, 2003). Its climatic characteristic are listed in table1 according to the report developed by Bushehr Meteorological Organization.

Table1. Climatic characteristic of Bushehr (Bushehr Meteorological Organization)

Average sum of annual sunshine hours	The average of annual mean daily temperature (° C)	Mean of annual rainfall	The highest occurred tide	The lowest occurred tide
3021	24.7	268	2.4	1.19

About the history of Bushehr Town, it can be said that the oldest traces of civilization of Bushehr Peninsula was explored in Reyshahr placed 12 km to Bushehr. It includes Elamite brick posts related to the third millennium BC and they show that present Reyshahr is the successor of the ancient city of Lian and the Elamite used the peninsula as a naval base. After the death of Alexander, the Seleucid established the cities during their grip on parts of Iran and Reyshahr is located on the ruins of one of them (Rasaei Kshkook, 2005). Long times after the Seleucids, in the time of Ardashir Babakan, this town was named Ram Ardashir and it was an important port. When Nader Shah Afshar reigned, he thought to naval force to improve the conditions of Persian Gulf and its islands and coast and Nadirieh Castle was founded at the current location of Bushehr by Latif Khan, his officer. It was a small village. A number of Araba, Abo Mahir tribe, lived in this small village. They came from Arabia and built some houses by the use of wood and palm mat and they were fishing and Latif Khan ordered them to build Nadiriyeh castle. In fact, the nucleus of present Bushehr was formed at the same time. Nader Shah ordered the establishment of shipbuilding workshop and to move wood from Mazandaran Province to build the ship and he provided the fleet including thirty large and small vessels. After the death of Nadir Shah, navy lost its effectiveness over time and the name of port was changed to Aboshahr (Aboshahr means father town due to the economic boom in that time, and later, it was changed to Bushehr with the arrival of the British).

It should be noted that merchants of Bushehr, at least until the end of the Qajar era, were more powerful than even the governments of those times, didn't approved commercial bills without their permission and consulting with them. Some companies were active in Bushehr due to favorable and convenient location of port and trade security. English, Russian, German, Armenian, Jewish, Iranian, Turkish and Arab merchants established shops and firms in the town (Hamidi, 2005).

5- RESULTS AND DISCUSSION

According to mentioned history, it becomes clear that Bushehr has been very important since ancient times and played an important role in Iran. But, unfortunately, according to field observations, it becomes clear that Bushehr doesn't have the place that it deserves. In this port and in its commercial sector, non-employees aren't allowed to come in them and this can cause some problems such as lack of attention to health issues, lack of environmental vitality and etc.

Alex Krieger takes account 10 important principles as the basis of any changes in the fundamental evolutions of beaches during the last half century. These principles are:

1. Changes in the urban beach is very important in the life of a port city and they happen when economic and cultural dimensions of town also change according to these changes.
2. Landscape of each port town appears in environmental quality of its beach, so, with suitable manipulation, proper answers can be reached at the level of metropolitan.
3. Despite the minor changes that sometimes occur in coastal areas, stability and success of coastal areas reflect the growing prosperity of the city in other levels.
4. Beach is of the spaces in the city that has been always a struggling place because it is valuable in terms of social, economic and even political aspects and paying attention to the balance between the authorities and stakeholders must be addressed carefully.
5. It is true that the beach is considered as a natural boundary between land and water, but it should not be thought of only as a thin linear area. Its impressive range and influence can be sometimes seen in downtown.
6. Coastal development is a long-term process than can create long-term values. Short-term benefits of this process must never be damaged. Because such approach to development process rarely leads to successful results in any urban spaces.
7. Abandoned and derelict urban beaches are revitalized when they become desirable places for living with its all manifestations, not only become temporary places to be visited.
8. People are always asking for access to the water's edge. In the field of designing, this usually requires overcoming some physical, ownership and sometimes historical issues.
9. The success of coastal development process largely depends on the mutual relationship between elements in land and water and also environmental quality of beach and water.
10. Special ecosystems which are usually found on the beach, have valuable and important benefits to the city, in competition with neighboring towns that do not have beach.

Looking at Bushehr port, it can be found that it has no good environmental quality in the commercial sector and transportation of goods and with changes in it, it's more boost can be possible. Paying attention to social and cultural dimensions in addition to economic dimension can help to boost this major port of Iran. According to fifth principle, its impressive range can be sometimes expanded to downtown. So, taking a long-term plan can create the right atmosphere and three components of sustainable development can be achieved

In these spaces, providing ideal place requires the cooperation of the various organs: the elements on land or aquatic elements. Finally, it should be noted that the port cities have a potential that other cities do not have and that is water.

The number of people who visit a coastal space is usually considered as a criterion for success of that coastal space. Because the majority of people want to access water's edges. So, in the early phases of development, the presence of tourists in a coastal strip can be used as an economic support to advance the next phases of the coastal area reconstruction project. Undoubtedly, Bushehr port also has enough potential for economic prosperity and simultaneous cultural development and allowing people to enter into its commercial sector and creation of useful interactions.

CONCLUSION

Closing people to the place of goods importation and simultaneous supply of it makes more confidence and motivation in them and they will obtain interesting experience in addition to provision of required goods and this will lead to not only commercial but also cultural and recreational and social interactions and also boost the coast and people will simultaneously see several functions and scenarios. Of course, this should be realized by evaluating and interpreting the recipes related to safety and environmental protection and providing desirable services.

So following items are recommended for economic and cultural prosperity of Bushehr port:

- To construct a commercial center according to both economic and cultural potentials of the area in order to create sustainable development.
- To create a strong business hub in the region and also a center for attracting people from other cities and tourists.
- To eliminate the distance between last originality and people.
- To make clear and allow people to participate in business cycle.
- To identify the factors in order to regenerate the site and to create proper relationship between the natural landscape and historical perspective and the past indigenous activities.
- To organize the site spatially and also the landscape in order to preserve and enhance the historical identity.

In general, the goal is to identify and find the nature of reality and to reach required knowledge of Bushehr Province to objectify the research findings in the design.

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