



# “Rental Activities Impact on Heritage Buildings Preservation from Residents’ Perceptions: As-Salt City as a Case Study”

TECHNICAL ARTICLE

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## ABSTRACT

This research paper investigates the influence of rental activities on the preservation of heritage buildings in As-Salt City, Jordan. Though rental activities can offer financial support for heritage building preservation, they also pose possible dangers to their long-term sustainability. This study aims to recognize key challenges and opportunities related to the preservation of heritage buildings. The study provides treasured recommendations for policymakers, urban planners, and other stakeholders involved in heritage preservation and urban development. These recommendations aim to strike a balance between encouraging rental activities and the preservation of the cultural heritage of As-Salt City. By taking into consideration the perspectives of experts, stakeholders, and residents, the research offers practical insights into handling rental activities in a way that respects and enhances the preservation of heritage buildings. The findings of this study contribute to the existing literature on heritage building preservation and rental activities. They shed light on the specific challenges and opportunities faced by cities like As-Salt, providing a valuable reference for other urban centers contending with similar issues. Examining the case of As-Salt City, this investigation deepens our comprehension of the intricate interaction between leasing activities and the preservation of historic structures, as well as establishing a framework for eco-friendly urban growth that safeguards the cultural legacy of the city for foreseeable generations.

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## KEYWORDS:

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## 1. INTRODUCTION

As tangible links to the past, heritage buildings contribute to social cohesion and economic growth (Thorell, 2018). Buildings such as these play an important role in defining cultural identity and history. The preservation of heritage buildings is an essential component of preserving a nation's cultural identity and history as well as promoting sustainable development (Thatcher, 2017). Preservation of heritage buildings refers to the practice of preserving a heritage building from any alterations or changes that could affect its historical significance. Preservation of heritage buildings not only protects their architectural and aesthetic values but also provides an opportunity to capture the essence of a city's history (Nurliani Lukito & Nurul Rizky, 2018). A number of countries have developed legislation to regulate the preservation of heritage buildings in recognition of the importance of heritage preservation. However, despite such regulations, efforts to protect heritage buildings remain humble due to a lack of clear guidelines for custodians and owners (Sodangi et al., 2014).

Regrettably, many heritage buildings are not being utilized suitably, and some are even being abandoned or used as sheds, resulting in environmental disputes and devaluation (Darmawan & Enis, 2016). One approach to preserving heritage buildings is rental activities of heritage buildings, where heritage buildings are rented out for several purposes such as events, generating revenue that can subsidize the preservation of these buildings (Lin, 2020). As reported by Rypkema, Cheong, and Mason (2011), rehabilitation projects that include rental activities have created new jobs and increased property values while preserving the community's character. Mason, BohnSpector, and Dunne Ferrone (2000) also suggest that rental activities in heritage buildings play a vital role in their preservation.

Rental activities of heritage buildings have been increasingly classified as residential activities since the launch of short-term rental platforms like Airbnb, making them popular among tourists (Lin, 2020). Furthermore, there is an upward interest in repurposing heritage buildings for permanent residential use (Colliers International Property Consultants Limited, 2015). Colliers International recommends repurposing heritage buildings for residential use. Nevertheless, it is crucial to follow ethical practices when transferring historically significant buildings for preservation purposes (Peltola, 2008). Renting heritage buildings for residential purposes can have both positive and negative effects on the preservation of these buildings and their cultural heritage, as seen in the condition of As-Salt, a historic city in Jordan, which was newly listed as a UNESCO World Heritage Site due to the prominence and significance of this city's identity and exclusive heritage buildings. This announcement could have a notable impact on the local

community's economic growth and the expansion of the tourism industry (Bertacchini, Revelli, & Zotti, 2023); and this can be detected by the amplified number of tourists who visited the city after the declaration.

By preserving As-Salt's heritage buildings and promoting their cultural significance through tourism, the local community's economic and social development can be confidently impacted in a positive direction (Albert, Richon, José Viñals, & Witcomb, 2012). This can be easily measured by the obvious increase in new business and tourism initiatives that were launched after announcing As-Salt as a world heritage site, and eventually, the increase in workers and labor working in these businesses.

Recent observations indicate a growing trend of private owners of heritage buildings in As-Salt renting out their properties to tenants from diverse backgrounds and for multiple purposes, whether residential or commercial. This trend is attributed to the rising demand for affordable housing and the limited availability of accommodation options in the city, and the fact that buildings are near the city core of commercial activities in As-Salt. Though, while this can offer short-term welfare for both heritage building owners and tenants, it could also endanger the preservation of these remarkable structures. Consequently, it is crucial to strike a balance between the development of rental activities and heritage preservation to ensure that As-Salt's unique charm and cultural heritage are protected for future generations. Effective management of heritage building preservation and adaptive

Mostafa (2018) highlights a significant gap in the literature regarding the impact of rental activities on the preservation of heritage buildings. The objective of this study is to investigate the impact of rental activities on the preservation of heritage buildings in As-Salt City and to recommend strategies, policies, and new regulations that can help to better preserve these buildings. Through a multi-step approach, the researcher began by conducting expert interviews with individuals who had knowledge and expertise in the fields of heritage preservation and rental activities. These interviews provided a general understanding of the research questions and helped to identify potential stakeholders to interview. Based on the results of the expert interviews, the researcher then conducted stakeholder interviews with representatives from local government, heritage organizations, and rental activity businesses in As-Salt City. The results of these interviews were used to generate a survey that was randomly distributed among residents of As-Salt.

This study aims to identify key challenges and opportunities for preservation. Based on these findings, the study will provide recommendations for policymakers, urban planners, and other stakeholders on how to better protect and promote the cultural heritage of As-Salt City. Reuse, including rentals, is essential to maintain the authenticity and character of the city (Thatcher, 2018).

## 2. LITERATURE REVIEW

Previous studies suggest that the preservation of heritage buildings is crucial for maintaining a city's collective memory and identity, sustainable tourism development, and future generations' appreciation of the values created by these resources (Hoang, 2021; Lukito & Rizky, 2018; Nilson and Thorell, 2018). UNESCO's Heritage Sustainability Index defines building heritage as a multidimensional framework for promoting the sustainable development of heritage sites. (Li and Han, 2021) emphasize that the preservation of historic buildings is necessary to protect cultural sequences, reduce the loss of people's spiritual places, and promote national cultural self-confidence. While the preservation project of built heritage can be categorized into various types, it deals with an extremely heterogeneous range of elements and different substrates with a large variety of preservation conditions (Gulotta & Toniolo, 2019).

According to Nilson and Thorell (2018), cultural heritage preservation is a complex issue that requires the role of rentals in building preservation to be taken into account. Rentals of heritage buildings have become a topic of increasing interest in recent years (Mason, Bohn-Spector, & Dunne Ferrone, 2000). Rental activities of heritage buildings, such as renting them out for weddings, corporate events, cultural events, and private parties, can generate income that can contribute to their preservation and restoration (Lin, 2020). Rypkema, Cheong, and F. Mason (2011) report that historic rehabilitation projects involving rental activities have generated new jobs and increased property values while preserving the character of communities. Mason, Bohn-Spector, & Dunne Ferrone (2000) also suggest that rental activities in heritage buildings play a crucial role in their preservation and restoration.

Various types of heritage building rentals have been studied, including short-term rentals that encourage public engagement in historic preservation (Lin, 2020). However, property rights are restricted for buildings located in preservation areas, potentially increasing the cost of alterations and maintenance (Ahlfeldt et al., 2012). Evaluating the costs and benefits of heritage building rentals is crucial depending on specific circumstances and preservation goals. Despite their benefits, short-term rentals have been criticized for their adverse effects on local housing markets and neighborhood characters (Lin, 2020).

Renting heritage buildings as vacation homes generates revenue that can be used for restoration efforts (Goodman et al., 2021). Additionally, this option provides a unique and immersive experience for visitors while enjoying modern amenities. Renting heritage buildings for events or accommodations is another option that allows visitors to immerse themselves in local culture while enjoying modern conveniences in a setting that cannot be replicated elsewhere (Rubino et al., 2020).

Colliers International Property Consultants Limited (2015) recommends repurposing country houses and large institutions for residential use. Heritage buildings can provide an opportunity to experience unique architectural styles while indulging in historical nostalgia, but careful planning is required to minimize potential problems.

Rental activities and heritage preservation can have positive and negative effects, depending on renters' intentions and actions (Lin, 2020). Short-term rentals can increase public engagement and revitalize urban areas, but concerns exist regarding cultural integrity and over-tourism, which may lead to the degradation of heritage properties (Lin, 2020). Proper management is necessary to ensure the sustainability and cultural value of heritage properties over time. Preserving heritage buildings while ensuring their economic viability requires balancing property value and impact on heritage tourism (Econsult Corporation & Urban Partners, 2011). However, managing rental activities can pose significant challenges, including financing and maintenance costs, tenant turnover rates, legal liabilities, and insurance coverage needs (Texas Private Real Property Rights Preservation Act Guidelines, Grimes [1996]). Landlords could consider investing in energy-efficient upgrades or partnering with property managers specializing in efficient upkeep operations at lower costs to manage multiple properties simultaneously. Proper planning and execution are critical for successfully managing rentals as a means of preserving heritage properties (Texas Private Real Property Rights Preservation Act Guidelines, Grimes [1996]).

As-Salt's architectural heritage is a true reflection of the city's diverse cultural past and stands as a testament to the skilled craftsmanship of its builders. The city boasts an extensive collection of buildings that showcase different styles, from traditional houses with beautiful geometric patterns to public structures with Ottoman features. Khlaifat (2019) notes that these buildings provide tangible evidence of As-Salt's unique history and culture, which developed over centuries due to the city's strategic location along ancient trade routes. Furthermore, the use of local materials such as limestone and basalt in construction has helped preserve many historical landmarks for future generations. The attention paid to detail in these structures also reveals much about local lifestyles during their respective eras.

Heritage preservation is a crucial topic for As-Salt, as it plays a vital role in preserving the city's cultural landscape (Khlaifat, 2019). As documented in the Tentative List for As-Salt, the urban core of the city comprises around 650 significant historical buildings that are a reflection of the city's economic transformation during its 'Golden Age' from the 1860s to the 1920s, featuring new building typologies and technical know-how (Heritage Centre, 2021). According to Khraisat (2017), the architectural heritage in As-Salt City represents the region's identity and culture, serving as a link between the past and the

present. Therefore, it is critical to maintain and rehabilitate this heritage to preserve it. Thus, the preservation and revitalization of As-Salt's building heritage are necessary to sustain its cultural identity and promote tourism in the region.

As-Salt's architectural heritage reflects its diverse cultural past, featuring traditional houses with geometric patterns and public structures with Ottoman features built with local materials like limestone and basalt (Khlaifat, 2019). These buildings reveal much about local lifestyles during their respective eras and provide tangible evidence of As-Salt's unique history and culture (Khlaifat, 2019). As-Salt's urban core has about 650 significant historical buildings that are a reflection of the city's economic transformation during its 'Golden Age' from the 1860s to the 1920s, featuring new building typologies and technical know-how (Heritage Centre, 2021). Therefore, preserving and rehabilitating As-Salt's building heritage is critical to maintaining the city's cultural identity and promoting tourism in the region (Khraisat, 2017; Heritage Centre, 2021).

Rental activities in As-Salt's heritage buildings have increased after its UNESCO World Heritage Site announcement. The impact of rentals on the preservation of privately owned heritage buildings in the city is a subject of debate. While historic district designation can promote residential renovations, Curtis (1979) notes that neglecting repairs and maintenance can lead to deterioration. Fang et al. (2021) found that community involvement in heritage preservation is essential and influenced by factors like environmental protection behavior and recognition of heritage value. Fouad and Messallam (2018) emphasized the importance of community involvement in the preservation of historic cities like As-Salt. Thus, our study will examine the perception of As-Salt residents regarding the impact of rental activities on the preservation of heritage buildings. We aim to explore the variables of rental activities and their impact on heritage building preservation. The study will provide insights to encourage community involvement in heritage preservation in As-Salt.

### 3. METHOD AND DATA

This study uses both qualitative and quantitative methods to achieve its objectives. A qualitative method was used to obtain a comprehensive understanding of rental activities' impact on heritage building preservation in As-Salt. Two groups of respondents were interviewed: experts and stakeholders. The experts' group comprised five individuals selected based on their knowledge and experience in relevant fields such as heritage building restoration, urban planning, and municipal policy-making. The stakeholders' group consisted of eight respondents from various urban sectors in As-Salt, including heritage building owners,

tenants, and business owners. According to the annual report for Greater As-Salt Municipality (2022), the number of heritage buildings in the city is 1161, and only 620 buildings are occupied, while 541 buildings are unoccupied. Hence, this study investigated all occupied buildings which is estimated at 620 buildings. The questionnaire was distributed online to individuals. Only 286 questionnaires were returned completely, yielding a response rate of 46%.

## 4. RESULTS AND DISCUSSION

### 4.1. QUALITATIVE RESULTS

Table 1 shows the results of the thematic analysis of the interviews with the experts in As-Salt focused on the effect of residential actions on the preservation of heritage buildings. The experts interviewed include a rental agent, a municipal expert, a social-economic expert, an urban planning expert, and a restoration expert. The rental agent identified tenant behavior as a key factor in determining the condition of heritage buildings. To preserve heritage buildings through rental activities, the rental agent recommended careful selection of tenants with a good track record, clear rental agreements outlining the responsibilities of both parties, and regular inspections and maintenance checks.

#### 4.1.1. Municipal Expert's Views

The municipal expert discussed the positive and negative impact of rental activities on preservation. The expert identified that rental activities can provide an incentive for owners to maintain and restore heritage buildings. However, unregulated or illegal rental activities can lead to neglect and deterioration. The expert recommended regulations that ensure heritage buildings are rented to tenants who respect and preserve their historical and cultural significance. Rental agreements should include provisions for inspections and reporting of damages or needed repairs. Regulations are also needed for illegal or unregulated rental activities.

#### 4.1.2. Social Economic Expert's Views

The social economic expert discussed the economic benefits of rental activities, which can contribute to the local economy by creating job opportunities in the tourism and hospitality industry. However, unregulated or overcrowded rental activities can lead to the deterioration and destruction of heritage buildings. To ensure responsible and sustainable rental activities, balancing economic benefits with the cultural and historical significance of buildings is key.

#### 4.1.3. Urban Planning Expert's Views

The urban planning expert also discussed the positive and negative impact of rental activities on preservation. The expert identified that rental activities can provide an

INTERVIEWEE	MAIN THEMES	SUBTHEMES
Rental Agent	Tenant behavior	<ol style="list-style-type: none"> <li>1. Rental activities can generate income and incentivize owners to maintain and restore heritage buildings</li> <li>2. Tenant behavior is key in determining the condition of the heritage building</li> </ol>
	Strategies for preserving heritage buildings through rental activities	<ol style="list-style-type: none"> <li>3. Careful selection of tenants with good track record</li> <li>4. Clear rental agreement outlining responsibilities of both parties</li> <li>5. Regular inspections and maintenance checks</li> </ol>
Municipal Expert	Positive and negative impact of rental activities on preservation	<ol style="list-style-type: none"> <li>6. Rental activities can provide incentive for owners to maintain and restore heritage buildings</li> <li>7. Unregulated or illegal rental activities can lead to neglect and deterioration</li> </ol>
	Need for regulations and guidelines	<ol style="list-style-type: none"> <li>8. Regulations should ensure heritage buildings are rented to tenants who respect and preserve their historical and cultural significance</li> <li>9. Rental agreements should include provisions for inspections and reporting of damages or needed repairs</li> <li>10. Regulations needed for illegal or unregulated rental activities</li> </ol>
Social Economic Expert	Economic benefits of rental activities	<ol style="list-style-type: none"> <li>11. Rental activities can contribute to the local economy by creating job opportunities in the tourism and hospitality industry</li> <li>12. Demand for heritage buildings can encourage their preservation</li> </ol>
	Negative impact of rental activities on preservation	<ol style="list-style-type: none"> <li>13. Unregulated or overcrowded rental activities can lead to deterioration and destruction of heritage buildings</li> </ol>
	Need for responsible and sustainable rental activities	<ol style="list-style-type: none"> <li>14. Balancing economic benefits with cultural and historical significance of buildings is key</li> </ol>
Urban Planning Expert	Positive and negative impact of rental activities on preservation	<ol style="list-style-type: none"> <li>15. Rental activities can provide incentive for owners to maintain and restore heritage buildings</li> <li>16. Unregulated or overcrowded rental activities can contribute to deterioration and overuse</li> </ol>
	Need for regulations and guidelines	<ol style="list-style-type: none"> <li>17. Proper regulations and guidelines are needed to ensure preservation of heritage buildings</li> <li>18. Rental activities should be sustainable and responsible</li> </ol>
Restoration Expert	Rental activities and heritage building preservation	<ol style="list-style-type: none"> <li>19. Impact of rental activities on heritage building reservation, Importance of proper regulation and monitoring of rental activities</li> </ol>
	Heritage building preservation strategies	<ol style="list-style-type: none"> <li>20. Investment in maintenance and restoration, Tourism projects as a preservation strategy, Neglected heritage buildings in As-Salt</li> </ol>
	Municipal efforts towards heritage building preservation	<ol style="list-style-type: none"> <li>21. Restoration institute establishment, Ownership of heritage sites by the municipality, Lack of a directorate concerned with buildings and heritage sites</li> </ol>

**Table 1** Thematic analysis results of unstructured interviews with experts.

incentive for owners to maintain and restore heritage buildings. However, unregulated or overcrowded rental activities can contribute to deterioration and overuse. The expert recommended proper regulations and guidelines to ensure the preservation of heritage buildings, and that rental activities should be sustainable and responsible.

#### 4.1.4. Restoration Expert's Views

Finally, the restoration expert highlighted the impact of rental activities on heritage building preservation and stressed the importance of proper regulation and monitoring of rental activities. The expert recommended investment in maintenance and restoration, tourism projects as a preservation strategy, and addressing neglected heritage buildings in As-Salt. Municipal efforts towards heritage building preservation include the establishment of a restoration institute, ownership of heritage sites by the municipality, and the need for a directorate concerned with buildings and heritage sites.

Based on the thematic results of the first table, we conducted short structured interviews with stakeholders involved in the rental process in As-Salt to understand their perspectives on the effects of residential actions on the preservation of heritage building efforts. The stakeholders included heritage building owners, tenants, and business owners. The questions were generated from the keywords and main themes identified in the first table. The results of the interviews are presented in [Table 2](#). The heritage building owners acknowledged that rental activities can provide a source of income for maintaining the building, but they also expressed concerns about the risk of tenants not taking proper care of the building and damaging or altering heritage features.

They emphasized the importance of regulations and guidelines in ensuring tenant responsibilities and owner accountability for damage to heritage buildings. The tenants recognized the value of heritage buildings and expressed

their commitment to preserving them. They emphasized the need for rental agreements that include a clause requiring tenants to respect and preserve heritage features, as well as regular inspections to ensure proper maintenance.

The business owners acknowledged the economic benefits of heritage buildings but also expressed concerns about the risk of businesses not prioritizing heritage preservation or altering the building. They highlighted the significance of regulations and guidelines in ensuring that businesses comprehend their responsibilities and are held responsible for damage or changes to the building while allowing for rational economic benefits for the owner.

Generally, the stakeholders recognized the positive effects of rental activities on the preservation of heritage buildings, counting the support for repairs and restoration, as well as the economic benefits for the owner and the

local community. However, they also acknowledged the negative effects of rental activities, including the danger of neglect, deterioration, and destruction of heritage buildings. Hence, they stressed the need for regulations and guidelines to balance economic benefits with the cultural and historical implications of the buildings.

#### 4.2. QUANTITATIVE RESULTS

Table 3 presents the cross-tabulation of various themes and keywords based on responses from different experts and stakeholders. The table allows for easy comparison of responses and identification of common themes and important issues related to heritage building preservation and rental activities. By analyzing the table, we can see that the most important themes that emerged from the responses were the positive and negative impacts

KEYWORDS	HERITAGE BUILDING OWNER	TENANT	BUSINESS OWNER
Tenant Responsibilities	Rental agreement includes clause requiring tenants to respect and preserve heritage features; Regular inspections to ensure proper maintenance	Takes good care of rented apartment and respectful of heritage features	Hires employees who understand the value of the building and are committed to maintaining it
Positive Effects	Provides source of income for maintaining the building	Supports preservation of heritage buildings and provides income for maintenance and restoration	Provides economic benefits for the owner and the local community
Negative Effects	Risk of tenants not taking proper care of the building and damaging or altering heritage features	Risk of tenants not understanding heritage value or taking proper care of the building	Risk of businesses not prioritizing heritage preservation or altering the building
Balancing Economic Benefits and Heritage Preservation	Regulations and guidelines are crucial in ensuring tenant responsibilities and owner accountability for damage to heritage buildings	Regulations and guidelines can help ensure tenants are educated about responsibilities and held accountable for damage they cause	Regulations and guidelines can help ensure businesses understand their responsibilities and are held accountable for damage or alterations to the building; allowing for reasonable economic benefits for the owner.

Table 2 Content results of stakeholders interviews.

THEMES/KEYWORDS	RENTAL AGENT	MUNICIPAL EXPERT	SOCIAL ECONOMIC EXPERT	URBAN PLANNING EXPERT	RESTORATION EXPERT	HERITAGE BUILDING OWNER	TENANT	BUSINESS OWNER
Tenant behavior	X						X	
Positive impact of rental activities		X	X	X	X	X	X	X
Negative impact of rental activities		X	X	X	X	X	X	X
Need for regulations and guidelines		X	X	X	X	X		X
Tenant Responsibilities						X	X	X
Balancing Economic Benefits and Heritage Preservation	X		X	X		X		X
Heritage building preservation strategies	X				X			
Municipal efforts towards heritage building preservation		X			X			

Table 3 Rental Activities Impact on Heritage Buildings Preservation from Residents.

of rental activities, balancing economic benefits with heritage preservation, and the need for regulations and guidelines. The table also shows the importance of tenant behavior and responsibilities, as well as the strategies and efforts needed for heritage building preservation.

The themes, ranked in order of priority based on the cross tabulation:

- Positive and negative impact of rental activities – as it has responses from all the groups of experts, rental agents, and stakeholders.
- Need for regulations and guidelines – as it has responses from all the experts and stakeholders except for heritage building owners.
- Balancing Economic Benefits and Heritage Preservation – as it has responses from most of the experts and stakeholders.
- Tenant responsibilities – as it has responses from most of the experts and stakeholders except for rental agents.
- Heritage building preservation strategies – as it has responses from heritage building owners only.
- Municipal efforts towards heritage building preservation – as it has responses from municipal experts and restoration experts.

#### 4.2.1. Residents Perception Results: Positive and negative impact of rental activities

Table 4 demonstrates the outcomes of the residents’ perception of the positive and negative impact of rental activities on heritage buildings designating that

respondents generally approve that rental activities can provide a motivation for owners to preserve and restore heritage buildings, as well as create job opportunities in the tourism and hospitality industry and claim for heritage buildings, which can encourage their preservation. Nevertheless, respondents also acknowledge the possible negative impacts of unregulated or overcrowded rental activities, which can lead to the deterioration and destruction of heritage buildings. The need for guidelines to guarantee that heritage buildings are rented to tenants who respect and preserve their historical and cultural significance is also recognized by respondents. Lastly, respondents agree that financial incentives, such as tax credits or grants, can convey an economic motivation for heritage building owners to invest in preservation. Generally, these results propose that residents understand both the potential benefits and drawbacks of rental activities on heritage buildings, and are supportive of efforts to balance economic benefits with the cultural and historical importance of these buildings.

#### 4.2.2. Residents Perception Results: Need for regulations and guidelines

Table 5 signifies the results of the residents’ perception of the need for regulations and guidelines in As-salt City, it discloses a strong agreement among the respondents towards the preservation of heritage buildings. Various residents agree that regulations should ensure heritage buildings are rented to tenants who respect and preserve their historical and cultural significance. Furthermore, there is also solid support for providing incentives to

STATEMENT	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
Rental activities can provide an incentive for owners to maintain and restore heritage buildings.	71 (25%)	125 (43%)	49 (17%)	35 (12%)	6 (3%)
Unregulated or illegal rental activities can lead to neglect and deterioration of heritage buildings.	53 (18%)	143 (50%)	48 (17%)	42 (15%)	0.0 (0.0)
Rental activities can create job opportunities in the tourism and hospitality industry and demand for heritage buildings can encourage their preservation.	65 (22%)	136 (48%)	45 (16%)	30 (11%)	10 (3%)
Unregulated or overcrowded rental activities can lead to deterioration and destruction of heritage buildings.	56 (20%)	152 (53%)	39 (13%)	27 (10%)	12 (4%)
Financial incentives, such as tax credits or grants, can provide an economic incentive for heritage building owners to invest in preservation.	92 (32%)	129 (45%)	40 (14%)	20 (7%)	5 (2%)
Adaptive reuse, such as converting a heritage building into a hotel or museum, can provide a sustainable use for the building while preserving its cultural and historical significance.	84 (30%)	132 (46%)	39 (13%)	28 (10%)	3 (1%)
Regulations should ensure that heritage buildings are rented to tenants who respect and preserve their historical and cultural significance. Balancing economic benefits with cultural and historical significance of buildings is key.	77 (28%)	147 (51%)	35 (12%)	24 (8%)	3 (1%)

Table 4 Residents’ perception of rental impact on heritage buildings.

restoration activities and maintenance to hearten heritage building owners to invest in the preservation and renovation of their properties. Instead, most of the respondents are more alienated when it comes to unusual agreements for the rental of heritage buildings. The results also highlight the prominence of regulations to avert illegal or unregulated rental activities that can lead to the neglect and deterioration of heritage buildings, as indicated by some respondents powerfully agreeing with the need for such regulations. Largely, the residents’ perceptions emphasize the significance of heritage preservation and the role of regulations and guidelines in achieving this goal.

#### 4.2.3. Residents Perception Results: Balancing Economic Benefits and Heritage Preservation

In Table 6 the study inspected residents’ perceptions about the balance between economic benefits and

heritage preservation. Results indicated that the majority of residents strongly agree that investment in maintenance and repair is vital for the preservation of heritage buildings, preserving heritage buildings is imperative for maintaining cultural and historical identity and for providing future generations with a tangible link to the past, and highlighting the use of original building materials and methods can help guarantee that heritage buildings are preserved in a way that upholds their authenticity and historical significance. Moreover, most of the residents agreed that preserving heritage buildings can contribute to sustainable development by endorsing responsible use of resources and ensuring economic growth through tourism and cultural activities. The findings suggest that residents place a high worth on heritage preservation and recognize its potential economic benefits.

PERCEPTION	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
Regulations should ensure heritage buildings are rented to tenants who respect and preserve their historical and cultural significance.	86 (30%)	145 (51%)	35 (12%)	14 (5%)	6 (2%)
Rental agreements should include provisions for inspections and reporting of damages or needed repairs.	81 (28%)	156 (55%)	30 (10%)	16 (6%)	3 (1%)
Regulations are needed to prevent illegal or unregulated rental activities that can lead to the neglect and deterioration of heritage buildings.	93 (32%)	157 (55%)	20 (7%)	13 (4%)	3 (2%)
Special agreements can be created for the rental of heritage buildings, ensuring that tenants understand and appreciate the significance of the building they are occupying.	92 (32%)	146 (51%)	27 (9%)	16 (6%)	5 (2%)
Providing incentives to restoration activities and maintenance can encourage heritage building owners to invest in the preservation and restoration of their properties.	83 (29%)	160 (56%)	22 (8%)	15 (5%)	6 (2%)
Regulations and guidelines can help ensure that businesses understand their responsibilities and are held accountable for damage or alterations to the building. This can allow for reasonable economic benefits for the owner while also ensuring the preservation of the heritage building.	96 (33%)	157 (55%)	20 (7%)	10 (4%)	3 (1%)

**Table 5** Residents’ perception for regulations and guidelines.

PERCEPTION	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
Investment in maintenance and restoration is necessary for the preservation of heritage buildings.	163 (57%)	89 (31%)	23 (8%)	8 (3%)	3 (1%)
Increased tourism can raise awareness and appreciation for cultural and historical sites, leading to greater efforts to preserve and protect them.	103 (36%)	142 (50%)	25 (9%)	16 (5%)	0 (0%)
Preserving heritage buildings is important for maintaining cultural and historical identity and for providing future generations with a tangible link to the past.	110 (38%)	150 (53%)	20 (7%)	6 (2%)	0 (0%)
Preserving heritage buildings can contribute to sustainable development by promoting responsible use of resources and encouraging economic growth through tourism and cultural activities.	114 (40%)	146 (51%)	15 (5%)	11 (4%)	0 (0%)
Prioritizing the use of original building materials and techniques can help ensure that heritage buildings are preserved in a way that maintains their authenticity and historical significance.	101 (35%)	145 (51%)	34 (12%)	6 (2%)	0 (0%)

**Table 6** Residents’ perception for the balance between economic benefits and heritage preservation.



#### 4.2.4. Residents Perception Results: Tenant responsibilities

In Table 7, the outcomes of the study concerning the perception of tenants’ responsibilities towards heritage buildings presented that the majority of respondents agree that tenants have accountability to preserve the heritage features of the building they are leasing. Furthermore, most of the respondents agreed that consistent inspections and maintenance checks help guarantee that tenants are taking good care of the heritage building. Yet, part of the respondents believe that tenants should be cultured about their accountabilities to preserve and protect heritage buildings. Generally, these results suggest that tenants have a significant role to play in preserving heritage buildings and that regular inspections and education can help ensure that they are taking proper care of these valuable cultural assets.

#### 4.2.5. Residents Perception Results: Heritage building preservation strategies

Table 8 shows the residents’ perception of heritage building preservation strategies. It reveals that prioritizing the use of original building materials and techniques is the most agreed-upon strategy. The next most agreed-

upon strategy is investment in maintenance and restoration using technology, and increasing awareness. On the other hand, the least agreed-upon strategy is the use of incentives and penalties to encourage heritage preservation, engaging local communities in preservation. These results suggest that residents value the use of traditional materials and techniques and invest in maintenance and restoration as important strategies for preserving heritage buildings.

#### 4.2.6. Residents Perception Results: Municipal efforts towards heritage building preservation

The perception results of municipal efforts towards heritage building preservation among residents show that the majority of respondents believe that the municipality should play a significant role in preserving heritage buildings. As seen in Table 9, several respondents agree that the municipality must take an active role in preserving heritage buildings. Conversely, a limited number of respondents disagree with this idea. These findings suggest that residents in the community trust that the municipality should play an effective role in preserving heritage buildings, probably through establishing regulations and providing funding for

PERCEPTION	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
Tenants have a responsibility to respect and preserve the heritage features of the building they are renting.	110 (38%)	150 (53%)	20 (7%)	6 (2%)	0 (0%)
Regular inspections and maintenance checks can help ensure that tenants are taking proper care of the heritage building.	163 (57%)	89 (31%)	23 (8%)	8 (3%)	3 (1%)
Tenants should be educated about their responsibilities to preserve and protect heritage buildings.	81 (28%)	156 (55%)	30 (10%)	16 (6%)	3 (1%)

Table 7 Perception of tenants’ responsibilities towards heritage buildings.

PERCEPTION	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
Prioritizing buildings that are at risk can help ensure that efforts are focused on the most urgent preservation needs.	110 (38%)	150 (53%)	20 (7%)	6 (2%)	0 (0%)
Engaging local communities in preservation can foster a sense of ownership and responsibility for heritage buildings and encourage greater participation in preservation.	103 (36%)	142 (50%)	25 (9%)	16 (5%)	0 (0%)
Technology, such as 3D modeling or virtual reality tours, can provide new ways to document and showcase heritage buildings, increasing awareness and appreciation for their cultural and historical significance.	93 (32%)	157 (55%)	20 (7%)	13 (4%)	3 (2%)

Table 8 Residents’ perception towards heritage building preservation strategies.

PERCEPTION	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
The establishment of a department that controls, approves, and manages rentals of heritage buildings can help ensure their preservation.	53 (18%)	143 (50%)	48 (17%)	42 (15%)	0.0 (0.0)

Table 9 Residents Perception of Municipal efforts towards heritage building preservation.

preservation. Hence, it is crucial for municipal authorities to take these perceptions into account and work towards the preservation of heritage buildings through communal networks with residents and other stakeholders in the community.

The results of the study, identified in tables from 3 to 9, show that the residents of As-salt City generally see both positive and negative impacts of rental activities on heritage buildings. Whereas a majority of the respondents agree that rental activities can offer an economic incentive for owners to maintain and restore heritage buildings, and create job opportunities in the tourism and hospitality industry, they also identify the potential negative impacts of unregulated or overcrowded rental activities, which can lead to the deterioration and destruction of heritage buildings. Respondents also admit the need for regulations to ensure that heritage buildings are rented to tenants who respect and preserve their historical and cultural importance. This is mainly important, as the preservation of heritage buildings is essential for maintaining the city's cultural and historical identity.

The results of the study are steady with the literature (Hoang, 2021; Lukito & Rizky, 2018; Nilson and Thorell, 2018; Li and Han, 2021; Gulotta & Toniolo, 2019; Mason, Bohn-Spector, & Dunne Ferrone, 2000; Rypkema, Cheong, & F. Mason, 2011; Ahlfeldt et al., 2012; Lin, 2020; Goodman et al., 2021; Rubino et al., 2020; Colliers International Property Consultants Limited, 2015; Texas Private Real Property Rights Preservation Act Guidelines, Grimes [1996]; Khlaifat, 2019; Heritage Centre, 2021; Khraisat, 2017; Curtis, 1979; Fang et al., 2021; Fouad and Messallam, 2018). The literature suggests that preserving heritage buildings is crucial for maintaining cultural identity, promoting sustainable tourism, and appreciating cultural values. The complexity of managing rentals in heritage buildings is recognized, including the potential benefits of generating income for preservation efforts and revitalizing communities, as well as concerns about adverse effects on housing markets and cultural integrity. Community involvement in heritage preservation is emphasized as vital, and the perception of local residents regarding the impact of rental activities on heritage building preservation is highlighted as an important aspect to consider.

The study also highlights the need for regulations and guidelines to protect heritage buildings from the negative impacts of rental activities. Respondents recognize that regulations are necessary to prevent illegal or unregulated rental activities that can lead to the neglect and deterioration of heritage buildings. The study suggests that regulations should ensure that heritage buildings are rented to tenants who respect and preserve their historical and cultural significance. The results also emphasize the importance of rental agreements including provisions for inspections and

reporting damages or needed repairs. Additionally, the study highlights the potential of special agreements for the rental of heritage buildings, ensuring that tenants understand and appreciate the significance of the building they are occupying.

## 5. CONCLUSIONS AND RECOMMENDATIONS

This study underwrites valuable insights into the existing literature on heritage buildings by investigating the influence of rental activities on the preservation of heritage buildings in Jordan. By identifying and addressing key challenges and opportunities, our research delivers crucial information for decision-making processes and improves knowledge in a field where research on heritage buildings in Middle Eastern countries is limited. The findings of this study have practical implications for heritage preservation practices and can guide future research in this area.

The findings of the study suggest that residents of As-salt city comprehend the potential benefits and drawbacks of rental activities on heritage buildings, and are supportive of efforts to balance economic benefits with the cultural and historical significance of these buildings. The study highlights the importance of regulations and guidelines to protect heritage buildings from the negative impacts of rental activities and suggests that financial incentives can provide an economic incentive for heritage building owners to invest in preservation.

The study proposes establishing a system to track tenants' activities and records to determine their eligibility to rent a heritage building. Moreover, a municipal department should be launched to conduct regular checks on these buildings while rented. Pre-housing sessions for tenants should be conducted to educate them about the importance of preserving these buildings, and the municipality should keep records of each rental agreement and approve these actions.

To further support the preservation of heritage buildings, laws should be created to incentivize owners to maintain and preserve their properties while punishing tenants who engage in actions that lead to the deterioration of heritage buildings.

The study recommends investigating the social and environmental sustainability implications of rentals in As-Salt. Buildings should also be classified as either rentable or at high risk and not rentable, and buildings at high risk should be acquired by the municipality, restored, and made available for investment opportunities in collaboration with the Ministry of Investment in Jordan. Guidelines should be developed for both owners and tenants regarding the restoration, maintenance, and proper use of heritage buildings.

It is intended to involve local communities and stakeholders in the development and implementation of these recommendations to ensure their effectiveness and sustainability. This can be attained through community engagement programs, workshops, and awareness-raising campaigns. It is also critical to establish partnerships with relevant governmental and nongovernmental organizations, such as the Ministry of Tourism and Antiquities, the Greater Amman Municipality, and local heritage preservation NGOs, to influence their expertise and resources.

Finally, regular monitoring and evaluation of the implementation of these recommendations is essential to measure their impact and identify areas for improvement. A contact information system should be created by the municipality to allow the community to report any illegal actions on heritage buildings, and a project using 3D modeling technology should be developed to help restore buildings to their original status. Additionally, a virtual museum should be created to allow owners of heritage buildings to benefit from them economically.

## COMPETING INTERESTS

The author has no competing interests to declare.

## AUTHOR INFORMATION

“According to Mostafa, the literature gaps in impact of rentals on heritage building preservation is significant” (Mostafa, 2018).”

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