

## Identification of the Zones for Creative Development in Historical Context by a Tourism Approach (Case Study: Region 12 of Tehran)

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Received: 31 December 2016      Accepted: 12 October 2017

### Extended abstract

#### Introduction

Movement towards creative development is accelerated because of the loss of environmental quality and the exhaustion of historical textures in the cities. In one hand, the theory of creative city due to relative failure of other theories and, on the other hand, due to its emphasis on cultural and historical values using the tourism development model can be effective to transform the historical part of Tehran towards the native development of the region. Therefore, the present research is trying to focus on the implementation of creative development theory in the 12 regions of Tehran. To this way, an effective step is taken in advantage of the tourism development to reduce the decline and exhaustion of the region from using tourism attractions and industries. In terms of creative development, we make a selection of intervention centers, identification factors, criteria and context of creative development of historical texture. This is considered with the tourism approach in the case study. In the end, the development of the entire region can be achieved by ultimate creative zones.

#### Methodology

The present research generally uses statistical descriptive techniques, statistical data processing and data analysis. In this research, we have used some models including landuse measure and multi-criteria decision-making in integration with the process of AHP analysis and logic of layer estimation in the GIS environment. We have also used Expert Choice as effective software to know the value of indexes.

#### Results and discussion

The factors, criteria and related indicators in the process of identifying the areas of creative development were investigated and calculated with tourism approach. After calculating and weighting of each index, the coefficient of importance of the indexes and the overlap of the layers are calculated with multi-dimensional analysis. This can prepare the layers for overlapping in the category of factors. Thus, the final layers are obtained from the analysis, which show the creative zones in region 12 of Tehran. These layers are including economic (0.416), social (0.117), quality (0.036), accessibility (0.268), land use characteristics (0.081),

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ownership and adequacy (0.081). As it can be found from the values, the economic criterion is at the first level and access criteria in the second rank. These are relatively more important than other factors in determining the areas for development of the creative zones in region 12. These zones are Ferdowsi Square, Baharestan Square, and Parkshahr Area.

### Conclusion

This research has attempted to examine the interaction between creative development and tourism through providing strategies and effective policies by correct selection of intervention centers in the region to provide a good basis for initiating interventions in the historical context of the region. To this end, by identifying the factors and zones of the creative development with the tourism approach, we have determined the most important physical-spatial context of creative development with tourism approach in Region 12. As the research findings show, this type of intervention is required for comprehensive and accurate planning. The quality of buildings, proper access, and land use based on the models can introduce these zones as the area of creative development or development stimulus. If the entry into the tissue of region 12 is made through these zones, probably the efficiency of planning and implementation will prevent the waste of resources. The tissue upgrades will be systematic in the next steps.

**Keywords:** historical context, creative development, Region 12 of Tehran

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