

Role of Creative Tourism in Regeneration of Historical Texture (Case Study: District 12 of Tehran)

Ahmad Pourahmad^{1*}, Narges Ahmadifard²

1. Professor of Geography and Urban Planning, University of Tehran, Iran

2. Post-doc. Candidate in Geography and Urban Planning, University of Tehran, Iran

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Extended abstract

Introduction

Creative tourism is a powerful approach used in many countries for regenerating historical textures of the cities. The policy of urban regeneration to meet public needs can also help identify historical structure depending on creative urban tourism. Some of the new methods that can create regeneration through tourism are development of cultural industries. Using cultural industries is a comprehensive approach to urban regeneration of historical texture depending not only on attractions but also on development of cultural industries. The need to regenerate the historic texture of Tehran and to contribute to the integrated development of this city require a different approach. It should be noted that the creative development of tourism is a set that must be integrated with this industry. It is not possible to apply attractions to the central part of Tehran, regardless of cultural industries and important factors that they influence on emergence of a creative city. Therefore, the realm of this study is well understood, and it is clear that the historical context of the 12 regions has the potential of creative tourism helping regeneration.

Methodology

The study has been conducted by descriptive and analytical approach using explorative model that generally uses statistical descriptive techniques, statistical data processing, and data analysis.

Results and discussion

The district number 12 of Tehran municipality has the potential and actual historical, natural, social and cultural measures of tourism, in the form of natural, historic, memorial, cultural and social attractions. These attractions were analyzed according to the criteria and indicators of cultural industries. The indicators for cultural industries in the Cultural Heritage, there are 148 attractions including 4 House of Culture and 1 Culture Centers and in the art section, 4 cinemas and 3 theaters. A review of the capabilities of other cultural industry for regenerating was made through relevant specialists and models.

The results showed that index of the artistic variables with a coefficient of 0.68 is ranked the first and the advertising index of the creative service variable with a coefficient of 0.66 is ranked the second. The index of painting from the visual arts variable with a coefficient of 0.61 is ranked third. One of the most important factors and priorities for the tourism and urban experts in creative regeneration of the district 12 is to develop cultural tourism through development of cultural industries.

* Corresponding Author: apoura@ut.ac.ir

Tel: +989122123920

Conclusion

An effective model that could contribute to the development of cultural industries was creative tourism. In creative tourism, attractions and historical spaces along with a variety of cultural elements in historical areas serve as a set of cultural industries that innovative arenas make in cultural production and consumption, areas of competition with each other, increase in the attractiveness for potential investment and improving interaction with local communities and creation of memories. Since these industries are based on innovation and flexibility, they can be a major driver for widespread and effective transformation on the economy of the region.

Keywords: regeneration, creative tourism, historical texture, District 12 of Tehran.

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