Social Events and Investigating Their Role in Culture-led Urban Regeneration of a Historical Context Using the Method of Structural Equations: A Case Study of Arg Neighborhood of Mashhad

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ABSTRACT

Traditional urban centers have so far been the bedrock of social interactions and have welcomed citizens and pilgrims from all over Iran. But today, the historical nuclei of cities have declined and worn out with the growth of urbanization and have led to taking distance from the social life. Due to the role of culture, the historical and cultural values in these contexts can be used as a source for economic development and productivity by creating artistic and cultural centers as well as attractive and diverse social events as a new approach to return to social life and regulate and recreate the basic culture of historical tissues. The purpose of this study is to use social and cultural events and benefit from their positive economic, social and cultural effects in order to revive cultural heritage and regenerate the culture based on the historical context. The present study has employed the descriptive - analytic method, using a questionnaire. The statistical population includes the residents of Arg neighborhood, and by random sampling method and using the Cochran's formula, 288 people were selected. Data are analyzed using structural equation modeling and PLSS and SPSS software programs. The results show that benefiting from the diversity of heritage and cultural sites of the historical context, social and financial support for holding social events, motivating participants and social cohesion lead to increasing vitality and reviving the historical context of Arg neighborhood.

Keywords: Social events, Culture-led regeneration, Historical context, Structural equation model, Arg neighborhood

1. INTRODUCTION

Historically valuable structures and monuments are precious heritages, the preservation of which identifies not only the historical values and civilization of humanity, but also the national pride, culture and honors of each country. The historical context of a city is not isolated from other parts of the city, and it has a special role within the framework of the strategic plan for the economic, social and cultural development of the whole city.

In recent years, urban regeneration has been proposed as a new approach to improve and renovate these textures. In this regard, the "urban regeneration" approach is a step beyond the goals, aspirations and achievements of urban renewal, urban development and urban improvement, and considering all social, economic, physical and environmental dimensions, it has a comprehensive, integrated and sustainable view of the context [24].

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Culture-led regeneration helps to reshape an image that is as strong and unique as possible, in response to the tendencies of uniformity and monotony of the urban environment and losing the meanings of places and distinctions, by improving the physical quality, reusing the architectural heritage and providing a platform for accepting cultural events and activities based on the culture and art. Thus, a cycle of marketing and competition begins between cities by defining various projects in the heart of the culture-led regeneration which gives superiority to cities [17,9]. Therefore, by using culture as an urban capital and stimulating economic growth and development and changing the activities and physical characteristics of a city, culture-led regeneration improves the quality of urban spaces and enhances the image of a city [27].

In the present century, the view of how to change a city is influenced by new methods such as holding events and people's participation in this process. The role of events is so powerful that they have become one of the tools of urban regeneration, and we see many examples of event-based urban transformation and vitality in the world. The institutionalization of events, especially "cultural events ", has an effective role in consolidating the "urban regeneration" approach, and it has become as a factor to protect the heritage, improve environmental quality, repair and regenerate the physical structure, create new designs in line with the previous structure and enter new functions to new structures. What distinguishes the culture-led regeneration from previous approaches to urban restoration and makes it the main approach to urban regeneration today is the use of the pervasive concepts of culture and cultural events as facilitators of regeneration and factors of economic prosperity within a variety of related activities with art and culture [17].

The main purpose of this study is to explain the role of social and cultural events in social and economic vitality and the survival of Arg neighborhood and how to achieve the culture-led urban regeneration by using social events.

1.1 Theoretical Foundations

Today the historical contexts in our country often play the role of urban service centers and residential neighborhoods. Some are considered as workplaces for economic, social and cultural activities and have different physical forms that, while presenting some differences, are deeply connected with the spatial physical elements of the given city. On the other hand, some of these textures have become abandoned neighborhoods and isolated islands from the urban life. Historical structures in a number of cities and towns are an active part of the city structure. However, life in the historical context is in no way separated from urban life, but both are forming a whole unit. "The social structure of the historical context means structures with a historical pattern that have changed during the critical growth of the city and have been exposed to the damage caused by the crisis" (such as family structure, neighborhood unit and other issues) [21].

As a general rule, historic cities in the Middle East have a rich and unique urban context. However, due to rapid changes in architectural construction environment, some of these cities have no opportunity to develop or promote the effects of new urban changes to meet the needs of new users [10].

After the Second World War, the third element, "urban regeneration" was introduced to create a model environment in which social welfare and improvement of physical conditions could be achieved [18]. Culture-led urban regeneration is a sub-branch of urban regeneration that has been shaped by cultural events and interactions. Some of the goals of culture-led regeneration are: 1) Dissemination of cultural tourism, 2) Increasing the positive use of urban spaces, 3) Reducing physical deterioration, 4) Improving the image of the city, 5) Attracting investment and job creation, and 6) Reducing the volume of damage to the urban environment [11]. Culture is an essential aspect of understanding and defining the needs of society because development is planned and shaped in the context of culture [1].

The formation of social institutions is one of the essential factors in culture-based regeneration. Social institutions play an important role in popular mobilization, active citizenship, and community participation, which ultimately empowers local residents [19]. Social regeneration should be considered in planning the cultural events [28]. Overall, these issues highlight the close relationship among the current urbanization trends, the challenges of cultural heritage preservation and reuse, and the current urban planning strategies. On the one hand, the heritage conservation approach gradually moves from a disciplinary to an integrated one involving social interaction and change management at the city

level [12,13]. On the other hand, political and social programs focus more on cultural heritage as one of the main strategies for sustainable urban development [8,16,30].

Events are spatial phenomena, temporary and purposeful, and because they are the result of interactions among people, space and event management, they are unique and each offers new experiences [14]. In explaining the concept of event city, it can be said that such a city uses event planning to support targeted and sustainable long-term urban development plans with the ultimate goal of improving the quality of life for all [26]. It can be said that the role of events, especially in terms of quality of life, is important due to strengthening the local economy, the development of tourist attractions in the region, physical therapy, increasing physical health, strengthening social unity and participation skills, increasing income and so on [20].

Events certainly have unique characteristics, but they also have similarities. General principles and general characteristics can be applied to all events. Some reorganizers put the process on the agenda, but do not learn organizational knowledge from others who are doing the same [29]. In addition, the various categories of events presented, for example Getz and Page (2016), divide events into four groups according to scale and importance:

local, regional, flagship-periodic, and super-events [15]. A large number of events of different scales and themes have brought Barcelona numerous benefits such as the re-creation of worn-out structures, the development of urban infrastructure, economic growth, tourism development and the improvement of citizens' living standards [6]. An event style finds strategic value when the events predicted in it are thematically and operationally complementary [31]. Event spaces can be categorized based on various criteria; spaces such as buildings, squares, streets, and green spaces are measurable spaces. Non-measurable spaces are those components of geographic space that are directly affected by events; But they are not palpable or measurable. Such spaces include economic, cultural and social subspaces [4]. Different approaches can be identified in the event literature, including the development of urban transportation networks [5], event portfolios [2], or focusing on a specific type of event development [23,3]. The city must develop its creative tourism products based on intangible assets, including creativity inspired by Bush's work and the storytelling potential of its hometown [22].

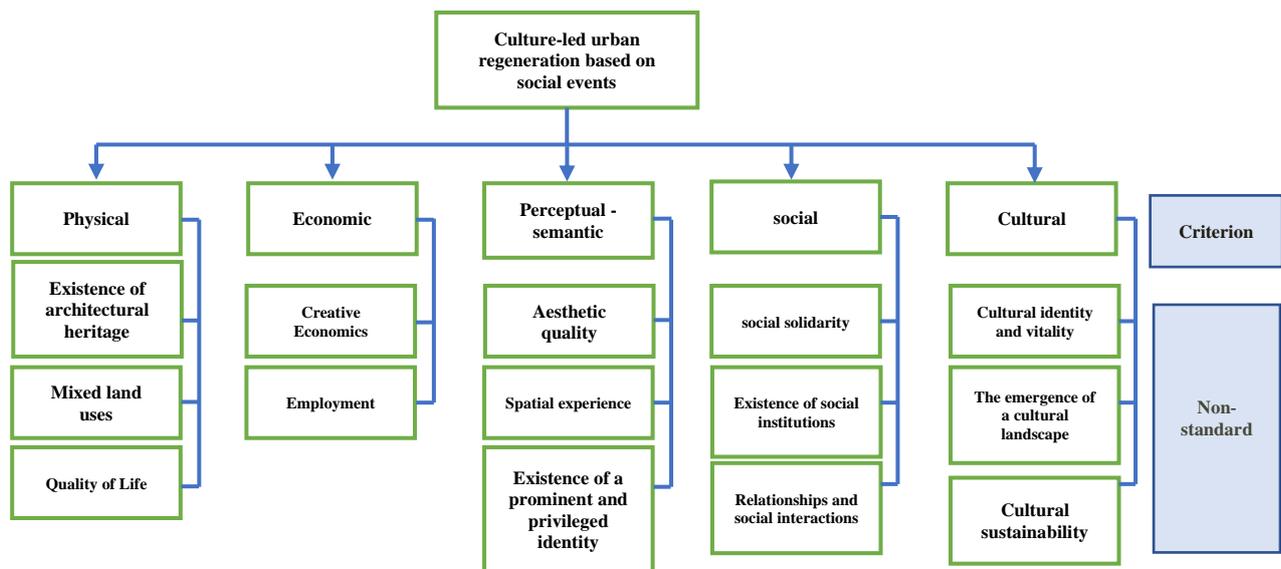The criteria of the present study to achieve the research goal will be as follows:

Figure 1. The Conceptual Model of Research (Source: Authors)

2. Methodology

This research has an applied goal, and in terms of the nature of the research method, it is descriptive-analytical and data collection has been done by library and documentation-based methods. Also some background knowledge is studied about Iran and some other countries in the world, related to the subject of the project. A survey method was used to examine the case study and indicators related to the criteria of social events and the culture-led regeneration of the historical context. Through the field-based technique, observation and finally completing the questionnaire, the required data were collected from the selected statistical population. Based on the opinions of experts and specialists in this field, the indicators of culture-led regeneration and social events and the theoretical framework of the research were reviewed and scored, and a questionnaire was designed. Also, a conceptual model of theoretical literature was achieved based on the views of theorists and the indicators and influential elements on social events and the culture-led regeneration which is presented in the form of a conceptual model of research.

Data have been quantitatively analyzed in this study. The output information of the questionnaire is analyzed by descriptive and inferential methods using SPSS, PLS analytical software to examine the relationship between variables of social events and the culture-led regeneration and to analyze the influence of each variable on the other by using the Path Analysis method. The random sampling method was employed and the sample size was determined to be 288 participants from the statistical population of 2739 people in Arg neighborhood, using Cochran's formula. The questionnaire was filled out online and in person by people living in Arg neighborhood. In this study, in order to measure the reliability of the questionnaire, Cronbach's alpha calculation method and combined reliability were used, which is equal to 0.813 and more than 0.7, indicating the high reliability of the questionnaire and the correlation between the questions. Also, in order to assess the validity of the questionnaire, the content validity was evaluated in such a way that the content of the questionnaire was approved by the consultants and also the convergent validity was calculated in PLS software, which was more than 0.5 and therefore confirmed. Finally, the divergent validity of the questionnaire was also acceptable.

Table 1. Combined Reliability Values of Research Model Variables (Source: Authors)

Sense of belonging to the neighborhood and social capital	Social events and local participation	culture-led regeneration	
0.70	0.777	0.822	Combined reliability

Table 2. Convergent Validity Values of Research Variables (Source: Authors)

Sense of belonging to the neighborhood and social capital	Social events and local participation	culture-led regeneration	
0.59	0.50	0.51	AVE

The divergent validity of the questionnaire was measured through the correlation matrix and the Fornell and Larcker's matrices. The acceptable divergent validity of a model indicates that one variable in the model interacts more with its questions (components) than with other variables. Divergent validity is acceptable when the amount of AVE (principal diameter) for each variable is greater than the common variance between that variable and the other variables in the model. The following matrix is the correlation matrix of research variables. The divergent validity of the questionnaire was measured through the correlation matrix and the Fornell and Larcker's matrices. The acceptable divergent validity of a model indicates that one variable in the model interacts more with its questions (components) than with other variables. Divergent validity is acceptable when the amount of AVE (principal diameter) for each variable isgreater than the common variance between that variable and the other variables in the model. The following matrix is the correlation matrix of research variables.

Table 3. Divergent Validity Values with Correlation Matrix (Source: Authors)

Sense of belonging to the neighborhood and social capital	Social events and local participation	culture-led regeneration	
		1.000000	culture-led regeneration
	1.000000	0.776117	Social events and local participation
1.000000	0.573858	0.513106	Sense of belonging to the neighborhood and social capital

Fornell and Larcker proposed a matrix to check the divergent validity, which is similar to the above matrix, except that the original diameter of this matrix contains the square root of the AVE

values for each of the three variables. In the Table 3, the main diagonal values are shown with number 1. Fornell and Larcker's matrix is plotted for the examination of divergent content below.

Table 4. Divergent Validity Values with Fornell and Larcker's Matrices (Source: Authors)

Sense of belonging to the neighborhood and social capital	Social events and local participation	culture-led regeneration	
		0.71	culture-led regeneration
	0.70	0.776117	Social events and local participation
0.76	0.573858	0.513106	Sense of belonging to the neighborhood and social capital

As can be seen in Table 4, the value of the AVE root of the variables hidden in the study, which are located in the cells in the main diameter of the matrix, is greater than the value of the correlation between them, which are arranged in the lower and right cells of the main diameter. Therefore, it

can be stated that in the current research, variables (hidden variables) in the model have more interaction with their indicators than with other variables. In other words, the divergent validity of the model is adequate.
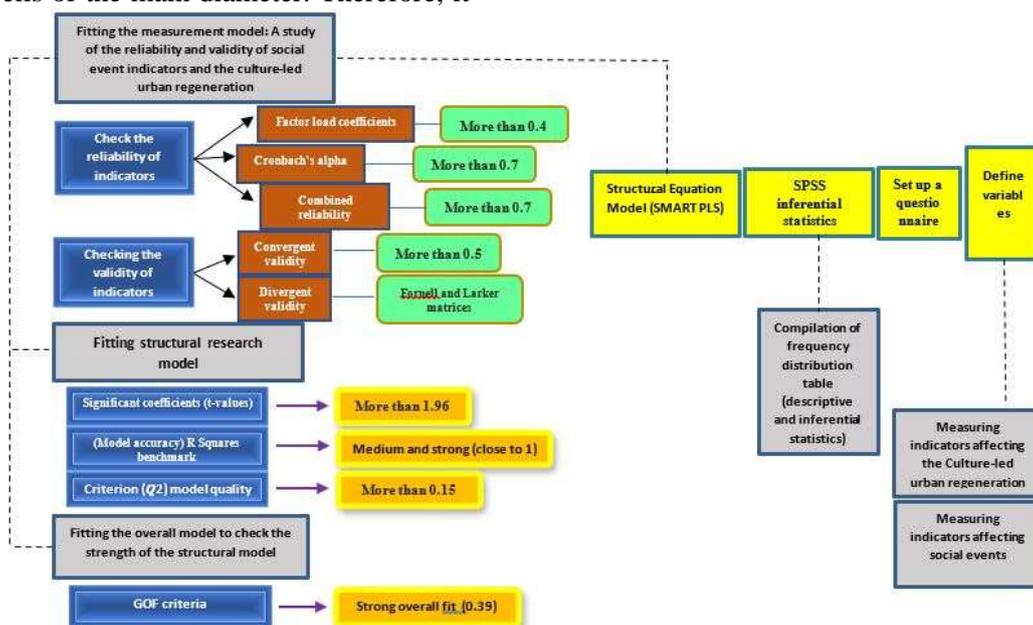

Figure 2. The Research Process (Source: Authors)

2.1 The Geographical Territory of Research

One of the old neighborhoods in Mashhad is Arg neighborhood. Arg neighborhood got its name from its proximity to the government headquarters (Arg), and for this reason it has gained special importance just a few decades ago. Arg neighborhood is located in District 8, west of Akhund Khorasani Street (Khaki). The neighborhood has a population of 2739 people, which is home to indigenous people with a rich social culture. Problems related to this context such as middle class housing, average economic value of land, social problems and anomalies in the region, lack of open urban spaces, instability and impermeability of buildings due to high age, inefficiency of infrastructure, lack of vegetation and so on were recognized. Since the central context of the study area has valuable historical elements and cultural heritage and a platform for cultural, social and like-minded interactions and unification of people, to prevent this historical and cultural neighborhood from being forgotten in the public mind, the culture-led regenerating may bring back the vitality of the neighborhood and may result in the expansion of social activities and events.

Figure 3. Introduction and Location of Arg Neighborhood in Mashhad (Source: Authors)

In Figure 4, the elements of identity index in Arg neighborhood such as Green Dome, Malek House, green spaces of National Garden, Kal Qara Khan, as well as behavioral camps and urban activities are presented.

Figure 4. Indicative Elements and Behavioral Camps of Arg Neighborhood of Mashhad

3. Description and Interpretation of Results

In this section, the information obtained from descriptive and inferential methods are analyzed in line with the subject and purpose of the research, and the questions and data related to social and cultural events and culture-led
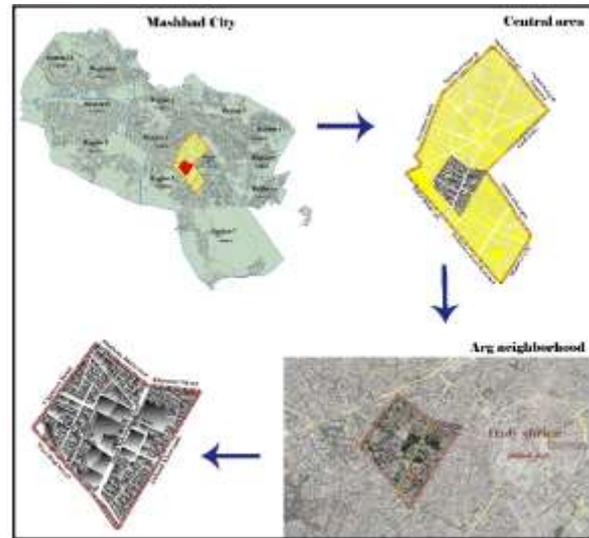
regeneration of historical context of Arg neighborhood are analyzed with SPSS software. Structural equation modeling method is a component-oriented method that was introduced by Weld (1974), and later it was renamed as the partial least squares (PLS) method. The PLS method consists of two main steps: 1) examining the fit of measurement models, structural model and general model 2) testing the relationships between structures. In this method, the influence of a set of independent variables on dependent variables is considered, and as a regression model to predict, one or more independent variables are defined by a set of one or more dependent variables. So it is an effective model for investigating the effects of independent variables on dependent variables. The most important advantage of this method is the use of normal data; it is not possible to analyze abnormal data in this software. The following diagram presents the relationship between the conceptual model variables of the research obtained from the SMART PLS software.

Results of descriptive statistics of SPSS software showed that 56.7% of the respondents were

women and 43.3% men. Of the total respondents, 1.7 percent are between the ages of 0-14 years old and 64 years old and above, and the highest rate, 86.7 percent, are between the ages of 15 and 40 years old. Also, the results showed that 28.3% of the respondents had a bachelor's and master's degree, 40% a bachelor's degree and 31.7% a master's degree or higher. Of the total number of respondents, 25% lived in the neighborhood and 41.7% were the people who came to this place to meet their administrative and commercial needs, and 33.3% were people working in the Arg neighborhood.

The analyses obtained from SMART PLS software can be seen in Figure 5. The blue circles show the independent and dependent variables, and the components of the questionnaire are shown in yellow rectangle. The coefficient of determination (R^2) is a measure that indicates the amount of change in each of the dependent variables of the model, which is explained by independent variables. The higher the value of R^2 related to the endogenous structures of the model, the better and stronger the value of that model and the relevant component.

Table 5. R Squares Values of the Model Variables

Social events and local participation	Culture-led regeneration	
0/33	0/60	R Square

After extracting the components affecting social events and culture-led regeneration based on experts' opinions in the form of a conceptual model of research and the analysis of questionnaire data using PLS software and fitting with PLS Algorithm, the manner and degree of correlation between components affecting the main variables have been studied.

Factor load coefficients (numbers drawn from blue circles to yellow rectangles) are calculated by computing the correlation value of the indices of a structure with that structure. If this value is equal to or greater than 0.4, it confirms the variance between the structure and its indicators, and that the measurement error of the structure is greater than the variance and the reliability of that structure is acceptable. As can be seen, the factor loading coefficients of the questions are more than 0.4, which indicates the appropriateness of this criterion and the existence of a relationship between the components.
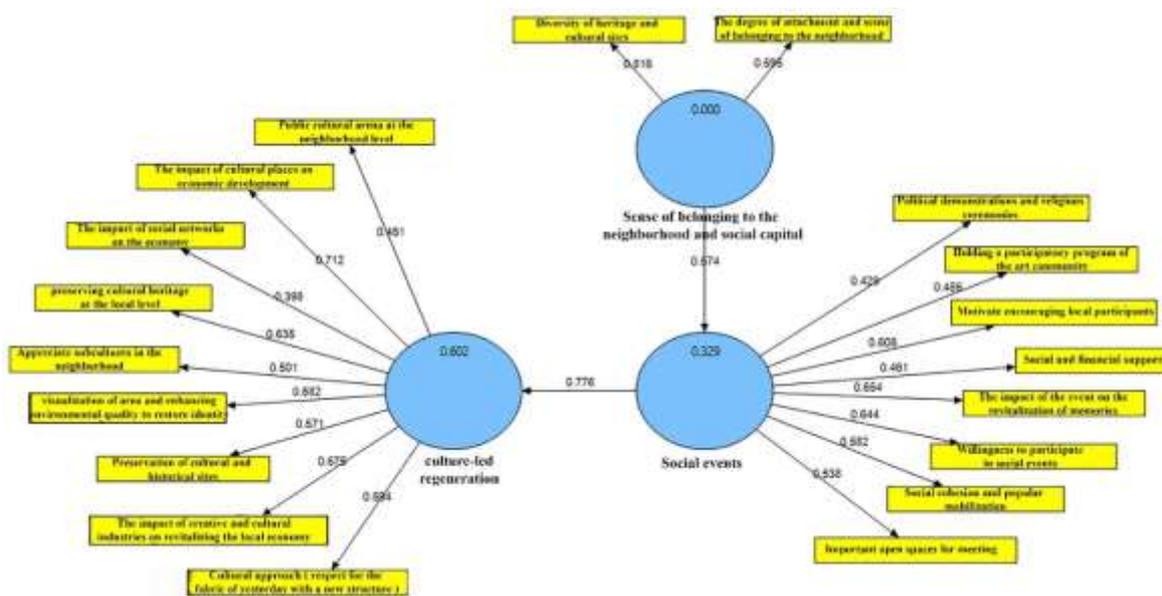

Figure 5. Factor Load Coefficients of Variables of Social Events and Culture-led Regeneration (Source: Authors)

In Figure 6, numbers on arrows are regression coefficients that are between -1 and 1. The closer to 1, the greater the effect of the variable on the other variable, and the closer to zero it has no significant effect, and the closer to negative it has an inverse effect. Table 6 shows the variables'

impact on and relationships with social events and the culture-led regeneration. If significance coefficients of t are more than 1.96, it indicates the correctness of the relationship between structures at the level of 95% and that the relationship between all variables and components is significant and positive.

According to Table 6, the social events variable with a path coefficient of 0.776 and a value of t equal to 27.585 has a positive and significant effect on the dependent variable of culture-led regeneration and can also explain 60.2% of the base culture regeneration changes. Based on the analysis of the path performed on the mentioned variables, the impact of each variable is known. Holding social and cultural events to promote the identity and vitality of Arg neighborhood is one of the important variables that affect the sense of belonging to the neighborhood and social capital along with its components on social events; this effect is estimated at 57% for the mentioned variable. For this purpose, the more the attachment sense and the duration of the habitation in this neighborhood, the more the local residents show willingness to attend and hold social events, and a greater variety of valuable historical and cultural buildings in Arg neighborhood as heritage, attract most people from all over to visit and participate in various cultural and artistic events that can be held in unused historical buildings.

Other factors such as willingness to participate in social events, motivation to encourage local participants, social cohesion and popular mobilization, revitalization of memories, important spaces for gatherings and meetings, social and financial support, holding artistic community participation programs and political demonstrations and religious ceremonies affect social events 64, 60, 58, 65, 53, 46, 48, 42 percent, respectively. Therefore, the residents of Arg neighborhood have a significant tendency to participate in various artistic and cultural events, and since more social and financial support lead to holding more events, the motivation and social cohesion of the residents will increase more than before, and the goal of the research can be achieved by realizing it. Also, holding various events in accordance with the cultural role of Arg

neighborhood will revitalize and reveal the lost identity of this neighborhood and vice versa.

As can be seen in Table 6, based on data obtained from the analysis of structural equation paths, the impact of cultural places on the promotion of the economy of Arg neighborhood is significant, with a significance coefficient of 16.512, which means that maintaining and strengthening cultural places to attract different tourists and holding coherent and related events have a significant impact on the reconstruction of the economic dimension of Arg neighborhood. On the other hand, creative and cultural industries are effective in revitalizing the local economy, with a significance coefficient of 12.428 and have 67% effects on the culture-led regeneration. For example, with the presence of restaurants and cafes around theaters and various events, the creation of art workshops for the presence of art graduates and the development of cultural and artistic employment, etc. are significantly important.

In general, culture-led regeneration is related to other components such as depicting the area and improving the quality of the environment in order to revive the identity, preserving the cultural heritage at the neighborhood level, employing a cultural approach (respecting yesterday's body with a new structure), preserving cultural and historical sites, giving value to the subcultures in the neighborhood, considering the public cultural arena at the neighborhood level, and considering the impact of social networks on the neighborhood economy, the significance of which is 68, 63, 59, 57, 50, 45 and 39 percent, respectively.

In other words, the culture-led regeneration is achievable by improving the environmental and visual quality of the texture, for example, developing precise rules and regulations for texture renovation, especially in the north and south of the neighborhood, setting special construction criteria for the walls of the citadel, preserving and renovating the existing historical and cultural sites, protecting the cultural ritual, creating commercial and micro-cultural uses, supporting local businesses and participatory cultural programs and utilizing welfare facilities according to the new needs of the present age (facilities related to Internet use, etc.).
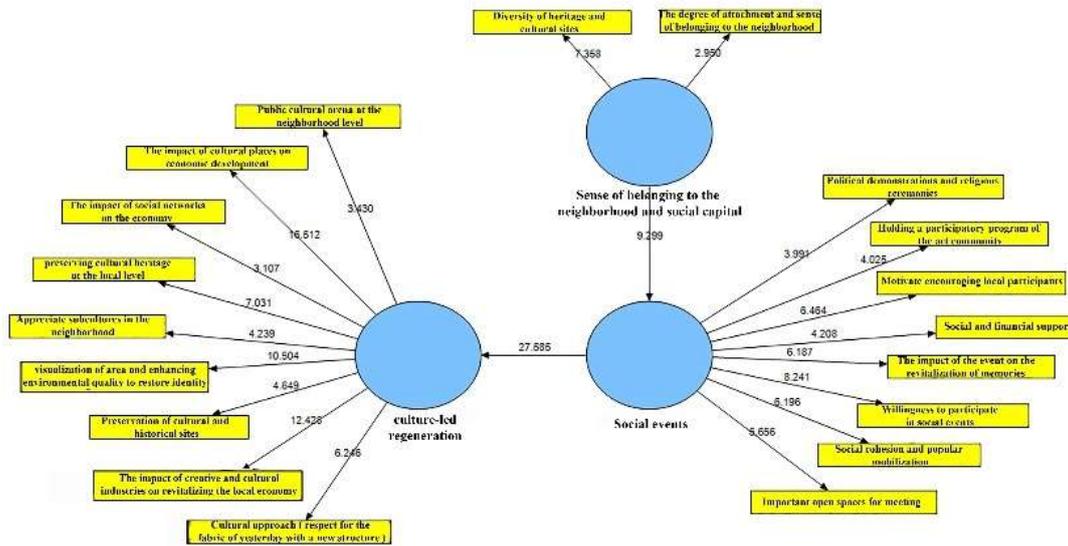
Figure 6. Significance Coefficient Values of T Variables of Social Events and Culture-led Regeneration

Table 6. Relationship between Variables of Social Events and Culture-led Regeneration (Source: Authors)

Row	Direction	Significance coefficients of t	The final impact on the culture-led regeneration
1	Social events ≥ Culture-led regeneration	27/585	77 %
2	Sense of belonging to the neighborhood and social capital ≥ Social events	9/299	57 %
3	Sense of belonging to the neighborhood and social capital ≥ Diversity of heritage and cultural sites	7/358	81 %
4	Sense of belonging to the neighborhood and social capital ≥ The degree of attachment and sense of belonging to the neighborhood	2/950	59 %
5	Social events ≥ Willingness to participate in social events	8/241	64 %
6	Social events ≥ Motivating local participants	6/464	60 %
7	Social events ≥ Social cohesion and popular mobilization	6/196	58 %
8	Social events ≥ The impact of the event on the revitalization of memories	6/187	65 %
9	Social events ≥ Important open spaces for meeting	5/656	53 %
10	Social events ≥ Social and financial support	4/208	46 %
11	Social events ≥ Holding a participatory program for the art community	4/025	48 %
12	Social events ≥ Political demonstrations and religious ceremonies	3/991	42 %
13	Culture-led regeneration ≥ The impact of cultural places on the economic development	16/512	71 %
14	Culture-led regeneration ≥ The impact of creative and cultural industries on revitalizing the local economy	12/428	67 %
15	Culture-led regeneration ≥ Visualization of area and enhancing environmental quality to restore identity	10/504	68 %
16	Culture-led regeneration ≥ Preserving cultural heritage at the local level	7/031	63 %
17	Culture-led regeneration ≥ Cultural approach (respecting the	6/246	59 %

	fabric of yesterday with a new structure)		
18	Culture-led regeneration ≥ Preservation of cultural and historical sites	4/649	57 %
19	Culture-led regeneration ≥ Appreciating subcultures in the neighborhood	4/239	50 %
20	Culture-led regeneration ≥ Public cultural arena at the neighborhood level	3/430	45 %
21	Culture-led regeneration ≥ The impact of social networks on the economy	3/107	39 %

Then, in order to evaluate the quality of the model developed in PLS software, the criterion $Q2$ was measured. Another name for this index is SSE / SSO -1, where SSO is the sum of the square values of the questions and SSE is the sum of the square values of the error in predicting the questions of the dependent variable.

Table 7. Stone-Geisser Criterion Q2 Values

SSE/SSO -1	SSE	SSO	Total
0.175	445.33	540.00	Culture-led regeneration
0.106	428.87	480.00	Social events and local participation

If the SSE / SSO-1 index is positive, the measurement model has good quality. As can be seen, the model is also suitable based on this criterion of positive values. In addition, the value of Q2 is more than 0.15 for culture-led regeneration, and this shows that the variable outside of social events is strong in predicting the dependent variable of culture-led regeneration, and once again it confirms the proper fit of the structural model of the research.

At last, for the final approval of the model, the general model of structural equations was fitted. The GoF criterion is related to the general part of structural equation models, which is calculated according to the following formula.

$$GoF = \sqrt{Communalities \times \overline{R^2}}$$

Table 8. Shared Values and R Squares

Communality	R Square	Total
0.346729	0.60	Culture-led regeneration
0.308739	0.33	Social events and local participation
0.327	0.465	Average

$$GOF = \sqrt{0.327 * 0.465} = 0.39$$

According to the three values of 0.01, 0.25 and 0.36, which are introduced as weak, medium and strong values for GoF, achieving a value of 0.39 for GoF indicates a strong overall fit of the model.

4. Discussion and Conclusion
Based on the contents and analyses adopted from the results of regression of structural equations and the amount of impact on each variable and their significance coefficient, social and cultural events are effective on the culture-led regeneration of the historical context of Arg neighborhood, at a rate of 77%. Accordingly, the diversity of heritage and cultural sites, the desire to participate and increase motivation among local participants, as well as the existence of cultural places to promote the economy and improve the quality of the environment to revive the identity of the Arg neighborhood are components of special importance. Therefore, each of the components related to independent and dependent variables play a significant role in culture-led regeneration of Arg neighborhood with emphasis on social and cultural events.

Arg neighborhood is one of the historical-memorial areas of Mashhad, which was very important from the perspective of its socio-economic status, the social and cultural role that has been associated with this neighborhood for many years, the residence of different Christians, Armenians and so on, the existence of churches and valuable historical buildings and such significant elements as the Green Dome, various consulates, Jannat Street, National Garden, etc., all of which have given Mashhad an identity independent of its historical roots. However, over time, with the acceleration of urban change, its role has diminished. But it has the potential to become a space for teaching the history of the city, reviving the socio-cultural identity, etc. This neighborhood is required to be able to strengthen the sense of belonging by reviving the memories

of the forgotten identity through realizing a lively and dynamic environment, holding events appropriate to common space activities such as holding and addressing cultural and social events related to the neighborhood culture, reproducing capital and cultural heritage, restoring the conditions of social life to buildings with a sense of collective memory, increasing sustainable and productive jobs for the economically active population of the neighborhood with the presence of restaurants and cafes around theaters and various events, as well as paying attention to the structure of this neighborhood which includes buildings that are part of the identity and history of Mashhad by improving the stability of buildings and the visual quality of the texture.

Events define culture and they are not merely for recreational and social use, and in culture-led regeneration special attention has been paid to economic dimension and the economic efficiency. In order to increase the presence of tourists and encourage them to visit, as well as to increase the cultural-historical value by holding festivals, celebrations, exhibitions and offering cultural products, a platform can be provided, so that more people get acquainted with the historical roots of Arg neighborhood. Facilities were provided for people to visit historical monuments, by visualizing and indexing the heritage of this neighborhood, which led to attracting tourists. In order to achieve the research goal, the following general suggestions are proposed:

- Establishment of a workshop and studio of digital arts and animation technology with the aim of strengthening the entertainment and commercial service spaces of Arg neighborhood;
- Utilizing public open spaces such as Kal Qara Khan National Garden, with the possibility of holding festivals and symbolic cultural and social events;

- Creating local governance system with the aim of promoting and advancing cultural supply in the urban environment;
- Holding various attractive street theaters in Jannat Street;
- Creating art exhibitions and honoring and strengthening public arts in the form of gallery cafes, book cafes, etc. in abandoned urban cinema complexes;
- Holding ceremonies and celebrations related to cultural issues and holding seasonal and annual exhibitions to attract cultural tourists in historical places;
- Creating spaces for displaying and presenting works of religious and ritual arts with the aim of introducing Islamic arts and expanding the exchange of spiritual arts in unused historical places such as churches located in Arg neighborhood.

In the present research, based on the studies and observations made and given the method of structural equations used and the effect of events on the culture-led regeneration, it has been concluded that motivating the social and cultural events by social and financial support and motivating people to participate and hold various cultural events could play a role in improving the environmental quality and vitality of Arg neighborhood, which has been forgotten in recent years, and boost the economic and cultural level of this neighborhood by attracting various tourists and pilgrims, which in itself leads to giving value to subcultures, respecting the cultural approach of the neighborhood, recreating the basic culture, revitalizing and reviving Arg neighborhood, strengthening the sense of belonging of local residents and preventing the migration of residents from this neighborhood.

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