# The process of cultural tourism development based on cultural development strategies (Case study: 12 region of Tehran metropolis)[1]

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**Abstract**

There are a lot of ideas in urban development process and texture changes especially in historic texture of cities in the last century that they have been shaped in terms of place, time and development policies and they have been exposed with different ideas in the course of their changes. One of the most nature is an approach that show tourism development as the guiding document. For tourism developing in historical texture, attention to strategies and programs and measures in theory, this study wants to explore the main factors in the development of tourism in the historic part of Tehran's 12 region. The Research method is descriptive and analytical. The result of this study show that Cultural tourism development is possible only by relying on these strategies, in this way carrying capacity of tourism will increase in region thereby the development of regional will be operating through culture.

***Keywords: Cultural development Strategies, Cultural tourism, 12 Region of Tehran Metropolis.***

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**1-Introduction**

Arts and cultural facilities commonly from an important component of urban tourism, particularly when a group of attractions are geographically clustered like historic parts. There has been an increasing amount of interest in what has been med termed 'cultural tourism. Not only is 'culture' considered to be an increasingly important motivation for tourism, but the relationship between culture and tourism is assumed to be mutually beneficial (Robinson et al, 1996: 123). Todays It is emphasized on the potential of tourism and heritage in providing an outlet for expressing local difference and place identity in the context of globalization. It is mean that there has been an overwhelming need for cities to differentiate themselves in order to compete for spatially mobile capital. This has led to a dramatic surge in the contemporary significance of images and representation of the city from outside, and the packaging of the city itself. The city is often conceptualized as 'soft' (Raban, 1974: 34), in the sense of having a culture and identity which is open to manipulation and change by those seeking an identity for themselves and for the city.

The relationship between culture and Tourism promote particular national identities and to demonstrate a new openness and willingness and eagerness to embrace our identity (Hughes, 2005: 175). Culture and the heritage element in particular of cultural tourism have been used to promote positive image. Inevitably, this image- projection has been selective with the promotion of some aspects at expense of others like economy (Light, 2000). In overviews, many countries have under taken cultural heritage tourism redevelopment to increase local economic (yoke, said, et al, 2013: 604). After many decades of relative neglect, cultural heritage has recently gained an increasing importance at different levels of the economy. As Lazzeretti, (2011) suggest, the relationship between culture and economy has undergone an important shift in the focus, from the mere conservation of culture to its economic enhancement, which reveals the links among culture,

society, and economic development. More specifically, there is a growing awareness that regions may build their competitiveness leveraging

Their cultural heritage. Further, the erroneous idea that the economic enhancement of cultural heritage may hamper its safeguard and vice versa is gradually and globally evaporating. the compatibility and interdependency between the conservation of cultural heritage and its economic enhancement, according to cultural heritage and in a productive resource and something that forms the basis of people's identity is as well as providing a source of inspiration for their entrepreneurial initiatives. Accordingly, cultural heritage fits very well into the current 'knowledge economy' paradigm as cultural skills support creativity, whilst, on the other side, the societal function of cultural goods can be significantly affected by economic growth and development (Alberti & Giusti, 2012: 262).

Griffiths (1993) interprets culture values and cultural tourism development not merely disclosed to human's lifestyle, but it was partly to advocate economic regeneration to sustain new cultural facilities for societies (cited in wansborough, 2000). Indeed cultural tourism can protect, conltserve and restore the tangible and intangible culture inheritances in urban historic site (Ahmad, 2006). On the whole, the cultural space conservation with cultural tourism development in the historic town is vitality to be maintained as a living heritage for future generation. Thus the designed for people to deliberate and reconsider culture sustainability is to heighten the historic town conservation. It's because merely local traditional town was being the role model for urban planning and design which are more sustainable and function effectively that allow cultural values existence in that communal place (shuhana, 2008: 20).

Seemingly, cultural tourism for attaining Its goals has to consider some cultural development strategies and models that can create a cultural space. This space is the collective of the phenomenon and a communal space to conduct a variety of activities. So this research considers cultural development strategies that can analyze process of cultural tourism development in case study on based them.

## 2-Literature review

The use of cultural activities and facilities to bolster a city's image, attract tourism, and foster economic development has become widespread not only in traditional cultural capitals of the world such as New York or Paris, but also in places not as well-known for their cultural status. Cities have enthusiastically pursued the building of museums, concert halls, performing arts centers, galleries, and arts districts, as part of wider cultural tourism development and urban development (Loukaitou- sideris, 2007: 249).
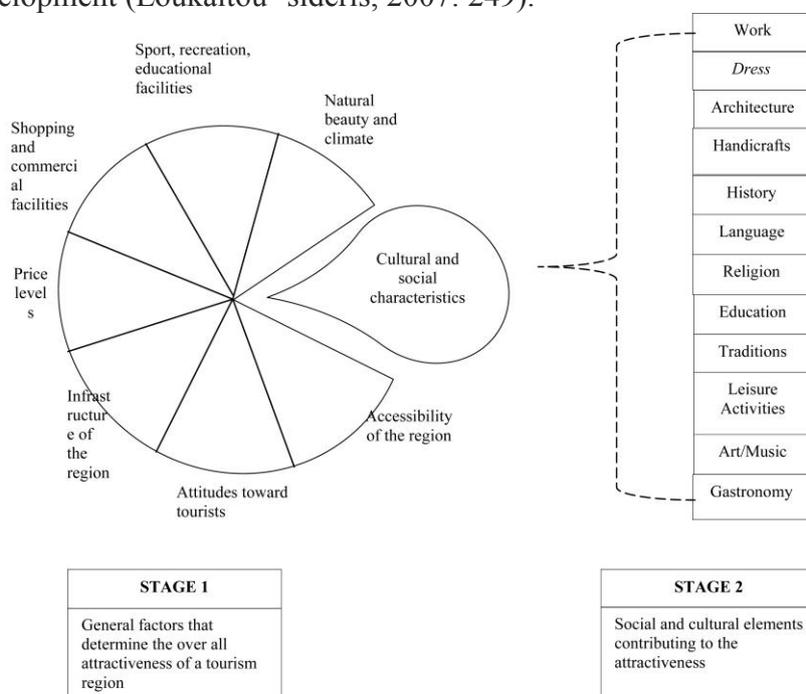


**Figure 1: Cultural variables influencing the attractiveness of a tourism region**
Source: Charles & Ritchie, 2011: 212

Although culture is only one factor that determines the overall attractiveness of a tourism of a tourism region (Figure 1), it is a vary and diverse one. The elements of a society's culture are a complex reflection of the way its people live, work, and play. cultural tourism covers all aspects of travel whereby people learn about each other's ways of life and thought. The National Trust for Historic preservation provides another widely used definition: "cultural and heritage

tourism is traveling to experience the places and activities that authentically represent the stories and people of the past and present. It includes historic, cultural and natural resources. " Tourism is, Thus, an important mean of promoting cultural relation and international cooperation. Conversely, development of cultural factors within a nation is a means of enhancing resources to attract visitors. In many countries, tourism can be linked with a "cultural relation" policy and economic development (Charles & Ritchie, 2011: 212).

The prevalence of cultural activities in recent tourism development programs makes it imperative for planners and policy makers to understand how they contribute to local economic development and how they affect the distribution of resources for social, cultural, and economic goals.

Many agree that "culture is more and more the business of cities" (Zukin, 1995: 2), but to what extent do cultural activities become mechanisms for cultural tourism and economic development? What types of cultural activities and programs do municipal governments support for cultural tourism?

To address these questions, we outline three types of cultural strategies – "Entrepreneurial Strategies", "Creative Class Strategies", and "Progressive Strategies" – that describe the characteristics and objectives of distinct approaches to cultural development. Then we show when we consider them, The process of cultural tourism development will happen in Different stages.

## 2-1-A Typology of Cultural Development Strategies
## 2-1-1- Entrepreneurial Strategies

The entrepreneurial strategies enacted by local governments all but eschew social goals in favor of enhancing economic growth (Harvey, 1989). Public officials work to create an attractive business environment through a host of incentives such as tax abatements, land contributions and write-downs, and relaxed zoning regulations, placing strong emphasis on creating high-profile facilities and events to catalyze private developments and market their cities as "places to play"(Fainstein & Judd, 1999: 12). In the process, local governments seek to adapt their built environments and economies to better compete for the growing industries of the "new economy" – tourism, culture, and information technologies (Nevarez, 2003: 12). A city's

image is deemed critically important to attract new capital and tourists. Therefore, cultural projects have emerged as important instruments to reinforce the status and "brand identity" of cities and to attract tourists. So, a range of cultural facilities have become centerpieces of major urban redevelopment projects, typically in downtown areas and historic parts (Mommaas, 2004: 2).

## 2-1-2- Creative Class Strategies

Creative class strategies concentrate on quality of life issues and lifestyle amenities to attract the "creative class" – a wide ranging classification of highly educated workers and "knowledge-based professionals" including such diverse occupations as software designers, architects, artists, writers, and lawyers (Clark *et al.* 2002). Cultural activities are a primary element of the creative city because they provide opportunities for consumption, leisure, and the means to reinforce the cosmopolitan identity of the creative class states, regional economic growth is driven not by creating a pro-business climate, but by the "location choices of creative people who prefer places that are diverse, tolerant and open to new ideas". In contrast to the traditional entrepreneurial strategy of erecting large entertainment destinations and cultural facilities to promote a city to tourists, this approach emphasizes cultivating clusters of smaller-scale music and performing arts

Venues, art galleries, and nightclubs (Florida, 2002: 225). Additionally, creative cities seek to nurture the economic potential of the arts by developing opportunities for collaboration between arts organizations and commercial enterprises (Bulick *et al.* 2003: 34).

## 2-1-3-Progressive Strategies

Progressive strategies challenge the tenets of growth-oriented approaches to cultural development. Success here is not measured in terms of economic growth, but the goal is to reduce economic and social disparities and raise overall standards of living through redistributive policies and the encouragement of citizen participation (Fitzgerald & Leigh, 2002).

Progressive strategies seek to negotiate public benefits from the private sector through environmental impact fees, affordable housing requirements, public transportation assistance, and higher tax rates in exchange for development rights. Progressive cultural strategies seek

to widen access to and participation in the arts, support local cultural production, and utilize the arts to strengthen community identity and to revitalize disadvantaged neighborhoods (Evans, 2001). In this type of strategy, culture and Historical Attractions is considered as Community activities.

Each strategy type is based on a normative set of characteristics including strategy goals, the types of cultural projects pursued, geographic focus, and target audience. These approaches are intended as a framework to classify diverse sets of municipal cultural objectives and activities like tourism development.

## 3- Methodology

The Research method is descriptive and analytical. In the study of the region, descriptive and analytical method is used to determine different species of carrying capacity of tourism. After that, theoretical method is used to designation for cultural development strategies that can be appropriate in the reign.

## 4-Result and discussion

In the development planning of tourism in the region of 12, The first is required to calculate its carrying capacity of tourism. So, the three types of carrying capacity, physical carrying capacity (pcc), Real carrying capacity (Rcc), and Effective carrying capacity (Ecc) are considered:

• Physical carrying capacity: the maximum number of visitors at a time and in a certain place can have a physical presence. This capacity for 12 region in the calculation is done to is 13, 503, 887

• Real carrying capacity: The carrying capacity 12 region with eliminating the limiting factors such as the number of days of intense sun and frost days and. . . . is 158143550 people in a year and 433 270 people in per day.

• Effective carrying Capacity: That is mean, maximum visitors from a place that management can handle them basically. This kind of capacity for 12 region is 26, 409, 940.

These calculations show that the number of tourists in during the days of boom tourism is over than effective carrying capacity of 12 region and The destination of urban tourism in this region from a incomplete

cycle is reached to mature stage by the influx of tourists Which in total, we can see and feel negative effect of tourism on various aspects of economic, social and, et seq.

According to theory and results of analysis of carrying capacity of 12 regional tourism, the need for effective strategies for the tourism development is felt.

With attention to cultural strategies can process of cultural tourism development 12 regional is emphasized as follows:
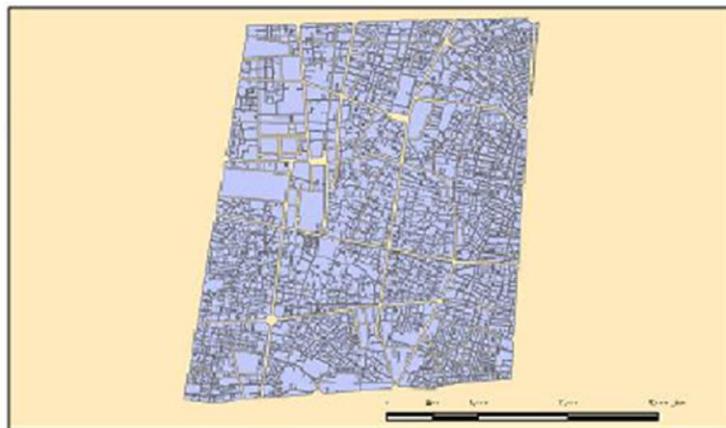


**Map 1: Situation of 12 region of Tehran**

**4-1-selling the city**

The deindustrialization of major cities was due to both intense competition in global economies and the fact that cities become increasingly unattractive to new forms of industry. It was increasingly

recognized, however, that the historic parts did have some unique and attractive resources if not for traditional manufacturing industry, at least for consumption (Selby, 2004: 14). So local government in 12 region has to use from the style of entrepreneurial government. It has to has an effort to provide the sites, environment, incentives and images to attract the most ambitious and comprehensive programs that develop the tourism. Tourism heritage and cultural industries were increasingly linked to both economic development strategies in terms of employment and income generation, and place- marketing strategies concerned with image reconstruction.

### 4-2- Place marketing

Place marketing in 12 region of Tehran is concerned with designing an appropriate mix of features and services, devising attractive incentives for current and potential consumers, delivering products and services in a efficient and accessible way, and promoting the attributes and image of the locality.

It is suggest that strategies may be defensive, concerned with maintaining existing services, quality- orientated, concerned with enhancing facilities, expansionist, concerned with promoting attractive heritage resources, or aimed at diversification, whereby new markets are targeted (Ashworth and Voogd, 1988: 68).

### 4-3-Place Image

Fundamental to place marketing is the construction and projection of an attractive image of 12 region. So, in many cases there will be an attempt to replace a vague or unfavorable image with one that is conducive to attracting tourists and investment. Stereotypes are crucial to urban marketing, particularly as many as post- industrial cities suffer from the negative variety. The attraction of investment and tourists has often been hampered by negative stereotypes, and a range of promotional tools are employed to alter, strengthen and project a unfavorable image. So, enhancing the image of the city is often integral to cultural tourism development in 12 region ((visitors will be drawn, word will spread, and perception with change)) (Collinge, 1989: 7).

## 5-Conclusion

Those interested in the study of tourism have tended to neglect the urban context in which much of It is set, while those interested in urban studies have been equally neglectful of the importance of the tourist function of cities. This neglect is surprising, as urban tourism is significant both in economic terms and in terms of the wider cultural implication for cities. When It's importance become more that historic parts of the city is our matter. Because culture and heritage in that are base for tourism development. Tourism development in this part is called cultural tourism. In this part of city culture and heritage involve the paradoxical creation of a sense of place and history, to be consumed immediately. But for having such changes, we need that authorities ranging from local governments to marketing consortia have been striving to present localities as attractive to potential investors, employers, inhabitants and tourists. It does not become unless our aim in cultural tourism development merely do not be increasing the number of tourist. So, in this research, we have attend to some strategies that can use from conceptualizing the changing culture in economic, In this way, culture and cultural tourism are a cultural process as much as It is a form of economic development. 12region of Tehran can use cultural development strategies and process of cultural tourism development from increasing It's carrying capacity of tourism.

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