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## Develop a model of urban tourism attraction using urban regeneration components (Case Study: Yazd city)

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### **Abstract**

In this research, we try to present a suitable model for determining the factors of urban tourism attractions in the World Heritage City of Yazd (study area) using urban regeneration components. In the analysis of this research, which was completed based on the three-loop theoretical model of "Gunn" tourist attractions, we have made a comparative-statistical explanation of the perception of a number of visitors and tourists based on the results of a questionnaire and a completed survey of tourist attractions. This study finally presents four main findings: First: The factor analysis model of this study showed that the perception of tourists is based on the components of urban regeneration in four different levels of tourist attractions. These four levels are the historical and ancient core of the city, complementary historical attractions, the city's tourism belt and the general urban context. Second: Elements associated with the city's tourism belt, such as territories and public spaces of the urban environment, are considered as the most important tourist attractions and tourists. Third, a comparison of the average value of the indicators shows that tourists who have used the Internet and social media in their searches, in the first place, they react more to the historical core of the city, in the second place, to the levels of public urban areas and territories, and in the third place, to the complementary tourist attractions. Fourth: In this study, it was found that among the components of urban regeneration, the component of development and promotion of public spaces and territories, have the greatest impact on the development of urban tourism. Since public areas and urban spaces play an essential role in tourist attractions, it is recommended that this issue be included in urban development strategies when planning cities with a tourism base.

*Keywords:* Attraction model, urban tourism, urban regeneration, historical core, Yazd

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## 1. Introduction

With increasing urbanization, cities are often competing to increase the number of overnight stays and the increasing number of visits as tourist destinations. Urban tourism has become popular in most countries in recent years, and consequently overnight stays have increased by about 14% (ECM-Head-Office, 2017). Along with the expansion of urban tourism, local decision-makers and actors are trying to use different strategies to make cities more pleasant places to live and at the same time enhance their national and international prestige. For example, in addition to developing tourist attractions, cities are turning to the "redesign of open spaces and public realms" approach and are trying to improve the status of their municipal services through sustainable development strategies (frey, 1999) (kenworthy, 2006). Given that these strategies play a major role in the field of urban regeneration and urban tourism, it is necessary to further examine the issue of factors of attraction in the tourism sector. On the other hand, in recent years, one of the most important policies for organizing tourist areas in cities, especially in the field of valuable historical and ancient textures of cities, has been the urban regeneration approach. This comprehensive policy approach includes a program to improve the quality of urban contexts with integrated economic, social, and cultural goals that address not only physical change but also social and cultural change. (Nasiri & Salari, 2016).

Urban regeneration patterns are a great example of new urban policies that have the ability to solve the problems of dysfunctional and inefficient urban contexts (Wua, Li, Liu, Lie, & Huang, 2019). Urban tourist attractions are modeled in different contexts. But there are few discussions that have been done in order to study the general attractions of a city from a tourist perspective. Therefore, the purpose of the research is to test tourists' knowledge of different types of tourist attractions in a city to assess their importance with the aim of redesign based on the principles of urban regeneration. This research deduces three main arguments. First, although some models, such as the Gunn model, offer three levels of tourist attractions: the urban fabric, the tourism belt, and the city center. (Gunn, 1997) But this research shows that urban tourist attractions include four levels and areas. The fourth level of this research can be referred to as "complementary attractions", which are mainly located around the central attractions of the city. Second: The results of this study show that there is a significant importance in the variables related to the tourism belt, especially urban environments. This indicates that tourists mainly have a strong esoteric assessment of attractions in public areas and urban environment, and given that the promotion of public areas is also one of the pillars of urban regeneration, so strengthening such measures will play a more effective role in tourism development. Third, the Internet and the mass media play a very important role as a marker in the field of tourism information and how tourists and visitors perceive these attractions. In fact, the amount and type of tourist evaluation based on the use and information of the Internet and social media before the trip can be subject to some changes, which shows the impact of this parameter on tourists' perception.

### 1.1. background research

The term tourist attraction refers to the features and characteristics of a destination that attracts visitors. In other words, the term is used to describe things that attract visitors or lead them to choose that destination. The attractiveness of tourism depends on the characteristics of a destination. Such as destination geography, climate, culture and history, special activities available, various forms of entertainment and recreation and natural or handmade buildings. (Crouch, 2011) In the urban tourism literature, the determination of attractions is identified with primary and secondary elements. The basic elements are the elements that form the main goals of visiting a city and it is the tourism capital that attracts visitors. Such as historic buildings and structures, urban textures and special events. Secondary elements actually support these elements and contribute to the development of tourism in a city. Such as shopping and visiting shops, accommodation facilities, transportation systems and other funds available to tourists, including parking lots, information centers and signs and signboards. (Verbeke, 1986, Jamali& Ghorbani 2020) Urban tourism often occurs in the heart of the city and often develops in the heart of

neighborhoods. Urban tourism guides tourists and residents to share the use of services and facilities. As they participate in cultural events.

In fact, most of the tourism experience takes place in open and public urban spaces, which include monuments, museums, gardens, terminals and even supermarkets. Given that urban tourism involves a wide range of considerations and aspects, it will undoubtedly be inseparable from the integrity of the city. (Hallmann & hallmann, 2015). A review of the theoretical literature on the factors affecting the attractiveness of tourism mainly shows that the attractiveness of the tourist destination is the main factor of competition and success in attracting travel and determining the durability of tourists' stay. (Cracolici & Nijkamp, 2009) The study of urban attractions for tourism mainly seeks to understand the factors and links related to destination competition and identify its characteristics and capacities that affect the performance of urban tourism. (Deas & Giordano, 2001)

In an urban context, the main competition is based on functional characteristics, which in a way leads to a customer-oriented brand. Accordingly, the assets of a city, which include the economic space, public and social territories and institutional capacities, will be the forerunners of the performance of the city's competitive arena. Finally, the main competition is in this factor. "Participation in strengthening living standards and increasing social welfare" is a factor that is also considered as one of the major goals in urban regeneration policies and this issue is abundantly repeated in related articles. (Hanafiah, Hemdi, & Ahmad, 2016) (Bahraini, Izadi, & Mofidi, 2013).

Implementation of urban regeneration policy is through urban definition and implementation of a coherent and synergistic set of programs and actions on an urban and neighborhood scale (Figure 1).



**Figure 1.** Components of urban regeneration policy implementation

Based on these new urban policies, successful regeneration projects have been carried out in the city of Yazd, which has been able to solve managerial, socio-economic and physical problems to a large extent. Therefore, the theoretical framework for reviewing regeneration measures and its role in tourism development will be evaluated in the framework of these policies. Some researches in their results have pointed to the existence of special cultural attractions in areas and urban context and its impact on the attractiveness of tourism (Brida, Meleddu, & Pulina, 2012). (For example, the impact of the construction of the Guggenheim Museum on the tourist attraction of a city) Another study showed that the cultural heritage of an area can attract the tourism of a

city. And it turned out that although museums and galleries play an important role in education and are a source of income for a city, but its entry costs are discouraging.

(Enright, Tourism destination competitiveness: A quantitative, 2004). The quality of the urban environment and the accessibility to a city seem to be important factors in attracting visitors. To understand the factors influencing the choice of travel destination, there are various studies that emphasize the elements called "elements of attraction and behavior". Traction elements are foreign forces that originate from the destination that encourage tourists to visit. Like recreational facilities and historical attractions. (Van der Merwe, Slabbert, & Saayman, 2011) In contrast, stressors include psychological and psychological factors that create the desire to travel.

In fact, the conceptual framework of this research emphasizes the concept of three-dimensional attraction of the spatial environment affecting tourist attraction in the form of improving the concentric three-ring model of "core", "tourism belt" and "urban public texture area" called Gunn. (Gunn, 1997) Through this concept, a tourism site can be analyzed from the perspective of visitor perception and in a way explain the important urban regeneration measures that can play a role in completing and strengthening these three links.

Given that tourism pays attention to the characteristics and features of the place, so the suggestions related to it can not be separated from this environment.

(Leiper, 1990) and therefore actions such as urban regeneration can stimulate the tourist attractions of a city. Therefore, in this research, we are looking for what attractions tourists recognize and how they evaluate them and how these cases can be turned into a program in the form of urban tourism. On the other hand, how can urban regeneration be used for tourism development? To achieve these goals, an analysis based on the three-loop model of tourist attraction to understand the spatial behaviors of a city will be presented. The model is divided into three components: core, belt, and perimeter:

First core: represents an area that is primarily important for tourists. Interconnected with specific and major attractions that exist in a particular destination. For example, tourists mostly visit famous buildings and monuments, famous beaches, natural areas or cultural assets, and thus evaluate the urban nuclei with attractions, cultural components, entertainment aspects and physical infrastructure of a tourist city. . (Kozak, 2002)

Second: The safe belt area, which includes the surrounding environment of the core of tourist attractions. This second level can be recognized as an independent tourism area in urban spaces. (Hayllar, 2008) This environmental belt includes facilities and physical physical research in the vicinity of city attractions. In other words, the buffer zone refers to the seamless zone of the environment to the core of the attractions and the relationship between the attractions that are geographically close to each other.

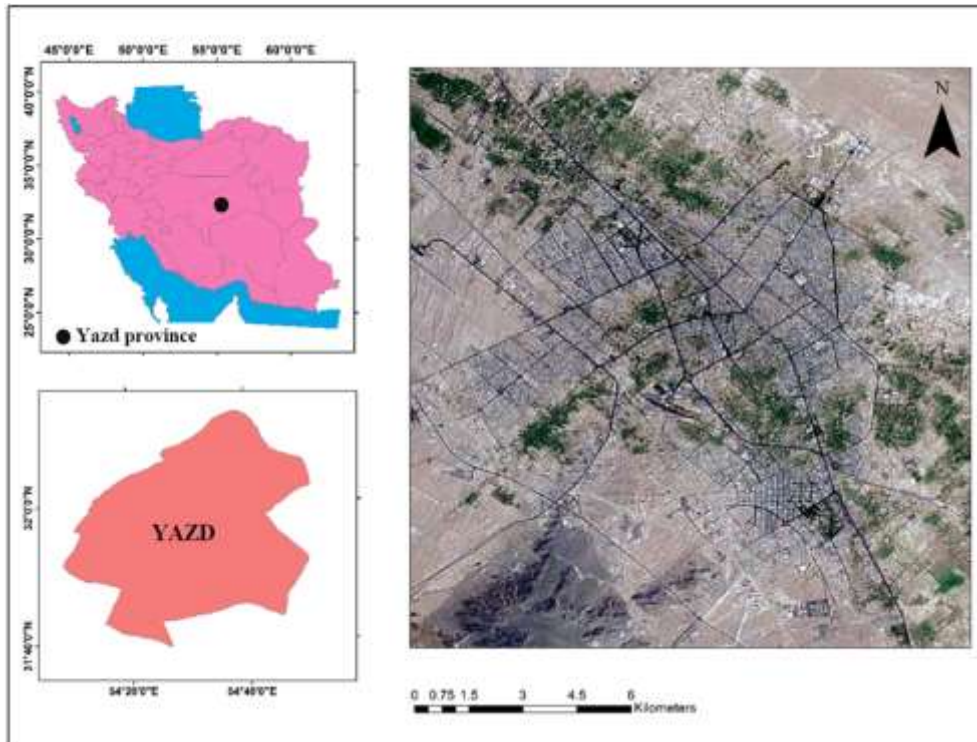
Third: Under the title of an enclosed area of urban fabric that shows a wide range of tourist attractions, which is mainly related to the general context of the city. This public environment of the city includes social and municipal services along with tourism support facilities, which are often known as secondary attractions, and refers to the elements and goods that provide services to tourists and residents. (Hughes, 2018)

Thus, this conceptual background leads us to test the recognition of urban attractions and how urban tourists understand the classification of levels of attraction and its constituent elements. At first glance, initial analyzes are expected to confirm these three levels, with the core as the most important factor. This hypothesis is related to the conformity of basic information on the main character of the city before the city visit by tourists, which is examined in this study. In fact, the purpose of this study is to improve this model in order to identify urban tourist attractions that can practically be modeled with a better classification based on the indigenous characteristics of a historical ecosystem. On the other hand, it should be noted that there is a relationship between information markers and the importance it attracts to attractions, which sometimes causes these attractions to be placed in different categories.

## 2. Research Methodology

### 2.1. Area of study:

The study area is the city of Yazd (Figure No. 2), which is part of the historical context of July, which has recently been registered in the world in 1396. This city also has other titles such as the adopted sister of some European cities. The city of Yazd has taken good measures in the field of tourism infrastructure development. Measures have been taken in the field of tourism and improvement of the urban transportation system, improvement of public and urban spaces, appropriate measures in the direction of improvement and decoration, urban body building and flooring of historical passages, etc.



**Figure 2.** Map of the study area

According to the available statistics, an average of 200,000 tourists are given annually in accommodations under the supervision of the General Directorate of Cultural Heritage, and the occupancy rate of hotels in Yazd is estimated at 28%. (Management and Planning Organization of Yazd Province, 2016) (Before the onset of Corona disease) This issue is due to the appropriate comfort time in the city of Yazd, which is generally included four months of the year. To answer the research questions, quantitative data were collected through a questionnaire. The survey was conducted among visitors and aims to gather information on urban tourist attractions by focusing on tourists' knowledge of different criteria and tries to cover the main and salient attractions in choosing a destination and its information bookmarks. . In Yazd, 250 questionnaires were randomly distributed with a 95% confidence level. If he was among the respondents, the head of the family tried to answer. Accommodation centers and tourism information centers were used to distribute the questionnaires. Due to the online nature of the questionnaire, all tourists answered all the questions and it can be said that it is possible to accurately evaluate the answers. The poll time was also tried to be in normal days when there are more tourists in Yazd. In the given answers, the importance of some factors based on traction factors was proved. The adaptations of the variables were examined and they were listed in accordance with the factors in the urban context in the context of the conceptual model. Based on that, the variables related to each part of the core, the tourism belt of the city and the general texture of the city were determined, which are specified in diagrams (1, 2 and 3).



**Diagram 1.** Components of tourism core



**Diagram 2.** Components of the tourism belt



**Diagram 3.** Components of the general texture of the city from the perspective of tourism

Due to the need for data processing: Factor analysis was performed to examine the relationship between variables, grouping variables and creating composite spaces. Using the Kruskal-Wallis test, which is a non-parametric test to test the compliance of samples with a distribution. (Kruskal & Wallis, 2012 (Published online: 11 Apr))

Comparison of mean attractiveness factors as a function of growth visits or information sources consulted was used.

The final part of the questionnaire also included socio-economic variables, then the attractiveness variables were measured using a 5-point Likert scale. The number 1 means at all and the number 5 means

fully included. The questioners were asked how important they consider each of the tourist attractions when preparing for a trip. These factors are, respectively, the general atmosphere of the city, urban historical spaces, urban architecture, pedestrian-oriented places and sidewalks, historical buildings and places, parks, gardens, residences, restaurants and public services, theaters, concerts, events and exhibitions. Considering the travel time, it was found that if the travel takes place at a certain time (such as cultural-religious events), there is a possibility of moving these factors. In the first place of the trip, it became clear that this city is not only known as a historical city, but its cultural and economic social aspects are also important. Secondly, according to the world registration of Yazd's historical context in UNESCO, many tourists are attracted to this city due to the presence of historical and heritage elements.

Next, mean comparisons were made based on the Crystal Wallis test. Most of the variables are statistically in a suitable distribution state. According to the average table and ranking of the factors below, there is a proper normal distribution among the factors and the significance level of the statistical difference is in a good condition.

In Yazd, 67% of people visited the city for the first time. In terms of travel, about a third of respondents said the city was their main destination, while two-thirds said the city was part of a longer trip. Regarding the travel pattern, 69% of the respondents used a personal vehicle to travel. 15% used the train and the rest used other public transportation systems. Respondents were also asked about their travel motivations, 87% of which were for leisure and tourism. Although others have traveled to visit relatives and friends or business, 65% of visitors have traveled as a family. A large number of tourists stayed in the form of one-day tourism and were on their way to other tourist destinations. This fact indicates that the city of Yazd is located at a close distance from other tourist cities such as Shiraz and Isfahan, which play the role of the golden triangle of tourism in central Iran.

These sources showed that the theoretically reviewed model has a suitable validity for theoretical discussion. The results of the factor analysis of the predicted factors using the primary Pearson correlation test showed that it is possible to evaluate the continuity among the tourism attractiveness variables. The existence of correlation between variables indicates the importance of searching for elements that can form factors. The method that was used to extract the factors was the study of the eigenvalues of the constituent components, which finally led to the extraction of four emerging factors. Of course, during the analysis, three factors "contact with residents", "restaurants and residences" and historical wanderings were removed due to lack of correlation. Because they increase the variance of the considered factors. (Table No. 1)

**Table 1.** Average and rank of importance of considered tourist attractions (Kruskal-Wallis)

Significance level	Rank	Average	Indicator	Row
***	1	4.10	The general atmosphere of the city	1
NS	2	4.10	civil architecture	2
**	3	4.08	Pedestrian spaces	3
***	4	4.02	Monuments and historical sites	4
***	5	3.93	Public spaces, public parks and gardens of the city	5
*	6	3.73	Residences and restaurants	6
***	7	3.57	Public service	7
***	8	3.42	Tourism information	8
*	9	3.04	Communication with residents	9
*	10	2.97	Shops and business services	10
***	11	2.86	Museums and galleries	11
NS	12	2.78	Access	12
*	13	2.67	Roaming and sightseeing	13
***	14	2.15	Festivals and events	14
NS	15	1.99	Theaters and concerts and nightlife	15
***	16	1.75	Conferences and exhibitions	16
P ≤ 0.01 (***)		P ≤ 0.05 (**)		P ≤ 0.1 (*)
NS = No statistical difference				



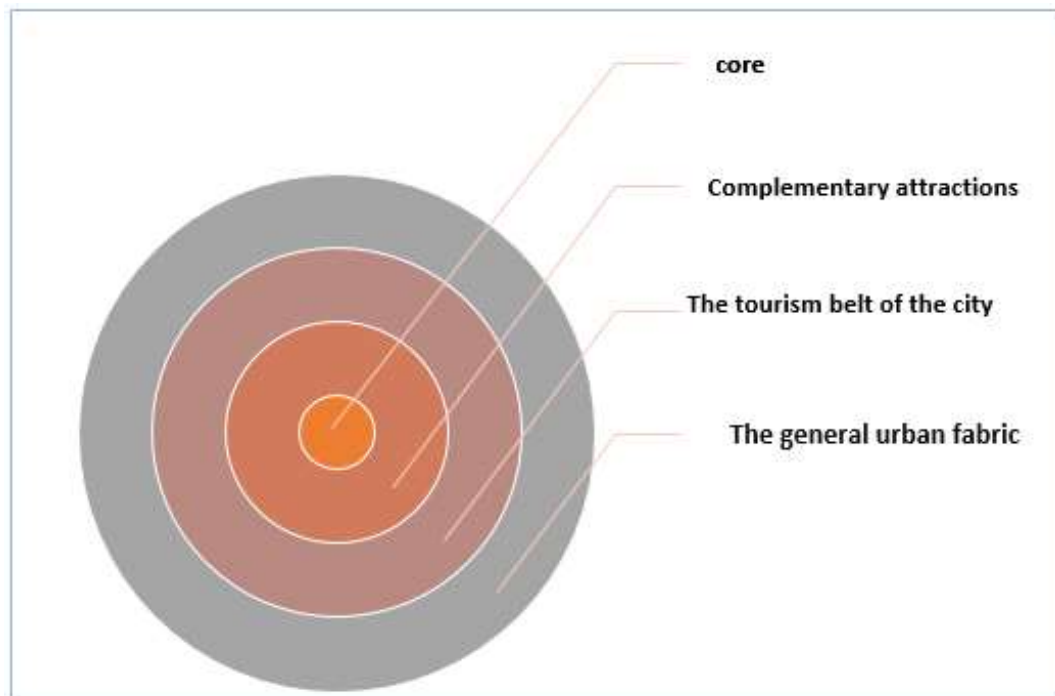
Since the initial theoretical model was a three-level model, but these studies conducted in the urban environment showed that four categories of factors can be considered for attractiveness factors. This proposal, which is presented in the form of diagram number one, includes the following stratification.

A. Core: This component represents the main core of tourism attraction. Including historical works, monuments, historical sites, museums, art galleries, which is of great importance from the point of view of the respondents.

B. Complementary attractions: There are factors that were initially thought not to be necessary to be separated as a category of tourist attractions, but the research results showed that these variables can add a fourth component to the previous variables and show themselves as an important and necessary factor in tourist attractions. This factor can apparently play a role as a complement to the central attractions. This component can include things like festivals, events, exhibitions, events, conferences, theaters, concerts, and even nightlife.

C. Tourism belt of the city: This component is a factor that causes to display and present the highest capacities of urban tourism, which includes the general urban atmosphere, urban physical spaces, the architecture of public spaces of the city, parks and gardens, pedestrian-oriented places and sidewalks. These components have a great impact on the classification of variables related to public space, urban design and urban planning. This factor will also have the most impact on urban regeneration policies.

In the general context of urban fabric: This component as the widest area of tourism attraction that includes the general area of the city, accesses, signs, public services, tourist information, shops and other urban commercial services and the general level of life of citizens and urban services that are used by both tourists and residents.



**Diagram 4.** factor analysis based on tourist attractions

The reliability of the questionnaire was tested using Cronbach's alpha. For all tourism attractiveness variables, this index is 0.807, which is generally acceptable in basic research. (Taber, 2018) The value of Cronbach's alpha based on the attractiveness of tourism is shown in the table below. Each of the components had an internal consistency that is acceptable. Cronbach's alpha value varies between 0.773

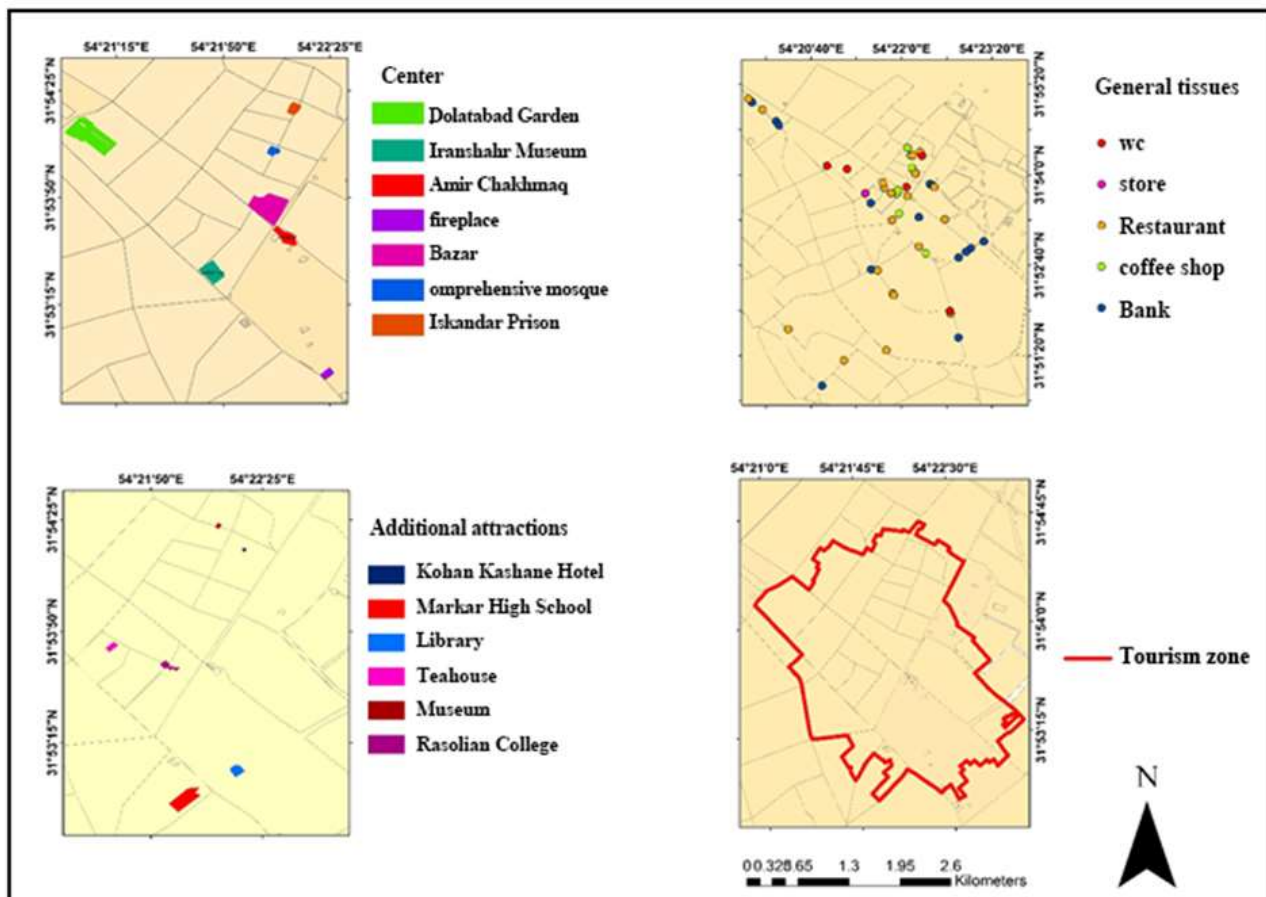


(general field of urban fabric) and 0.611 (core). After evaluating the valuation of these factors, it was found that the city's tourist belt received the highest score.

**Table 2** .Cronbach's alpha value in the components of tourist attractions

		Alpha value	Component
		0.729	General urban fabric
		0.733	Tourism belt
		0.669	Complementary attractions
		0.611	Core
0.5 ≤ a ≤ 0.6	Exploratory research	0.6 ≤ a ≤ 0.9	Fundamental research
		A ≥ 0.9 Applied research	

After that, the historical core, the general fabric of the city and finally the complementary attractions had the most points. Therefore, it can be concluded that the urban public spaces and the spatial territories of the city play an important role in the attractiveness of the city and improving its quality, hence the importance of urban regeneration policies in improving the quality of these spaces.



**Figure 3.** The final output map of the tourism attraction model using urban regeneration components

In a research, a database of fuzzy rules of tourism destinations was investigated to provide a decision-making model for the inference of a fuzzy system of ten features in two groups of tourists under and over 30 years of age, who showed their different preferences in three areas: "price level, Cost of living" (F7), "Tourist information and services" (F9) and "Tourist safety" show. (Chang & Chang. (2015).)

Also, to examine the applicability of capacity development perspectives, vital for regenerative urban tourism, from a mixed qualitative methods approach based on the tourism development framework through in-depth interviews, focus groups, and observational research. A community-based approach in a culturally and socio-economically diverse context shows that marginalized people have valuable tacit knowledge and unique skills that can complement tourism expertise and contribute to tourism development and more sustainable places and communities. This finding asserts that capacity development must occur before their participation. Also, local government, along with non-governmental organizations and community groups, play an important role in ensuring the participation of residents and marginalized people in sustainable tourism development, and more importantly Above all, regenerative development approaches are applied within the framework of capacity development and this is a unique effort to integrate stakeholders in the design and implementation of tourism planning processes that maintain inclusive and regenerative priorities. (Bellato & Cheer 2021)

In Romania, after determining the framework of urban tourism and destination marketing and the inclusion of green spaces in the urban context, the principles that make a place attractive for tourists are discussed. A green space to a tourist place and how to further develop the tourism function without creating obstacles in other functions to identify and take action. (Cianga & Popescu 2013)

In China, a vital way to create an urban brand is to design tourist destinations and attract real estate developers and investors in urban renewal and regeneration. In the ancient city of Datong, China, under urban regeneration by classification and evaluation of research data, a new conceptual framework with applied measures that elements with characteristics that shape the urban landscape act as symbols and signs and show something that is in common internal relationship. and is made through social and cultural systems [(Carmona 2010, (Ram & Björk 2016)]. As mentioned in the literature review, the image of a place is the product of feelings and perceptions created by people's perception and understanding of the place's identity, which The presence and expression of local history and culture is formulated [Montgomery) (2003, (Sepe 2013)]. The urban landscape as one of the most integrated expressions of history and culture includes symbols, meanings and values [(Carmona 2010. Results The research organized several symbolic elements in presenting place images to different users, including urban form (architectural distinctiveness, streetscape, and urban fabric), symbolic landmarks, social spaces, cultural activities, neighborhoods, and regions. They offer a way to select symbolic signs that represent something common in the internal relationship that is built through social and cultural systems [(Montgomery 2003),(Su, 2020),(Ram & Björk 2016),( Montgomery & Making 1998)].

The indicators applied to evaluate this comprehensive framework and the degree of impact of various aspects of the new framework on psychological and perceptual aspects of local residents' and visitors' mental health, sense of belonging, place attachment, etc. can be verified and measured through data calculations. did (Lei & Zhou 2022).

In a study, he examined the urban problems in the worn-out neighborhood of Baqrabad in Rasht from the perspective of sustainability and presented a plan for its renovation. which is facing serious physical, social, cultural, environmental and economic problems. To reduce the adverse effects of these issues, a reconstruction plan with a major focus on improving social qualities such as vitality, dynamism, identity, social interactions and security is proposed. (Miri et al; 2020)

The results of this research show that visitors do not neglect the general context of the city when preparing to leave and travel to a city, and in order to choose a tourist destination, they carefully evaluate public services, tourism information and access to city facilities. It can also be claimed that the tourists who used the Internet and social media were mainly looking for special events and important tourist attractions or were following special events (such as the Ashura ceremony). Therefore, organizations related to tourism (such as the General Administration of Cultural Heritage and Municipality) should pay attention to these factors. Table No. 3 and also in Figure No. 3 show the status of the impact of urban regeneration components and its role in the development and promotion of urban tourism.

**Table 3.** status of urban regeneration components and its impact on tourism development

7. Suggested actions	6. Tourism index		4. A component of urban regeneration 5.	3. Row
	9. Impact rate	8. sphere of influence		
14. Pedestrian movement and revitalization of the city's axes and public spaces - body construction and flooring of historical passages	13. 0.91	12. Core - tourism belt	11. Development and improvement of public spaces and territories	10. 1
19. Revitalization and maintenance and restoration of historical buildings - completion of infrastructure services network	18. 0.87	17. Urban fabric - tourist belt	16. Upgrading the infrastructure of urban facilities network	15. 2
24. Increasing tourism attraction - focusing and paying attention to the planning and development of tourism in historical and religious buildings	23. 0.85	22. Complementary attractions - urban fabric	21. Development and provision of superstructure services	20. 3
29. Improvement of residential areas and urban fabric	28. 0.73	27. Urban fabric	26. Improvement, renovation and retrofitting of housing	25. 4
34. Participation of residents in the economic process and the supply of ecological products	33. 0.72	32. Urban fabric	31. Promotion of social and economic capability	30. 5
39. Using the consensus of residents' opinions and creating tourism development centers	38. 0.68	37. Complementary attractions - tourist belt	36. Capacity Building	35. 6
44. Using experts and local people for tourism development	43. 0.64	42. Tourism belt-urban fabric	41. institution building	40. 7
49. Strengthening the link between academic and local people's institutions	48. 0.58	47. Additional attractions	46. Networking	45. 8

#### 4. Conclusion:

The strategy of urban regeneration in the conditions of lack of development space in cities can be a worthy method to provide public and development spaces by observing economic and social savings, which has a great impact on the realization of sustainable development in cities and especially tourism development.

From this point of view, it should be said that urban regeneration aims to upgrade the primary cores of cities and to reduce the forces that create instability, by starting the process of competent governance, first, with the participation of all urban actors, it creates transformation and mobilizes socio-economic resources for different solutions, for which it is manifested in the physical dimension and the public space of the city. Urban regeneration seeks to find signs of urban problems by improving inefficient areas and developing the existing capacities of a city. Finding a solution to improve the standard of living in the inefficient context of Yazd city has not been able to include everyone in terms of quantity, nor has it been able to satisfy the residents in terms of quality.

Therefore, it is necessary to use a new approach so that on the one hand it can mobilize people's resources and efficient use of public resources. And on the other hand, it will lead to the empowerment of urban communities and historical tourism centers of the city for local self-governance and the institutionalization of decent governance (which is the key to the regeneration of a sustainable city) and the creation of tourism income. In the national urban regeneration document, strategies are foreseen to solve the problems of inefficient urban fabric, especially historical fabrics, at different national and regional scales. However, by referring to it, the reconstruction of the inefficient fabric of the city, including Yazd, should be done by relying on the necessities and needs of the neighborhoods and their ancient cultural and historical location. On the one hand, to preserve the social and economic system of the historical neighborhoods of the city and to prevent the destruction of their physical structure. Sustainable protection and restoration of cultural, historical heritage and cultural identity of cities; and the realization of a sustainable lifestyle in urban revitalization, improvement and renovation measures is one of these guidelines.

Another result is that the reduction in the quality of urban public spaces has a negative impact on the historical core of the city and also reduces the attractiveness of tourism factors. According to the set of discussions in the classification of urban attractions, it can be said that the actions taken from the urban regeneration policy can be classified at this level. And according to the impact of these measures, it can be concluded that the renovation and improvement of the quality of public areas, which is considered one of the basic components and pillars of the urban regeneration policy, has the greatest impact on the development of urban tourism, increasing the number of tourists and the improvement of public tourist attractions.

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