

## **Analyzing the Effective Factors on Revival of Gorgan City Historical Texture through Sustainable Tourism Development Approach**

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### **Extended Abstract**

#### **1. Introduction**

Texture of Gorgan city through sustainable tourism development in line Revivalism offers a great contribution to economic, social, cultural, and physical vitalization and improvement of worn-out, historical textures of cities. Cultural and historical heritage retains the cultural values of places and bonds people to their collective memories. Urban revivalism for tourism purposes is a relatively new subject. Income gained from tourism has persuaded decision makers to maintain historical buildings and markets for tourists. Meanwhile, as a historical texture, the central core of Gorgan city has a total area of 157 hectares which was built upon Qajar enclosure of Gorgan city. Yet, despite the abundant tourist attractions within this historical texture, the number of tourists is insignificant. Accordingly, the purpose of this study is to analyze the effective factors on revival of historical with improving the qualities of location and living, as well as enhancing the city's position within the tourism market.

#### **2. Literature Review and Theoretical Framework**

There are three strategies with respect to the revival of historical urban textures: (1) Culture-based Revivalism: In this strategy, culture guides cultural undertakings such as flagship projects, construction or reallocation of industrial heritage, pioneering projects aimed at rebranding cities (conventions and other events), and economic growth based upon tourism and economic activities; (2) Cultural Revivalism: Cultural activities are completely integrated with spatial, social, and economic areas such as cultural ranges, cultural clusters, and similar projects; and (3) Culture and Revivalism: Cultural activities are distinguished from city development strategies; cultural initiatives and projects (e.g. public art programs, heritage interpretation or local history museum) that are majorly managed by individuals/forums.

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The results of domestic studies (e.g. Askari, 2011; Ghadami et al., 2014; Fanaei & Zakerian, 2015; Mojtabazadeh Kanghah et al., 2016; Yazdani et al., 2017) suggest a close relationship between revival of historical textures and tourism development. The revival of historical textures is a contribution to tourism development, given a bilateral relationship between the two. In addition, findings of foreign sources show the effect of historical texture revivalism on the prosperity of tourism in Northern African nations (Nasser et al., 2016), the Middle East (Kahn et al. 201), and Central Asia (Wu & Tan, 2014). Furthermore, making use of strategies such as economic empowerment of residents, social values, heritage, and public participations can actualize tourism capacities in historical textures of cities.

### 3.Method

The present applied study was conducted using the descriptive-analytical method. The independent variables of the study include: comprehensive and long-term planning, short-term and local programs, participation of residents, management, cultural factors, financial resources, and legal factors. Revival of historical textures through sustainable tourism development was also considered as a dependent variable. The sample population was indicated using Cochran's formula. Accordingly, 374 individuals were determined as the sample population of the study. To increase validity and reliability, the number was then raised to 400 individuals. Following the analytical model design using the SPLS software, factor loading of observable variables (questionnaire items) in the model are calculated. To ensure reliability in this study, Cronbach's alpha, mixed reliability of constructs, convergent validity, and divergent validity were used. Two criteria were employed to evaluate the fitness of the model; first,  $z$  significance coefficients ( $t$ -value) and second, indication coefficients ( $R^2$ ) related to the model's endogenous latent variables (dependent). The  $Q^2$  criterion was used to assess the predictive capability of the model. Model fitness was controlled in both sections of measurement and structural models using the GoF criterion.

### 4.Results and Discussion

A strong fitness was observed in the model, considering the following obtained values: Factor loading coefficients (0.55); Cronbach's alpha and mixed reliability (above 0.7); convergent validity ( $AVE$ ) and divergent validity (0.5);  $t$ -value (above 1.96);  $R^2$  values (above 0.699);  $Q^2$  Value (above 0.35); and  $GoF$  value (0.59).  $Z$ significance coefficients for the variables of the study including financial resources, legal factors, participation of residents, cultural factors, short-term and local programs, comprehensive and long-term planning, and urban management are 2.381, 1.55, 15.118, 3.019, 2.457, 9.563, and 11.460, respectively. This demonstrates their significant effect on the revival of Gorgan City's historical texture through sustainable tourism development. In addition, there is a direct relation between the seven variables of the study (i.e. financial resources, legal factors, participation of residents, cultural factors, short-term and local programs, comprehensive and long-term planning, and urban management) and the revival of Gorgan City's historical texture through sustainable tourism development, because it was proven at 95% confidence level and a  $t$ -value of above 1.96. The highest

effects on the revival of historical textures through sustainable tourism development approach respectively belonged to participation of residents, short-term and local programs, financial resources, urban management, comprehensive and long-term planning, cultural factors, and legal factors.

### 5. Conclusion

The findings of this study are consistent with those of other inquires such as Pourahmad et al. (2011) and Aminzadeh and Dadras (2012). In other words, the solution for mitigating the issues and reviving the historical texture of Gorgan City involves paying attention to interactive strategies and policies between revivalism and sustainable tourism development. Moreover, in the context of reviving Gorgan's historical texture, serious attention should be paid to effective factors such as participation-based planning, public-centered revivalism, and tourism promotion. All in all, this study is different from previous research in two aspects: first, in terms of methodology, since previous inquires mostly employed models such as ANP and SWOT while structural equations were used in this study; second, while previous research have majorly pointed out one or two effective component on tourist-centered revivalism, the present study has made use of a synthesis of effective factors through an integrative approach.

**Keywords:** Revivalism, Historical Texture, Sustainable Tourism, Gorgan City

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