

عنوان مقاله:

(A Cultural Tourism Approach Towards Revitalizing Urban Streets (Case Study: Imam Khomeini Street, Tabriz

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خلاصه مقاله:

This study aims to convert to tangible elements (i.e., physical structures of cultural tourism) the various cultural dimensions and past symbols of Tabriz (which are considered collectively as tourism goods) by partially revitalizing the historical Imam Khomeini Street which is considered to be an arena for social life and a suitable environment for visiting tourists. The SWOT method was implemented to analyze the existing situation regarding this case study upon examining the relevant cultural tourism concepts. The Delphi technique was used to provide a questionnaire the results of which were used as coefficients for selecting the most effective strengths (S), weaknesses (W), opportunities (O), and threats (T). The design strategies were also extracted from the SWOT technique and the most prioritized of these including SO1, WO3, ST2, and WT1 selected using the quantitative strategic planning matrix

کلمات کلیدی:

Historical Texture, Cultural Tourism, Urban Street, Revitalizing, Tabriz

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