Studying the Revitalization Patterns of Valuable Urban Places with the Aim of Tourism Development; Case Studies: Isfahan, Tehran, and Mashhad

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Abstract

Cities are the place to build social relationships between humans and identifying cities by identifying urban centers as the most important urban spots are important. Among these centers, one can mention the historical and ancient centers of a city, which play an important role in attracting tourists and capital to the city. And in the meantime, the city's historic textures are precious, which reminds the old culture, history, architectural knowledge and planning of the urban community and more clearly, they represent the city's social and cultural identity and character. But what we see today is the growing urban population and, consequently, the need for new urban elements compatible with modern society that have changed the urban space in the form of modernism, which is obvious in worn-out textures in the form of timeworn. Considering that the basis of recognition and revitalization is based on the creation of readability and vitality, reduction of chaos and confusion to improve the quality of life and eventually attracting tourists and capital, hence studying and comparing examples of revitalization experiences of urban historical centers in Tehran and Isfahan can lead to the identification of appropriate approach in the field of revitalization and the organization of tourism space in Mashhad based on the revitalization of urban historic spaces. Following this process, preventing the destruction of historical and ancient centers of a city, its revival is also necessary in order to resolve socio-cultural and physical-visual disturbances. This study was conducted using a descriptive-analytical method based on field observations and documentary studies and interviews.

Key words: Revitalization, Tourism, Modernism, Valuable places, Worn out texture

1. Introduction

Cities are the place to build social relationships between humans and identifying cities by identifying urban centers as the most important urban spots are important. Among these centers are historical and ancient centers of a city, which play an important role in attracting tourists and capital to the city. Urban tourism is also referred to as part of the leisure time that is formed in the area of urban settlement of citizens and open spaces within a city including parks, playgrounds, and shopping centers, cultural and historical centers (Sharbatyan, 2014). Meanwhile, the city's historical textures are precious reminding the old culture, history,