Urban Recreation a Cultural Approach in Historical Textures (Case Study: Moses Beyki Historical Complex, Yazd, Iran)

Samira Alizadeh Moghadam[a]*, Malihe Zakerian[b]

[a]*Department of Art and Architecture, Yazd Branch, Islamic Azad University, Yazd, Iran*
[b]*Assistant Professor, Department of Geography, Meybod Branch, Islamic Azad University, Meybod, Iran*

Abstract

Historical textures of each city are a reminder of the city's identity, and the lack of attention to this valuable work led to destroy the identity of the cities over time. Some of Iran's cities have valuable historical textures that, unfortunately, some of them are destroyed due to lack of attention. Conserving and recreating historical texture, which is a component of the cultural constituents of every society, is essential and its realization requires to the continuous cultural activities. The restoration of monuments in different regions makes culture a value and attraction, and it is very effective in keeping alive the native and local cultures of each city.

The data is collected in the form of documentary, library and field studies. The present study by improving the existing situation of the desired site try by considering the culture of society provides strategy and policies. By determining the position of the studied area by SWOT matrix, the strength, weaknesses, opportunities and threat have been identified and strategies have been implemented for recreation of the desired area. Then, using the QSPM method, the prioritization of the strategies presented in the previous step was done. Finally, the strategies obtained from the QSPM method were selected with the scores of 8.35.8.81, 7.98 and 7.86, respectively. The results show that the role of internal factors and offensive strategies or strength-opportunity as well some conservative strategies are effective in achieving the recreation for the area.

Keywords: Recreation; Culture; Historical Texture; Yazd City

* Corresponding author. Tel: +98-9137753441.
E-mail address: salizadeh2000@yahoo.com

1. Introduction

The recreation is a new approach to create spatial organization that is in line with new conditions and features being studied in urban researches. Major attention in urban recreation involves programs with economic, environmental and physical goals. Therefore, in urban recreation, moving from mere perspective gradually toward the increasing attention to a wider approach such as the recreation approach of the base culture is necessary, while considering the financial and economic benefits to urban design, the path to this investment goes towards creating cultural and artistic centers. On the one hand, increasing attention to the importance of art and culture has become an important part of urban recreation. On the other hand, the dissemination of views on the economic value of conservation has given rise to specific approaches in both practical and theoretical aspects of urban recreation (Pour Ahmad et al., 2015:1).

Despite the fact that the design of urban texture has finished, conserving the great cultural and historical values in some urban textures can be highlighted by investigating and planning. In addition to presenting the past culture of the people of this land, these values can be presented as the symbols of national identity to future generations (Fanni and Shirzadi, 2018:180).

Cultural representations has always been regarded as an integral part of city relations, and each city is known with its own culture specification (Lotfi, 2011). Historical texture is valuable asset and heritage of cities, these textures represent the cultural and social dimensions of the people who have lived in historical periods of the city and recorded their cultural identity (Bahadori Nejad and Zaker Haqiqi, 2016:5). In the past, the historical texture was synchronized and coordinated with the cultural criteria of the society and the development of facilities with a slow process, but after the industrialization period, with the sudden presence of technology into the urban texture, the system of harmonious growth of elements and urban spaces was disturbed (Mohammadi and Moradi, 2014:1). In this regard, attention has been given to the historical texture because the destruction of these areas has increased twice over the past decades. Meybod City, with a history of several thousand years (7000 years), is an example of these cities. This city, with its valuable historical texture, despite its very historic potential, has many development possibilities. However, due to the lack of attention to the increasing worn-out destruction of these textures, the research seeks to response to the following questions:

1. What strategies can solve the problems of historical textures using social culture?
2. What are the recreation policies in the historical texture of Moses Beyki in Meybod?

2. Literature Review

Rabbiosi believed that recreation in culture tries to conserve and use cultural values in urban spaces. The creation of cultural and artistic centers and spending leisure, the promotion of the historical heritage and the use of the tourism industry, along with the attraction of academic and research institutions, in many cases, are driving factors of urban recreation (Rabbiosi, 2015: 196).

Alpopi and Alpopi have focused on improving the quality of life and investing in the future, adapting buildings and houses to people's needs, promoting people's mental vision of the neighborhood, and improving the social communications network and understanding security as the main goal of integrated urban recreation (Alpop and Manole, 2014).

Colantonio and Dixon, in a research on sustainable urban recreation in a number of European cities, concluded that traditional themes such as poverty reduction, justice and environmental health have become increasingly more completed and replaced by concepts such as sense of place and culture (Colantonio and Dixon, 2011: 23). Biddulph studied the forms of recreation by the

government in the deprived areas of the United Kingdom and its effects, and considered urban design as a need and index feature of the current recreation (Biddulph, 2011: 76). Projects of European cultural city or cultural capital have grown in a creative city idea as a new urban model across Europe. In European cities, creativity in art and culture was used to create new industries and job opportunities, while it also sought to solve environmental and housing problems. In short, the idea is a multifaceted effort to recreate the city (Sasaki, 2010: 53).

Shabani and Izadi, in a study titled "urban integrated recreation localization of historical textures of Islamic city of Iran", believed that this civilization evidence shows people with intelligence, interaction and intimacy with other cultures have always been able to make positive approaches in development of indigenous recreational patterns. Therefore, localizing and benefiting from positive achievements, especially successful experiences in urban recreation, can facilitate and accelerate the achievement of a model appropriate to the inner cultural structure (Shabani and Izadi, 2017:1).

Bahadori Nejad and Zaker Haqiqi, in a study titled "explaining the mechanism of restoration of historical textures using recreation approach in the historical texture of Hamedan city", concluded that considering the role of internal factors and competitive strategies can be effective, one of the strategies are the revival of the past cognitive vision and restoring the cultural historic identity of the texture (Bahadori Nejad and Zaker Haqiqi, 2016:5).

Karimzadeh et al., in a study titled "explaining cultural policies affecting on cultural-based urban recreation, by comparing several cultural-based recreation projects in Istanbul", concluded that cultural policies have components affecting the urban recreation. In this regard, creative cultural activities and cultural industries are the driving factors behind urban recreation and it can be admitted that these industries are factors in urban and regional development (Karimzadeh et al., 2015: 103). Aminzadeh and Dadras, in a study titled "the cultural-based recreation in the historical texture of Qazvin city with an emphasis on urban tourism" found out the problems and restoration of valuable historical textures is based on the execution of programs focused on interactive strategies and policies between cultural recreation and tourism (Aminzadeh and Dadras, 2012:99).

3. Research Methodology

The research method is a descriptive-analytic method and, a fundamental-practical research. Data required for research is obtained through accurate library studies and the use of documents. After collecting field data using the SWOT-QSPM technique, the strategies for recreating the area were presented. In the weighting step, the importance and scoring of the status quo, expert opinions have been used. Indeed, the analysis of the status of field recreation has been carried out in four steps in a hierarchical mode.
1. Forming SWOT matrix
2. Forming QSPM
3. Prioritizing strategies
4. Expression of area recreation policy in accordance with priority strategies

4. Concepts and Views

4.1. Historical Texture

Historic texture, the historical area is part of a city in which there are valuable buildings and monuments in terms of architectural and history. In some countries the historical texture are legally protected and conserved.

4.2. Urban Recreation

Urban recreation means natural regeneration, a part of a living integrity that is subjected to destruction. This word broadly after 1995 was used as a substitute for urban renewal in the field of urbanization literature. The word of urban recreation has different meanings in the minds of different people and in practice can fit in area of large-scale activities to promote economic growth through interventions in neighborhoods to improve life quality (Bahraini et al., 2013: 20). Urban recreation after many reforms that took place in the urban renewal process, as an integrated approach involving physical and functional considerations, in general, several narratives and sub-approaches were considered and used. Recreation try by studying the location, environmental, socio-cultural and economic conditions, renew places that have become exhaustion and not functioning efficiently over time, as well as to restore physical and functional, and led to increase environmental quality (Andalib et al., 2013: 87).

By entering the cultural and creative industries in urban recreation, in the 20th century, analysis of the patterns of culture in planning and recreating should be investigated. In a general look, there are three types of patterns for the participation of the culture factor in urban recreation. These three patterns include culture and recreation, cultural recreation, and the culture-based recreation, where in this study, these three patterns were considered.

The concept of culture and recreation represents the use of scattered or small-scale events of a cultural as a movement that is not so much related to the main body and potential of urban recreation. In better sense, the recreation with the main approach of cultivating, consider culture merely a kind of application that in the framework of urban planning, it can take levels. In the same way, in the proposed projects, the share of applications is allocated to culture, and the footprint of this approach in building single-elements such as museums next to a commercial complex (Lotfi, 2010: 51).

In the second look, which involves cultural recreation, it recognizes the cultural functions as part of the development strategies. In the framework of environmental, social and economic, the development of culture can be a force to involve or promote any of these factors, which stimulate economic prosperity, social vitality, and environmental quality. In this approach, cultural projects have a definition area that, in many cases, leads to redevelopment with a cultural approach and requires high cost and long time to achieve their goals. In this way, a kind of cultural policy can be found in urban plan that find a lot similarity with cultural planning.

In the end, the cultural-base urban recreation, a modern and integrated approach, places cultural activities and events as a facilitator and a driving force for urban recreation. In this approach, the event-orientation is the focus of recreation, and cultural events have a lot of public interest. During the cultural-base recreation, usually a set of buildings for public and administrative use is designed or reused; urban spaces are used for new applications; new events and activities that can promote the reputation and popularity of places in the future, can be proposed (Ibid, 52).

The culture-base recreation with design of basic concepts, such as the use of innovative economic areas and what is called creative industries, it can be concluded that in the inner textures and central core of cities, with certainty, the results of the recreation process, cultural approach and its positive features can be interested. This approach respects the past body and adds new structures to this combination in line with the past structures and, provides content and function that its superstructure is cultural and social current and its infrastructure is a fully economic and high efficiency mechanism (Shabani and Izadi, 2014: 59).
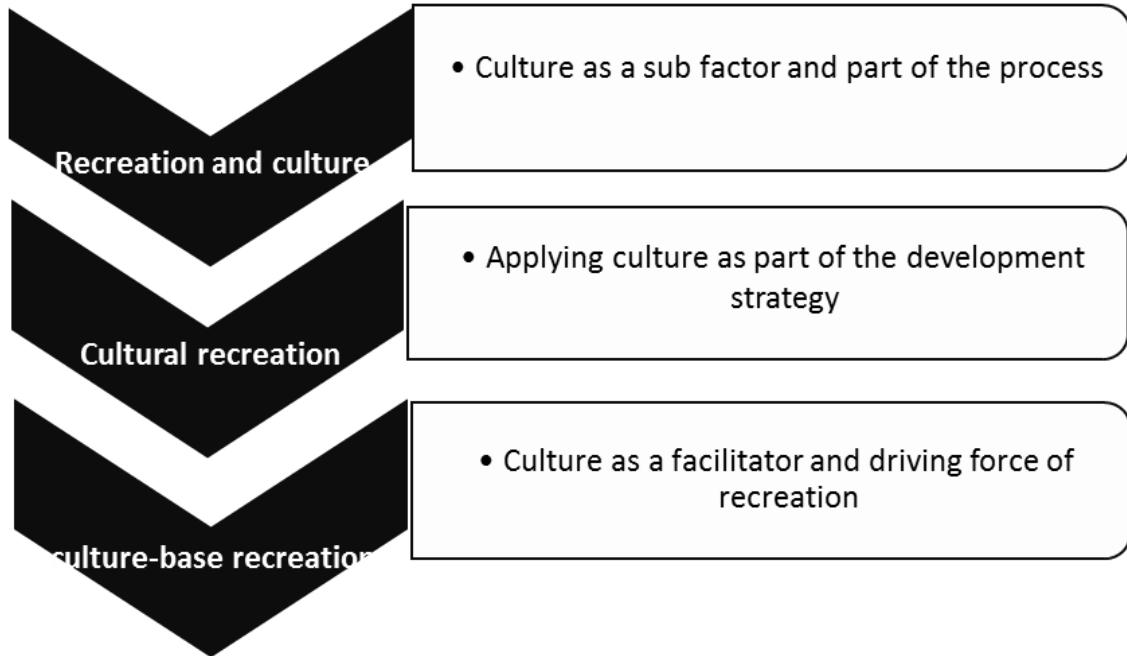
Fig 1 Transition path of effective patterns of culture on urban recreation (Lotfi, 2010: 51)

5. Introducing Moses Beyki Complex

Yazd city is currently 15th largest city in Iran. Since 2017, the historical city of Yazd is recognized as the World Heritage Site by UNESCO. Meybod city is located in the northwest of Yazd province. This city is about 7000 years old and among the oldest cities in the world. Moses Beyki complex is located in one of the old neighborhoods of Meybod, called Dehabad, which is located on the northern side of the city. The history of this complex which includes a square (Hussainiya), a mosque, a market and several houses, dated back to the late Safavid era. The market has flourished over the past decades, due to the vacancy of some of these houses, this complex has been badly destructed. This complex includes:

- Market (shops, mosque, square, tomb which has been destructed over time)
- Eqbal house
- Bibi Qamar house
- Haji Robab house
- Moses Beyki house
- Zahedi house
- Dadvar house and Taghi house
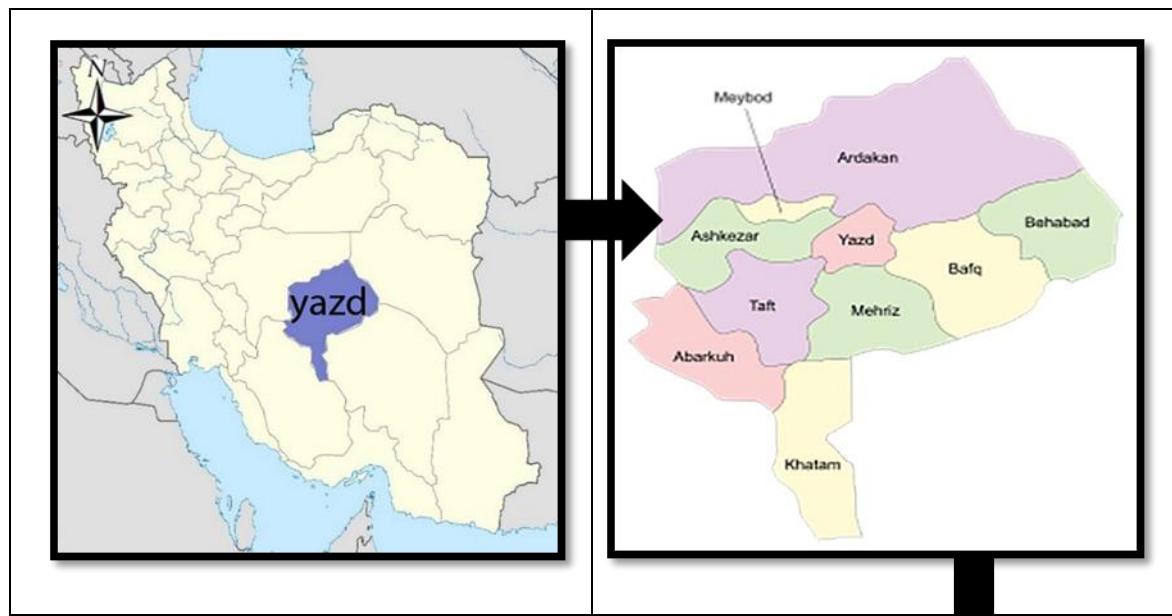
Fig 2 Location site (Meybod, Yazd)

Fig 3 Location (Dehabad, Moses Beyki historical complex)
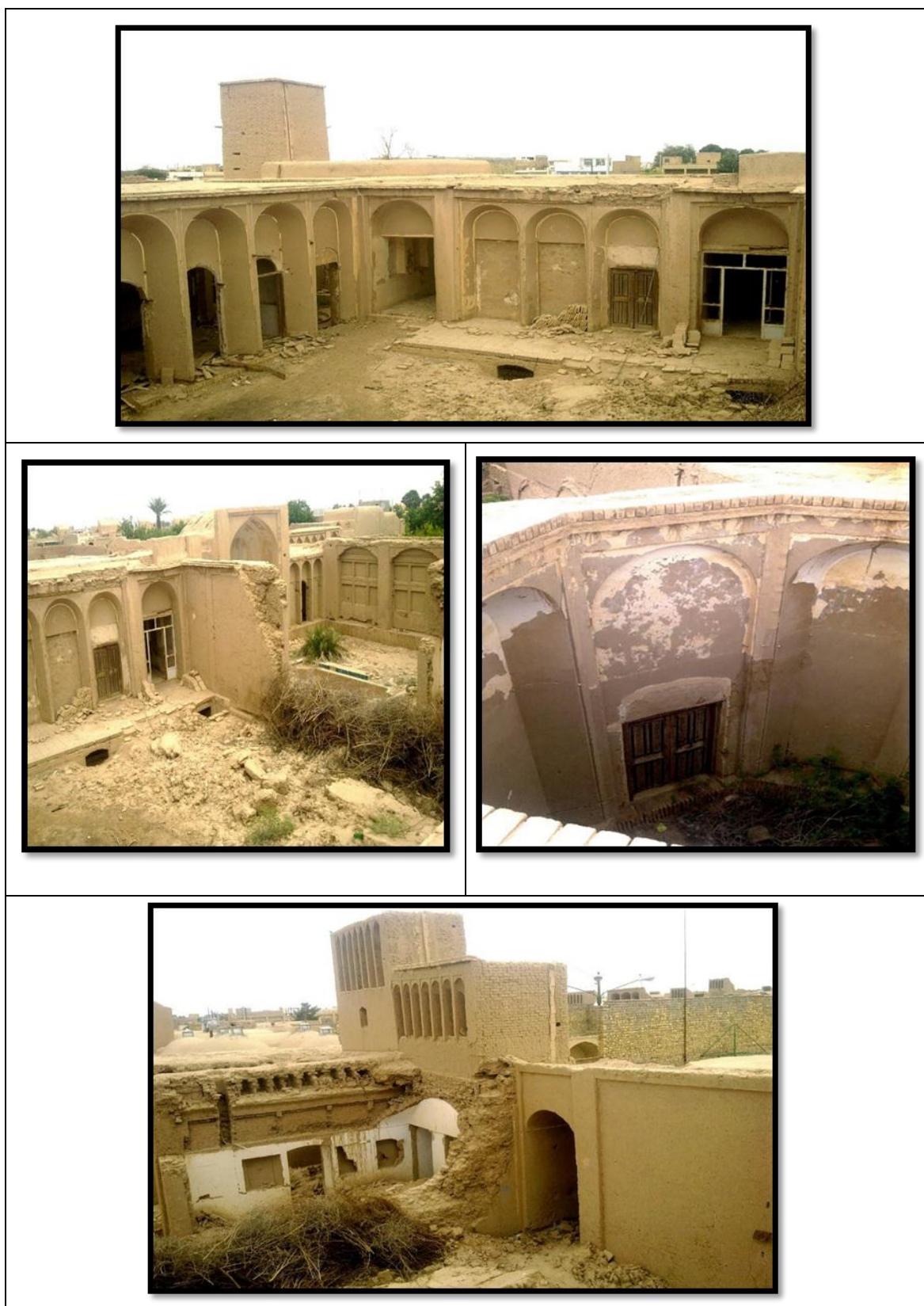
Fig 4 Historical houses in the Moses Beyki complex

6. Research Findings

6.1. Internal Factor Evaluation (IFE) Matrix

This matrix contains four columns. In the first column, the internal factors (strengths and weaknesses) are listed. Then in the second column, depending on the importance and the normality of the strengths and weaknesses, ranks 3 or 4 are attributed to the strength and, ranks 1 or 2 are attributed to weaknesses. In the third column, given the importance and sensitivity, the coefficient of importance is assigned between zero and 1 (according to experts in the Delphi method). In the fourth column, the rank of the second column and the coefficients of the third column are multiplied together to determine its final score of factor (strength or weakness). If the total sum of final scores in this matrix is more than 2.5, means that the strengths ahead will overcome the weaknesses, and if this score is less than 2.5, it indicates the overcoming of weaknesses on strength.

Table 1 IFE matrix

Internal factors (strength, weakness)	Rank	Weight	Final score
S1: Having relative area of urban facilities such as water, electricity, gas, etc.	4	0.16	0.64
S2: The existence of places for spatial interactions such as square and mosque	3	0.04	0.12
S3: Existence of semi-destructed places to create new applications	4	0.24	0.96
S4: Existence of a residential building in use at this complex	4	0.14	0.56
S5: Residence history of the complex	4	0.09	0.36
S6: Having the existing buildings from space deprivation	4	0.06	0.24
S7: Existence of identity elements in the complex	4	0.22	0.88
W1: Physical worn-out texture non-sustainability against accidents	2	0.08	0.16
W2: Inappropriate flooring for pedestrians	1	0.04	0.04
W3: Structural damages in the existing buildings of this area	2	0.10	0.20
W4: Inappropriate distribution of services and shortage of urban furniture	2	0.06	0.12
W5: Low level of income and economic potential of residents	2	0.05	0.1
W6: Compression of graining physical elements in the area and reduction of space readability	1	0.03	0.03
W7: Shortage of public services	2	0.04	0.08
W8: Shortage of urban facilities and equipment	2	0.06	0.12

W9: Shortage of parking and communication networks at the complex level	1	0.08	0.08
W10: Low width of alleyways and passages	1	0.02	0.02
W11: Lack of necessary training for the people and residents of this area in order to identify more cultural and social values.	1	0.12	0.12
W12: Gradual evacuation of original and old residents of complex	2	0.12	0.24
W13: Lack of proper texture use of cultural capacities and talents	2	0.12	0.24
Sum	5.31		

Source: Authors

Now, based on expert opinion, the weight of the determinant factors and results of the table are reflected. Based on this table, the weighted score of the internal factors is 5.31, which is more than 2.5, indicating the overcoming of the strengths on the weaknesses.

6.2. External Factor Evaluation (EFE) Matrix

This matrix contains four columns. In the first column, the External factors (opportunities, threats) are listed. Then in the second column, depending on the importance and the normality of the opportunities and threats, ranks 3 or 4 are attributed to the opportunities and, ranks 1 or 2 are attributed to threats. In the third column, given the importance and sensitivity, the coefficient of importance is assigned between zero and 1 (according to experts in the Delphi method). In the fourth column, the rank of the second column and the coefficients of the third column are multiplied together to determine its final score of factor (opportunities and threats). If the total sum of final scores in this matrix is more than 2.5, means that the opportunities ahead will overcome the threats, and if this score is less than 2.5, it indicates the overcoming of threats on opportunities.

Table 2 EFE matrix

External factors (opportunity and threat)	Rank	Weight	Final score
O1: Collective memory of neighborhoods people in relation to neighborhood texture (the motivation to help neighborhoods recreation)	4	0.08	0.32
O2: Existence of abandoned, destructed and empty buildings	4	0.12	0.48
O3: Existence of common cultural, religious, among inhabitants around the area	4	0.14	0.56
O4: Existence of tendency to walk on the surface of the texture	4	0.08	0.32
O5: Existence of tendency to organize cultural and tourist activities in the complex	4	0.11	0.44
O6: Having a complex capacity to become a tourist destination and the possibility of cultural exploitation	4	0.13	0.52

O7: Existence of access around the area	4	0.12	0.48
O8: Existence of old residents interested in the old texture	4	0.11	0.44
O9: Existence of rules related to building restorations	4	0.08	0.32
T1: Continuous exhaustion and severe physical destruction and lack of strength of buildings	2	0.17	0.34
T2: Neglecting the cultural-identity look of the complex	2	0.13	0.26
T3: Gradual destruction of organic view of complex	1	0.16	0.16
T4: The effects of social anomalies in the complex at long-term due to the provision of a place for the drug addicts in destructing building	2	0.17	0.34
T5: The tendency of low income and immigrant people to reside in the area	2	0.08	0.16
T6: Lack of tendency to invest in worn out texture	2	0.13	0.26
T7: Problems of attracting people's participation and attracting people with high economic potential	2	0.12	0.24
Sum		5.64	

Source: Authors

Based on this table, the weighted score of external factors is 5.64, which is more than 2.5, indicating the overcoming of opportunities on threats. The final score of internal and external factors has been drawn on the X and Y axis. According to the results, the status of the historical texture of Moses Beyki of Meybod is in an offensive status, so strategies that need to be considered include offensive strategies based on strengthening the strengths and using existing opportunities.

Chart 2 Position of research strategies (Source: Authors)

In following, according to the internal and external factors in Table 3, quadruple strategies including offensive, conservative, defensive and competitive strategies are mentioned.

Table 3 Strategies derived from internal and external factors of SWOT

W	S	SWOT	
W1: Texture physical worn-out texture non-sustainability against accidents W2: Inappropriate flooring for pedestrians W3: Structural damages in the existing buildings W4: Inappropriate distribution of services and shortage of urban furniture in texture W5: Low level of income and economic potential of residents W6: Compression of graining of physical elements in the area and reduction of space readability W7: Shortage of public services W8: Shortage of urban facilities and equipment W9: Shortage of parking and communication networks at the complex level W10: Low width of alleyways and passages W11: The lack of necessary training for the people and residents of this texture in order to identify more and more cultural and social values in the area. W12: Gradual evacuation of a complex of original and old residents W13: Lack of proper texture use of cultural capacities and talents	S1: Having relatively area of urban facilities such as water, electricity, gas, etc. S2: Existence of places for spatial interactions Such as square and mosque S3: Existence of semi-destructed places to create new applications S4: Existence of a residential building in use at this complex S5: Residence history in the complex S6: Having the existing buildings from space deprivation S7: Existence of identity elements in the complex		
W1O9: Monitoring on construction and compliance the engineering principles for the purpose of building	S1O2: Changing abandoned and ruined building to cultural	O1: The collective memory of neighborhoods people in relation to neighborhood texture	O

and restoring buildings and preventing structural damage and lack of strength of buildings W6O7: Promoting the quality of urban spatial experience and readability in the texture W9O4: Providing access around the texture for public parking space and walk through the texture on foot. W2O4: Priority of walking on the ride in designing tourist paths in historical texture	applications S2O1: Exploiting popular contributions to cultural activities for restoring cultural events S3O1: Encouraging residents and investors to develop cultural-tourist activities in abandoned buildings by providing facilities. S3O6: Designing applications and cultural spaces in order to create a link between cultural attractions and economic interests S7O1: Use cultural marks and signs to associate the historical identity of the texture S5O1: Exploiting indigenous materials and native architecture styles in the spaces recreation	(the motivation to help recreation of the neighborhoods) O2: Existence of abandoned, destructed and empty buildings O3: Existence of common cultural, especially religious, among inhabitants around the area O4: Existence of tendency to walk on the surface of the texture O5: Existence of tendency to organize cultural and tourist activities in the complex O6: Having a complex capacity to become a tourist destination and the possibility of cultural exploitation O7: Existence of accesses around the area O8: Existence of old residents interested in the old texture O9: Existence of rules related to restoration of buildings	

			T
W11T2: Creating participation and solidarity between old residents and residents of the area through execution of social programs and modernization based on complex capacity W11T4: Expansion of activities to increase the presence of the citizen to cope with social anomalies	S7T2: Strengthening the identity elements of the neighborhood for the mental vision of individuals S3T7: Encouraging private and public sector capitalists to invest in historical textures	T1: Continuous exhaustion and severe physical destruction and lack of strength of buildings T2: Neglecting on the area and cultural-identity look to the complex T3: Gradual destruction of organic view of complex T4: The effects of social anomalies in the complex at long-term due to the provision of a place for the addicts in destructing building T5: The tendency of low income and immigrant people to reside in the area T6: Lack of tendency to invest in worn out texture T7: Problems of attracting people's participation and attracting people with high economic potential	

Source: Authors

6.3. QSPM Technique

One of methods and techniques for evaluation, monitoring and oversight for strategic realization is the use of Quantitative Strategic Planning Matrix (QSPM). This method identifies which of the selected strategic options is feasible and, in fact, prioritizes the strategies. In the QSPM table, the columns written from the right side are the list of internal and external factors and their weights respectively, which are exactly the same internal and external factors matrix. In the following columns, the strategy that was previously expressed is in 14 columns which each column itself contains the attractiveness score (AS) and (TAS) is the total attractiveness score. The TAS is obtained from the multiplication of weight in the attractiveness score. The AS can be 1, 2, 3 and 4. The highest attractiveness is 4, and the lowest attractiveness is 1. Of course, some strategic factors may not be attractive for a strategy; in this case, the factor should not be taken into account. It should be noted that AS should not be speculative, but they should be accurate and reasonable. Each strategy that has more score has priority. This is an important factor for the desired site for selecting between strategies.

Table 4 QSPM Technique

SWOT	Weight	S1 O2		S2 O1		S3 O1		S3 O6		S7 O1		S5 O1		W1 O9		W6 O7		W9 O4		W2 O4		W11 T2		W11 T4		S7 T5		S3 T7	
		AS	TAS	AS	TAS	AS	TAS	AS	TAS	AS	TAS	AS	TAS	AS	TAS	AS	TAS	AS	TAS	AS	TAS	AS	TAS	AS	TAS	AS	TAS	AS	TAS
S1	.16	2	.32	4	.64	2	.32	4	.64	1	.16	2	.32	2	.32	1	.16	4	.64	1	.16	1	.16	2	.32	1	.16	1	.16
S2	.04	2	.08	3	.12	-	-	4	.16	1	.04	1	.04	1	.04	-	-	-	-	1	.04	1	.04	4	.16	3	.12	1	.04
S3	.24	4	.96	4	.96	1	.24	4	.96	2	.96	4	.96	4	.96	1	.24	3	.72	2	.96	1	.24	3	.72	2	.24	4	.96
S4	.14	2	.28	2	.28	2	.14	2	.28	2	.28	2	.28	2	.28	1	.14	3	.42	2	.28	3	.42	2	.28	1	.14	3	.42
S5	.09	2	.18	2	.18	1	.09	2	.18	1	.09	2	.18	3	.27	-	-	1	.09	4	.36	2	.18	2	.18	4	.09	2	.18
S6	.06	1	.06	1	.06	-	-	-	-	1	.06	1	.06	1	.06	1	.06	2	.12	2	.12	2	.12	1	.06	1	.06	-	-
S7	.22	3	.66	3	.66	2	.44	4	.88	4	.88	4	.88	4	.88	1	.22	3	.66	4	.88	2	.44	1	.22	4	.88	3	.66
W1	.08	1	.08	4	.32	2	.08	4	.32	2	.08	4	.32	4	.32	1	.08	1	.08	1	.08	-	-	2	.08	1	.08	4	.32
W2	.04	2	.08	1	.04	1	.04	1	.04	2	.08	2	.08	1	.04	-	-	4	.16	4	.16	1	.04	4	.16	2	.08	2	.08
W3	.1	3	.1	2	.2	2	.2	2	.2	2	.2	4	.4	4	.4	1	.1	1	.1	1	.1	1	.1	1	.1	1	.1	4	.4
W4	.06	4	.24	3	.18	1	.06	2	.12	2	.12	1	.06	1	.06	-	-	2	.12	2	.12	1	.06	-	-	-	-	1	.06
W5	.05	1	.05	-	-	3	.15	4	.2	1	.05	1	.05	4	.2	1	.05	-	-	-	-	4	.2	2	.1	1	.05	4	.2
W6	.03	1	.03	1	.03	-	-	-	-	1	.03	4	.12	2	.06	4	.12	2	.06	-	-	-	-	1	.03	1	.03	-	-
W7	.04	4	.16	4	.16	2	.08	2	.08	2	.08	2	.08	1	.04	-	-	2	.08	1	.04	1	.04	1	.04	1	.04	1	.04
W8	.06	3	.18	1	.06	1	.06	1	.06	1	.06	2	.12	4	.24	-	-	1	.06	1	.06	-	-	1	.06	1	.06	2	.12
W9	.08	2	.16	1	.08	1	.08	3	.24	1	.08	1	.08	2	.16	1	.08	4	.32	4	.32	1	.08	-	-	-	-	1	.08
W10	.02	1	.02	-	-	-	-	2	.04	1	.02	1	.02	1	.02	-	-	4	.08	4	.08	-	-	4	.08	1	.02	1	.02
W11	.12	-	-	4	.48	2	.24	4	.48	4	.48	4	.48	4	.48	1	.12	-	-	1	.12	2	.24	-	-	1	.12	4	.48
W12	.12	4	.48	4	.48	3	.36	4	.48	4	.48	3	.36	4	.48	1	.12	2	.24	2	.24	4	.48	4	.48	2	.24	4	.48
W13	.12	4	.48	4	.12	4	.48	4	.48	4	.48	4	.48	3	.36	1	.12	-	-	-	-	1	.12	-	-	1	.12	4	.48
T1	.17	3	.51	2	.34	1	.17	4	.68	3	.51	4	.68	4	.68	2	.17	1	.17	1	.17	2	.34	2	.34	1	.17	4	.68
T2	.13	2	.26	4	.52	3	.39	4	.52	4	.52	4	.52	4	.52	2	.26	2	.26	-	-	1	.13	-	-	1	.13	3	.39
T3	.16	4	.64	2	.32	-	-	2	.32	1	.16	4	.64	2	.32	-	-	1	.16	2	.32	1	.16	3	.48	2	.32	2	.32
T4	.17	4	.68	4	.68	4	.68	4	.68	4	.68	4	.68	2	.34	2	.34	4	.68	4	.68	4	.68	4	.68	2	.34	3	.51
T5	.08	3	.24	2	.16	1	.08	2	.16	3	.24	1	.08	-	-	-	-	1	.08	-	-	2	.16	2	.16	-	-	2	.16
T6	.13	2	.26	1	.13	4	.52	1	.13	3	.39	2	.26	1	.13	1	.13	2	.26	-	-	4	.52	2	.26	1	.13	2	.26
T7	.12	3	.36	4	.48	4	.48	4	.48	3	.36	1	.12	1	.12	-	-	-	-	1	.12	4	.48	1	.12	-	-	4	.48
SAM (TAS)		7.33		7.86		5.38		8.81		7.57		8.35		7.74		2.36		5.56		5.41		5.37		5.11		3.72		7.98	

Source: Authors

According to the results of the TAS for each strategy, four strategies have obtained the highest score. Now, according to the selected strategies, the relevant policies are stated.

Table 5 The selected strategies

No.		Strategy	Score
1	S3O6	Designing applications and cultural spaces in order to create a link between cultural attractions and economic interests	8.81
2	S5O1	Exploiting indigenous materials and native architecture styles in the recreation spaces	8.35
3	S3T7	Encouraging private and public sector capitalists to invest in historical textures	7.98
4	S2O1	Exploiting popular contributions in cultural activities to restore cultural events	7.86

Source: Authors

Table 6 Policies in line with selected strategies

Strategy	Policies
Designing applications and cultural spaces in order to create a link between cultural attractions and economic interests	Setting up culture houses in abandoned buildings Establishing photo exhibitions, painting, volumes in cultural houses Creating permanent and temporary exhibitions for local celebrations to attract tourists, and holding single-day tours Holding cultural events such as children's celebrations in historical recreated space for the familiarity and culture-building for the new generation.
Exploiting indigenous materials and native architecture styles in the spaces recreation	The use of Iranian Islamic architectural style in recreating and explaining to visitors about the intellectual background of this style Creating the right elements in accordance with history and culture in the relevant buildings
Encouraging private and public sector capitalists to invest in historical textures	Providing incentive facilities to groups of specialist guilds and professions to participate in the relevant investment
Exploiting popular contributions in cultural activities to restore cultural events	Establishing sectors related to cultural and handicraft products (creating domestic and employment businesses and entrepreneurship), creating employment and entrepreneurship for a large part of the inhabitants by identification and conservation of old and traditional occupations in these buildings, such as carpet weaving and pottery Embedding appropriate places for signboards of buildings, historical

	spaces and cultural events
	Holding public participation in squares and mosques

Source: Authors

7. Conclusion

The cultural originality of each city or region is characterized by its historical features. It should be noted that in the contexts of cultural, historical and so on, back to the past and sometimes the modeling of them is undeniable. Conserving current situation is necessary in these feedback and referring to the ancestors, because progress in each step and in every field with unfortunate way is owed to the past, which today has been forgotten or least attention is paid (Abbas Zadeh and Hassani, 2014: 12). For historical texture recreation, the significant attention to be given to culture and history of texture. One of the approaches recently used as a tool for the recreation of historical textures is the factor of culture, which, as stated in this research, cultural applications and planning will be used to develop and restore culture. The strategies and policies presented in this paper provide a good interface context with historical textures, which, of course, its application depends on the identification of unique features of each texture. Based on the strategies and policies of this study, the way of influencing each of these factors and the amount of influencing can vary.

Obviously, in relation with other historical neighborhoods of today cities of Iran, the process of recreation with the culture approach can promote the historical identity in urban life and, consequently, promote the quality of the city and identity throughout the country. The investigations show the integration the cultural recreation factors influencing on the identity of the historical texture. This influence on the city's general context is in accordance with cultural features, historical identity and environmental quality.

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