

## ORIGINAL RESEARCH PAPER

# Explanation of Culture-led Regeneration Model in Urban Management of 2 City Centers In order to Competitiveness<sup>1</sup>

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**ABSTRACT:** The aim of this research is an explanation of culture-led regeneration model in city centers in order to contend in the context of urban management issues. This research seeks to codify the theoretical framework and drawing the conceptual model of culture-led regeneration in urban centers in society to compete by examining the concepts and positions. It likewise undertakes to make a good example of culture-led by examining the theory. The research method founded on the objective is employed and is descriptive-analytically in terms of information aggregation. In the descriptive portion of the study is a field study and in the analytical section, the research is exploratory and field research. Also, the structural equation method has been applied in order to the analysis of the effects between variables. For this determination, a questionnaire with closed questions and in the form of the Likert spectrum has been employed as a tool for information collection and LISREL software as a data analysis tool. The theoretical consequences of this research show that the culture-led regeneration, as a comprehensive and integrated action, uses culture as the catalyst for development and seeks to strengthen the multi-functional spirit. It likewise seeks to preserve and make the valuable urban resources to get into the internal competition and transnational. This intent is pursued by the consolidation of four approaches which include creative and cultural industries, shoes making, cultural tourism and eventful and city branding. As according to practical findings of research, creative and cultural industries, Functional component, physical- design component, the semantic component have significant effects on city competitiveness.

**Keywords:** Culture-led Urban Regeneration, Urban management, City Centers, Competitiveness, Structural Equation Method

**RUNNINGTITLE:** Culture-led Regeneration Model in Urban Management

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## INTRODUCTION

Today, many historical centers of cities suffer from social, cultural, economic, and environmental depression and they are

degenerating (Hwang, 2014). In the course of this trend, the old centers with their historical and cultural elements which are symbolism of the city's cultural heritage and cultural heritage richness. Due to the economic situation of the residents and the lack of appropriate programs, these textures have no ability to deploy in the

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urban development cycle. As a result, many of the physical, social, and cultural assets existing in this old centers are degenerating today. These centers are gradually faced with economic and social problems, such as the rise of inactive areas and the recession of social capital. While in line with the necessity of considering the inclusion of culture in urban plans and policies, many scholars have acknowledged that with the advent of post-industrial change and the emergence of urban competition topics, profound changes have occurred in the ways in which social and economic values were created which culture plays a new and important role (Scott, 2000). As culture has been able to offer the appropriate options to introducing inspirational elements including the presentation of appropriate concepts and scales for interventions from the perspective of urban politics (Landry, 2006). As in point of views of some scholars (Seifert & Stern, 2007; Bianchini & Ghilardi, 1997), cultural planning is one of the most commonly used responses to developments in post-industrial cities. Nevertheless, today, most urban managers and planners don't have a deep perception about the place of culture, history and cultural resources as a creator and valuable factor in the preparation and implementation of urban projects. Also, in most of the documents of urban development and at the stage of determining the landscape of designs, cultural components don't have a special place; Therefore, there is no paying attention to development Impact of culture on the quality of life and performance of the place is not noticeable. Culture has still been neglected as a missing link in these plans and there is no program for using of cultural and historical capital to create the flexible, multi-functional and competitive spaces. Instead of protecting historical-cultural identity, these plans focus more on land development and don't use the historical role and cultural potential in promoting the competitive power of the cities. Many of the implemented approaches are unable to entrance of historic buildings and structures to the creation of capital; So far, most projects have focused on quick and immediate revenues and away from cultural and social capacities; As a result, more emphasis was placed on economic value creation than on creating

capital. The reason for this is the ambiguity of how the culture is linked to economics, income, and social capital. In fact, there is still no perception that culture is an urban capital and regeneration can't succeed without regard to this factor and can't be a commitment to historical and cultural issues (Lotfi, 2011). That is why local residents are usually driven out during the most of renovation projects; This process is destroying social networks and cultural assets which have accumulated over the years in the area. Therefore, the present study tries to explore the literature on culture-led regeneration and urban competitiveness in order to explain the effect of culture-led urban regeneration on the competitiveness of urban centers. In the following, it attempts to establish a logical connection between the process of regeneration and competitiveness in urban centers, especially historic centers; and finally, a functional model will be proposed to further the success of urban centers regeneration process in order to competitiveness.

The research method based on the objective is applied and is descriptive-analytic in terms of data collection. In the descriptive part of the study is a field study and in the analytical section, the research is exploratory and field research. Also, the structural equation method has been used in order to the analysis of the effects between variables. For this purpose, a questionnaire with closed questions and in the form of the Likert spectrum has been used as a tool for data collection and LISREL software as a data analysis tool.

## MATERIALS AND METHODS

### *The concept of culture-led regeneration*

The culture-led regeneration strategy was originally used to deal with multi-level socio-economic problems, such as urban centers decline and economic reconstruction in post-industrial cities in North America and Western Europe (Harvey, 1989). Culture-led regeneration can be considered as the most important urban regeneration approach in the last two decades; Applying culture to a strategic position with the goal of achieving a booming economic mechanism which can include development

goals and draw a culture-oriented visage for cities. This approach respects to the old body of the city and combines new structures with old structures consonantly and offers content and functionality which its superstructure is cultural and social flow and its infrastructure is an economic and productive mechanism (Lotfi, 2011). Culture-led regeneration is a modern and integrated approach; It places cultural activities and events as facilitator factor and stimulus of the urban regeneration and is the flagship of projects as urban regeneration catalyst (Evans, 2005). There are several ways to achieve culture-led regeneration (Bianchini, 1993) such as major events which have been specially considered as an effective catalyst for urban regeneration processes; Because they are able to integrate tourism strategies with urban planning and can increase the confidence, pride, and prestige of the local community (Garsia, 2004). In fact, the orbital event is centered on cultural-led regeneration and cultural events are very popular. Generally, a set of buildings is designed or reused for public and administrative use in the process of culture-led regeneration; Also new uses are made of urban space and new events and activities are suggested which can promote the reputation and popularity of places in the future (Lotfi, 2011). Arts as well as are a catalyst for recreation, an attraction for tourism and business, increasing the quality of the visual environment and providing a kind of focus for social and individual development (Miles, 2005). According to Bourdieu (1983) and Bianchini (1993), in the culture-led regeneration process, culture can promote the level of economic income and social outcomes in a region. Binns (2005) also adds that in culture-led regeneration process the role of artists and creative industries is vital in all stages of the program, production, and consumption of cultural and artistic purposes in order to transform the shape of the urban landscape in the process of building the neighborhood. DCMS report in the title of “Culture at the Heart of Regeneration “, defines the economic and social benefits of culture and recommends the political improvements to ensure which culture has been embedded from the very beginning in regeneration, not only as a temporary but also firmly and persistently. This

process also looking for promoting cultural tourism, increasing the useful utilization of urban spaces, reducing the amount of physical decline, improving the urban image, attracting investment, generating jobs, reducing the amount of damage to the urban environment (DCMS, 2004). In general, many scholars have expressed their views about culture-led regeneration and its connection with other concepts and different areas of urban life. Investigating the deep relationship between this approach and several concepts such as orbital event, urban identity, place making, urban imaging and creative city, tourism, etc., shows the wide range of the objectives and the field of culture-led regeneration. For this reason, one of the most important emphases of this approach is to provide a comprehensive participatory opportunity, both in the formulation of a strategic plan and in the fields of executive and investment which certainly needs to favorable incentive mechanisms. The ideas of scholars about culture-led urban regeneration, in different time periods and its highlights, are summarized in Table (1).

Dimensions	Scholars	period	Highlights
Economic	Bourdieu	1983	Cultural capital has economic output.
	Durance	1990	Culture can have economic value added.
	Bianchini & Landry	1994	Cultural and creative industries are a new form of promoting a city's economy in the global competitive arena. They also provide a focal point for the revival of the local economy and local employment.
	Zukin	1995	Culture has finally become a business in the cities of the twentieth century.
	Landry	2000	Based on the creative city theory, existing social and cultural capital is converted into productive activity.
	Scott	2000	The individual and artistic life of artists in regenerated areas increases entrepreneurship by creative industries.
	Murray	2001	Place marking achieves an efficient combination of cultural inputs and economic stimuli.
	Garsia	2004	Nowadays, culture is an economic asset, a powerful commercial commodity and also a valuable producer of urban spaces which are tradable.
	Evans & Shaw	2004	Culture in urban recreation can lead to the following: - Domestic Investment - Creating Jobs and Wealth - Business, Retail, and Leisure - Rising Property Prices
Socio-Cultural	Evans & Shaw	2004	- The concept of cultural production and consumption shows how culture can turn into capital and help to distribute wealth in different groups. - Culture-led regeneration gains wider scope in social cohesion, the sense of community identity and local. - Cultural can improve the following: - Residents' perception - Individual confidence - Social capital- Education level
	Smith	2007	- In culture-led regeneration, the concept of development is associated with the concept of heritage.
Physical-Functional	Zukin	1987	Construction regulations facilitate the emergence of artists and middle classes in decline industrial areas.
		1995	- A culture is an important tool for increasing the competitive advantage of cities in global arenas. - Culture can affect all urban amenities as an instrument and help to the emergence of relative privileges in cities.
	Rouse	1996	- Cities are fun! - Utilization of cultural heritage and historical leads to the prosperity of urban centers.
	Rogers & Fisher	1999	- The historical role of cities is the main factor in the scene of cultural and economic competition. - Cultural values help in the reinforcement of urban public realms to stimulate communication, creativity, and related categories.
	Scott	2000	- Cultural industries, as well as cultural images of cities, help to create a distinctive image for a place.

Tab 1. The conclusion of scholar views about the culture-led regeneration and the highlights of each.

### ***Evolution of Urban Competitiveness Concept***

The concept of competitiveness has been used at various levels; In the early research of competitiveness, much of the focus was on companies and national levels (Porter, 1990; IMD, 2000). Then over time, has been evolved as the competitiveness of certain areas and cities which became increasingly important not only in economic activities but also in political and social dimensions (Deas and Giordano, 2001; Kresl and Fry, 2005; Jiang, 2007). Kresl (1995) argues that cities are becoming more important economic actors than companies. Hatzichronoglou (1996) argues that competitiveness “is the ability of companies, industries, regions, nations, or transnational areas to produce; When the income coefficient is relatively high and the employment rate coefficient is based on a stable basis and remains during of international competitions. Storper (1997) adds that urban competitiveness, in fact, indicates the ability of an economy to attract and retain companies with a stable or increasing the stocks in activities, along with maintaining a stable or increasing standard of life for people who live in the city (Storper, 1997). As Andrews (2001) also believes that Restless competition between cities is strongly dependent on the concept of quality of life. From the point view of the Organization for Economic Co-operation and Development (OECD), under the terms of the free market and healthy, competitiveness is a stage that which can produce some goods and services to present in global markets (DTI, 2001). Also, the definition given by Li and Yu (2005) can be noted; They define the concept of urban competitiveness as follows: “Capacity to capture, capture, capture, control and convert resources to create value or wealth to improve the quality of life and urban sustainability of a city in a specific external environment”. In 2006, Kresl and Ni (2006) stated: “Competitiveness is the degree which one city or urban area be able to provide jobs, income, cultural and recreational facilities, and degree of social solidarity, government and urban environment in compared with other rival cities” (Kresl and Ni, 2006).

Due to the definitions ,we can clearly see the evolution of urban competitiveness concept

and its various emphasis during the time. As the initial researches in this field often emphasized economic dimensions (Ning and Tang, 2001; Begg, 2002); Subsequently, more attention was paid to the role of other factors such as innovation and knowledge, ICT sector, physical environment, quality of life and sustainability in urban competitiveness definition (Cooke, 2005; Simmie, 2005; Li & Yu, 2005). Special attention has also been paid to sustainable urban development and improvement of living standards as a target of urban competitiveness. And the city’s capacity to attract, control and transform limited resources has been emphasized (Ning and Tang, 2001). Currently, a large part of the new studies has been included in these valuable resources, including information flows and human capital.

### *Theoretical framework and conceptual model of research*

The review of theoretical foundations shows that many scholars (Scott, 2000; Murray, 2001; Montgomery, 2003; Garsia, 2004; Evans & Shaw, 2004; Richards & Palmer, 2010) have been affirmed the effective role of culture in urban politics, including the urban regeneration process; But each of them had a specific look at the subject, and as a result, they have been provided limited indicators for furthering the goals which there are often ambiguities about the relationship between the indicators and how their interactions are. Therefore, considering the emphasis on the comprehensiveness of the culture-led regeneration approach and the broadening of its goals, it seems that the combination of views and reasonable indicators each one can form a more comprehensive theoretical framework. However, among the presented views. It seems that Evans and Shaw (2004) have more explicitly addressed to the role of culture in various urban regeneration areas; As in their point of view, how to become a culture into the capital and wealth is more clearly understood and can provide a more acceptable basis for linking culture and urban competitiveness. In fact, they explain that culture in urban regeneration can have social and economic outcomes although the interactions are still not clear and inputs can’t

be received. Instead, the inputs can be searched in other point views; As Zukin (1987) refers to the presence of artists and Rouse (1996) emphasizes on the integration of cultural and historical elements with attractions of cities in order to create more vibrant and attractive places. Bianchini and Landry (1994), Scott (2000, 2006) and Montgomery (2003) refer to principles of cultural industries, creative industries and innovation in culture-led urban regeneration and in this way, they try to justify the functional link between culture and place economics. Scott (2000) also considers the principle of creating a placed image through cultural assets and Murray (2001), based on the principle of place marking, seeks to efficient synthesis the efficiency of culture and economy. Landry et al., (2006) and Richards & Palmer (2010) see cultural events as a factor in creating attractive places and capital inflows into cities. Finally, Montgomery (2003) focuses on the presence of culture in a place by designing cultural neighborhoods and emphasizing its physical, functional and semantic aspects. With this explanation, the proposed framework of this research about culture-led urban regeneration is a combination of views. So considering the objectives of culture-led regeneration and competitiveness as well as the multi-functional principle of urban centers, we can argue that:

“Culture-led urban regeneration in urban centers in order to competitiveness attempts to provide an ability to attract domestic and foreign capital and leads to the creation of economic added value by integrating the artistic and cultural activities in urban regeneration policies. So it seems that establishing a logical connection between culture-led regeneration and urban competitiveness is possible through a focus on four approaches such as ‘Cultural and Creative Industries’, ‘Place Making’, ‘Cultural Tourism and Eventful’ and “Urban Branding”

#### RESEARCH HYPOTHESES

According to the obtained conceptual model obtained, the research hypotheses are as follows:

First hypothesis: Cultural and creative industries and urban branding have significant effects on the competitiveness of urban centers.

Second hypothesis: Placemaking, cultural tourism and eventful have significant effects on the competitiveness of urban centers.

#### RESULT AND DISCUSSION

##### *The Model of Promoting Urban Center Competitiveness Based on Culture-led Regeneration*

In order to develop the urban competitiveness model, path analysis the research has been used of Path Analysis Method by LISREL software and Maximum Likelihood (ML) method. In the first stage, to determine the variables that directly affect urban competitiveness, the effect of each of the variables was investigated. The Conceptual model, Estimation values, Standardized values and t values are presented in Figures (2) and (3).

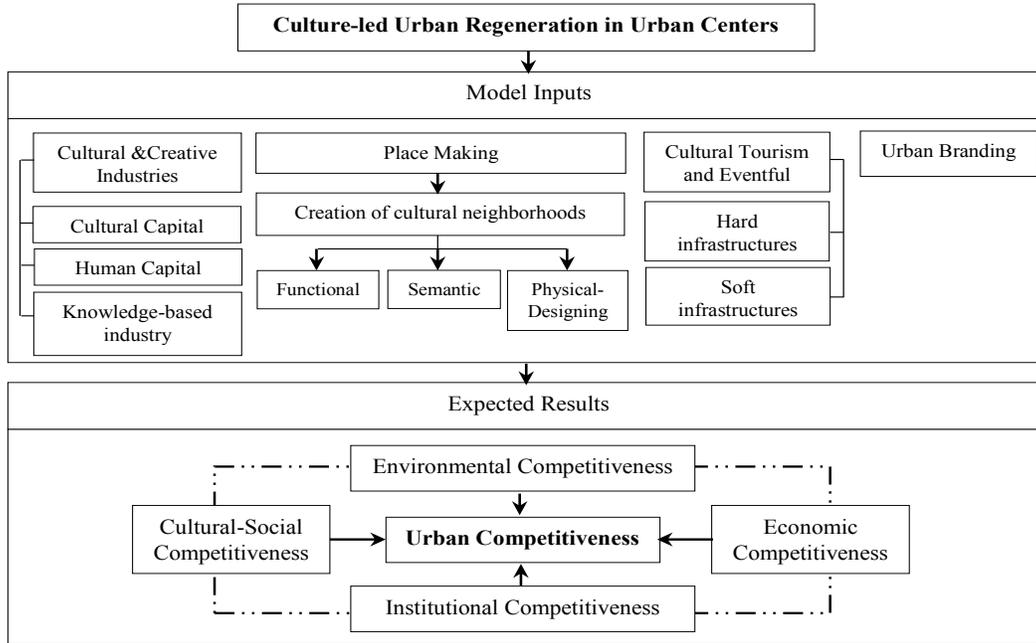


Chart 1. A conceptual model of culture-led regeneration in urban centers.

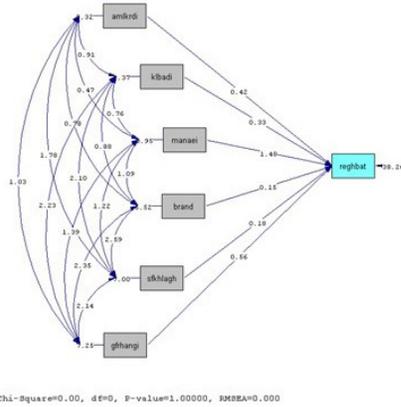


Chart 2. Conceptual model and estimated values

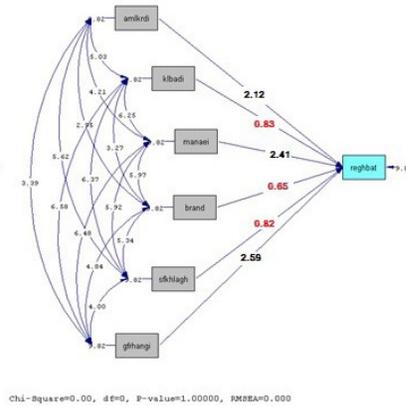


Chart 3. t values of the direct effect model of

The direct effect of variables in the model	estimated values	Standardized values	standard error	T	P
Functional component on urban Competitiveness	0.42	0.09	0.33	2.12	P<0.05
Physical- Designing component on urban Competitiveness	0.33	0.07	0.40	0.83	P>0.05
Semantic component on urban Competitiveness	1.48	0.20	0.62	2.41	P<0.05
urban branding on urban competitiveness	0.15	0.05	0.23	0.65	P>0.05
Cultural and Creative Industries on Urban Competitiveness	0.18	0.07	0.22	0.82	P>0.05

Tab 2: The values direct effect model of variables on competitiveness.

Based on Table (1), some variables such as semantic component ( $\beta= 0.20, P<0.05$ ), cultural tourism and eventful ( $\beta= 0.21, P<0.05$ ) have a direct effect on urban competitiveness. But functional component ( $\beta= 0.09, P>0.05$ ), Physical- Designing component ( $\beta= 0.07, P>0.05$ ), urban branding ( $\beta= 0.05, P>0.05$ ) and cultural and creative industries ( $\beta=0.07, P>0.05$ ) have no direct effect on urban competitiveness. According to this model, 26% of the variance of urban competitiveness is explained based on the entered variables in the model ( $= 0.26$ ). In the second stage, the relationship between variables that had no direct Meaningful effect on urban competitiveness was investigated. In

this way t,,ha t cultural and creative industries and urban branding were considered as external variables in order to investigate their possible indirect effect through internal and intermediate variables such as functional, physical-designing, semantic, cultural tourism and eventful on urban competitiveness. In order to fitness test of the model, Chi-square (P-value), Chi square to degrees of freedom ratio / df, Root Mean Square Error of Approximation (RMSEA), Standardized Root Mean Square Residual (SRMR), Goodness of Fit Index (GFI), Adjusted Goodness of Fit Index (AGFI), Normed Fit Index (NFI), Non-Normed Fit Index (NNFI), Comparative Fit Index (CFI), Incremental Fit Index (IFI) and Relative Fit

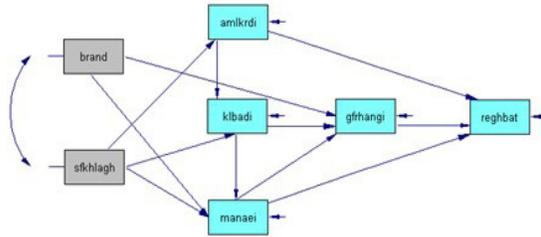
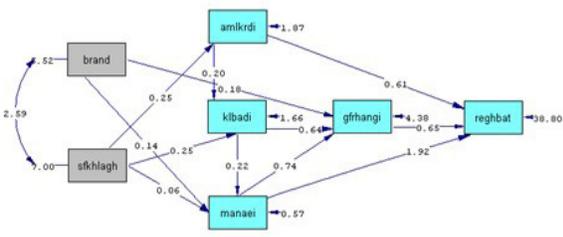
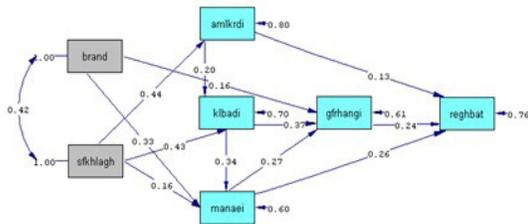


Chart 4: Conceptual Model of final pathanalysis for urban competitiveness.



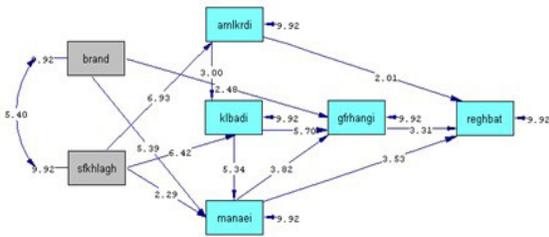
Chi-Square=7.67, df=8, P-value=0.46602, RMSEA=0.000

Chart5: Estimated values of final path analysis for urban competitiveness.



Chi-Square=7.67, df=8, P-value=0.46602, RMSEA=0.000

Chart 6: Standardized values of final path analysis model for urban competitiveness.



Chi-Square=7.67, df=8, P-value=0.46602, RMSEA=0.000

Chart 7: t values of the final path analysis model for urban competitiveness.

Based on the model of final path analysis, external variables which include Cultural and Creative Industries, Urban Branding and Physical- Designing component don't have directly affect urban competitiveness. And through one of the internal and intermediate

variables, which include cultural tourism and eventful, functional and semantic components, influence indirectly on urban competitiveness. The values of the final path model's parameters have been provided in tables (3) and (4).

The direct effect of variables in the model	Estimated values	Standardized values	Standard error	T	P
Cultural and Creative Industries on Functional	0.25	0.44	0.04	6.93	P<0.05
Functional Component on Physical- Designing component	0.20	0.20	0.07	3	P<0.05
Cultural and Creative Industries on physical- Designing	0.25	0.43	0.04	6.42	P<0.05
Physical- Designing Component on Semantic	0.22	0.34	0.04	5.34	P<0.05
Urban Branding on Semantic Component	0.14	0.33	0.02	5.39	P<0.05
Cultural and Creative Industries on Semantic Component	0.06	0.16	0.03	2.29	P<0.05
Physical- Designing on Cultural Tourism and Eventful	0.64	0.37	0.11	5.70	P<0.05
Semantic Component on Cultural Tourism and Eventful	0.74	0.27	0.19	3.82	P<0.05
Urban Branding on Cultural Tourism and Eventful	0.18	0.16	0.07	2.48	P<0.05
Functional Component on Competitiveness	0.61	0.13	0.30	2.01	P<0.05
Semantic Component on Competitiveness	1.92	0.26	0.54	3.53	P<0.05
Cultural Tourism and Eventful on Competitiveness	0.65	0.24	0.20	3.31	P<0.05

Tab 3: The values of the direct effect of variables in the final path analysis model for urban competitiveness.

The indirect effect of variables in the model	Estimated values	Standardized values	Standard error	T	P
Urban Branding on Cultural Tourism and Eventful	0.010	0.09	0.03	3.11	P<0.05
Urban Branding on Competitiveness	0.44	0.14	0.10	4.44	P<0.05
Cultural and Creative Industries on Physical- Designing	0.05	0.09	0.02	2.75	P<0.05
Cultural and Creative Industries on Semantic	0.07	0.18	0.01	4.51	P<0.05
Cultural and Creative Industries on Cultural Tourism and Eventful	0.28	0.28	0.05	6.26	P<0.05
Cultural and Creative Industries on Competitiveness	0.58	0.21	0.11	5.19	P<0.05
Functional Component on Semantic	0.04	0.07	0.02	2.61	P<0.05
Functional Component on Cultural Tourism and Eventful	0.16	0.09	0.06	2.79	P<0.05
Functional Component on Competitiveness	0.19	0.04	0.07	2.58	P<0.05
Physical- Designing Component on Cultural Tourism and Eventful	0.16	0.09	0.05	3.10	P<0.05
Physical- Designing Component on Competitiveness	0.94	0.20	0.18	5.07	P<0.05
Semantic Component on Competitiveness	0.48	0.07	0.19	2.50	P<0.05

Tab 4: The values of the direct effect of variables in the final path analysis model for urban competitiveness.

According to the final path model, 24% of the urban competitiveness variance is explained based on the variables entered in the model. Based on this model, the competitiveness anticipation equation is as follows:

$$\text{Urban Competitiveness} = 0.61 (\text{Functional Component}) + 1.92 (\text{Semantic Component}) + 0.65 (\text{Cultural Tourism and Eventful})$$

According to the standardized values, we can argue that a standard deviation of simultaneous

change in functional variables, semantic and cultural tourism and eventful cause 0.17, 0.33 and 0.24 of the change standard deviation in urban competitiveness, respectively. Finally, the fitness test indices of the final pathway model of urban competitiveness are shown in Table (5).

Index name	Value	accepted domain	Result
	7.67	P>0.05	Model verification
/df	0.96	X <sup>2</sup> /df <2	Model verification
RMSEA	0.00	RMSEA<0.08	Model verification
SRMR	0.03	SRMR<0.05	Model verification
GFI	0.99	GFI>0.90	Model verification
AGFI	0.96	AGFI>0.90	Model verification
NFI	0.99	NFI>90	Model verification
NNFI	1.00	NNFI>0.90	Model verification
CFI	1.00	CFI>0.90	Model verification
IFI	1.00	IFI>0.90	Model verification
RFI	0.97	RFI>0.90	Model verification

Tab 5: The fitness test indices of the final pathway model of urban competitiveness.

## RESULTS AND DISCUSSION

*First hypothesis: Cultural and creative industries and urban branding have significant effects on the competitiveness of urban centers.*

The overall effects of variables on urban competitiveness show that the overall effects of cultural and creative industries ( $\beta=0.21$ ,  $t=5.19$ ,  $P<0.05$ ) and urban branding ( $\beta=0.14$ ,  $t=4.44$ ,  $P<0.05$ ) are meaningful on urban competitiveness. Therefore, the first hypothesis of the research is confirmed and it can be said that the cultural and creative industries and urban branding have a significant effect on competitiveness. As a result, the findings from the first hypothesis test are in line with the views of [Bianchini and Landry \(1994\)](#); They have been considered the cultural and creative industries as a new form of promoting the urban economy in a competitive arena and have been emphasized its role in improving urban economy and increasing local economies. Also, according to the proof of this hypothesis and in confirmation of [Landry's view \(2000\)](#), it can be argued that by focusing on cultural and creative industries, the existing social and cultural capital of the city and historic centers can be transformed into productive activities. According to [Scott \(2000, 2000\)](#), the creation of creative cores and prosperity of personal and artistic life in regenerated urban centers could increase entrepreneurship. And also could lead to an increase in the tendency toward competitive cities by reinforcing and concentrating on these centers. The proof of this

hypothesis also emphasizes on the importance of paying attention to some components such as creativity, innovation and human capital in facilitating of urban competitiveness process. As [Montgomery \(2003\)](#) considers innovation and growing as success factors of a cultural neighborhood; the factors which have been mentioned In many competitive models such as Competitive Pyramid Model, Storper and Linnamaa competitiveness Network Process Mode, Xu and Cheng competitiveness model. The proof of this hypothesis also shows the impact of involved indicators in urban branding process on urban competitiveness; The point which has been considered is by [Scott \(2000\)](#), with the emphasis on the creation of cultural images in order to create a distinctive image and a competitive brand in cities.

*Second hypothesis: Placemaking, cultural tourism and eventful have significant effects on the competitiveness of urban centers.*

The overall effects of variables on urban competitiveness show that the overall effects of functional component ( $\beta=0.17$ ,  $t=2.62$ ,  $P<0.05$ ), Physical- Designing Component ( $\beta=0.20$ ,  $t=5.07$ ,  $P<0.05$ ), Semantic component ( $\beta=0.33$ ,  $t=4.76$ ,  $P<0.05$ ) and Cultural Tourism and Eventful ( $\beta=0.24$ ,  $t=3.31$ ,  $P<0.05$ ) are meaningful on urban competitiveness. Therefore, the second hypothesis of the research is confirmed and it can be said that placemaking and cultural tourism and eventful have a significant effect on competitiveness. So, according to [Evans and Shaw \(2004\)](#), improvement

and increase of place cultural performance can lead to the development of domestic investment, job creation and wealth, and also improvement of business, retail and leisure activities. In fact, the proof of this hypothesis shows that Culture-led urban regeneration is able to turn the culture into capital and contributing to the distribution of wealth in different groups through the creation of cultural places and areas. Also in semantic component part, culture-led regeneration can be prepared to enter the national and international competitiveness areas relying on the role and history of urban centers as the

main factor in cultural and economic competition, as Rogers and Fisher (1997) have pointed out of this fact. The result of this hypothesis also emphasizes on paying attention to the special functions and the establishment of cultural events in urban centers, a matter that has been considered by Palmer (2010);

Therefore, according to the findings, the suggested model and the effects of culture-led regeneration (variables on urban competitiveness and each other are presented in the [chart \(8\)](#).

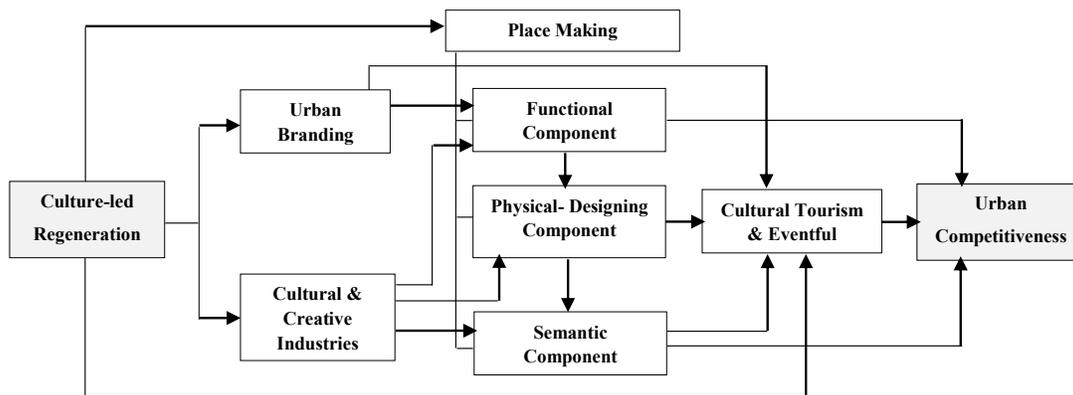


Chart 8. Relationships between culture-led regeneration components and their effects on urban competitiveness.

## CONCLUSION

The results of this research show that culture-led regeneration seeks to solve the set of issues which cause urban decay by recognizing the culture as a capital city. This process as a comprehensive and integrated effort, while improving the conditions and achieving a kind of continuous and qualitative improvement, also aims to achieve urban competitiveness. According to the research findings, culture-led urban regeneration seeks this goal through four approaches which are: Cultural and Creative Industries, Place Making and Creation of Cultural Neighborhoods, Cultural Tourism and Eventful and Urban Branding. So it can be argued that culture-led regeneration in urban centers in order to urban competitiveness should pay attention to the following points to restore the vitality and spirit of several functions in a city center:

- Culture-led regeneration should be the preserver and creator of the most important

architectural and physical displays in a city center;

- It should empowerment the city centers to streamline a series of social events;
- While respecting and protecting the cultural values of the city center, it should improve their quality and be able to add a set of new values and cultural resources.
- It should be able to turn the city center into an economic pole to act as a driving force to fertilize the city's economy by strengthening the economic mechanism;
- Culture-led regeneration should be answerable to the maximum socio-psychological, cultural, economic and recreational needs by equipping the city centers;
- Culture-led regeneration should transform a city center into a factor to form a healthy

city, a criterion for measuring the quality and quantity of city performance, dynamic and vibrant center and also able to speed up the development of the whole city by strengthening and developing the city center;

In order to achieve these goals, the most important point is the simultaneous attention to the promotion of quantitative and qualitative goals in a strategic plan. In fact, culture-led regeneration in order to urban competitiveness should prepare a city center for active participation in regional and national markets and empower it to control the tendencies of the national and transnational markets in the long term. Also, while preserving existing urban assets, it should seek to attract and create new wealth and assets; The most important of these resources are natural resources, historical, cultural-artistic, social, and human capital. Therefore, the conceptual definition of “culture-led regeneration in urban centers in order to competitiveness” can be presented as follows. It should be noted that this definition is a combination of culture-led regeneration concepts, urban center, and urban competitiveness and can definitely be accepted after the process of proving hypotheses.

“Culture-led regeneration in urban centers is a comprehensive and integrated approach which seeks to modify of conditions and achieving a kind of continuous improvement in physical, social, cultural, environmental and economic conditions in city centers. To this end, it emphasizes on the integration of strategies such as cultural and creative industries, placemaking and creation of cultural neighborhoods, cultural tourism and eventful and urban branding to create a cultural image along with creating a prosperous economy. In fact, culture-led regeneration in urban centers tries to prepare these centers for regional, national and even transnational competition. In this way, it is seeking the maintain and create the most important architectural and physical phenomena, entrepreneurship, improvement of income level, creating a flow of social relationships, strengthening of identity and social solidarity, improvement of cultural and artistic possibilities and resources and etc. Another prominent feature of this approach

is an investment in infrastructure in urban centers. Therefore, culture-led regeneration in urban centers should be followed by a kind of comprehensive empowerment; in such a way that while converting these centers to the economic hub of cities, make them vibrant and dynamic to respond to the maximum social-psychological, cultural, economic and recreational needs. In this case, culture-led regeneration in a city center, while strengthening urban competitiveness, can improve the living standards and quality of life as a result”.

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