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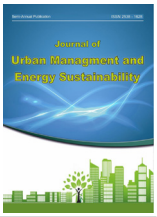

ORIGINAL RESEARCH PAPER

Investigating the status of the factors affecting the realization of the creative mid-sized city; (Case study: Bonab)

Ali Majnouni Toutakhane[1], Mohammad Javad Abbaszadeh[2*]

[1] *Department of Planning and Environmental Sciences, faculty of rural geography, university of Tabriz, Tabriz, Iran*

[2] *Department of Architecture and Urbanism, faculty of Architecture, Art University of Isfahan, Isfahan, Iran*

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ABSTRACT

The idea of a creative mid-sized city is effective in making optimal use of all human and environmental potential in mid-sized cities, as well as preventing problems from spilling over into metropolitan areas because the capacities available in mid-sized cities such as tourism, communications, and handicrafts, etc., are among the main elements of the realization of the creative city that exist in the mid-sized cities. This study aimed to investigate the factors affecting the realization of the creative city in the mid-sized city of Bonab. The present study is of applied research type and the prevailing approach is descriptive-analytical and inferential research. The statistical population of the research at two levels included Bonab citizens and experts. Data were collected using two spectra of statistical and Delphi questionnaires. Data analysis was performed using multivariate regression tests and variance analysis. The results of the regression test showed that all variables were related to the realization of the creative city in the middle city of Bonab and a total of 98 variables could explain 79% of the variance changes. The results of the MANOVA test also showed that there is a difference between the neighborhoods of Bonab city in terms of the characteristics of the creative city. Finally, the results of the TOPSIS model showed that the criteria of food and tourism and entertainment, communication and IT, industry, export, trade and services, university, research and health - treatment, social, culture and art, architecture - urban planning and management in are the first to eighth priorities, and neighborhoods 5, 1, 3, 4 and 2 are in the first to fifth priorities. Finally, it is suggested that the creative city in Bonab be realized with a focus on food tourism and the development of communication and academic status.

Running Title: Investigating the status of the factors...

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*Corresponding Author:
Email: *mj.abbaszadeh@aui.ac.ir*
Phone: +98 9127485707

1. Introduction

The city of Bonab, located in the province of Azerbaijan, is one of the mid-sized cities in the country and has high potential in some areas due to its location. Among the special conditions of this city, it can be mentioned some of them such as special situations such as communication, economic, academic (6 universities and research institutes and research centers), industrial, agriculture, and commercial. In terms of communication, due to its location on the road, Sanandaj, Kermanshah, Ahvaz, Mahabad, Maragheh, Urmia and Bukan, Saqez, Malekan, etc., have a communication role to Tabriz. About 6 million people cross the city of Bonab to reach Tabriz. Economically, due to its communication role and suitable water resources, it has more than 1,200 medium and large production plants, which has attracted a large number of immigrants from the surrounding cities (Toutakhane, 2018, p. 200)

In terms of agriculture, due to the location of the plain and fertile soil, it has a production pole and packaging in products such as onions, grapes, cucumbers, etc.

The city's primary identity and brand are due to the presence of a kind of food, "Bonab Kababi," which attracts a large number of tourists every year. According to estimates, about one million travelers and tourists enter the city annually to serve, primarily travelers. (Toutakhane & Mofareh, 2017: 264).

Moreover, other tourist attractions, such as historical mosques, tourist villages, Qaraqaqshan tourist camps, etc., are known as the creative industries of this city.

Considering the problem, the primary purpose of this study is to find the unique capacities and potentials of Bonab city to examine the feasibility of the creative city and also provide practical solutions for optimal use of the identified capacities of Bonab city. Therefore, the central question of this research is what is the status of the characteristics of the creative city in Bonab? Among the characteristics of the creative city, which indicators play a crucial role? Moreover, what are the practical suggestions for realizing a creative city in Bonab?

2. Theoretical framework

The word creativity in English dictionaries means the use of imagination or original ideas to create something. Creativity, at the most superficial level, means creating something that did not exist before (Cretella & Buenger, 2016, p. 3). *Creation* is a complex phenomenon associated with originality, imagination, inspiration, genius, and innovation. However, there is no simple definition that covers all aspects of this phenomenon, even in the field of psychology, where individual creativity is studied in detail, whether creativity is an intrinsic feature or a process where original ideas and Pure have been produced by it (Community & Faggian, 2014, p. 20).

Landry (2012) argues that the essential part of human growth and development in all areas is innovation and creativity because innovation is an integral part of the survival of companies in today's competitive conditions. Pratt (2011) considers flexibility, ambition, risk-taking, and leadership as the principles of creativity and reflects the features of today's cities. To maintain competitiveness, cities must inevitably add new ideas to the cycle. (Pratt, 2015: 33).

Therefore, creativity for cities is considered the primary capital to win over competitors. Creativity also allows development opportunities to evolve continuously and to take action to generate wealth and increase economic efficiency, enhance visual beauty in the urban environment, or solve social problems at the city level.

According to Florida, urban change is accelerating, and growing urban competition requires urban managers and decision-makers to be more creative (Florida, 2005, p. 6). This widely used concept includes experimentation, the ability to rewrite rules, rethink issues, portray future scenarios and solutions to problems, and look at issues with flexibility and foresight (Sasaki, 2010, p. 4).

The importance of the creative city was raised by studying people like Anderson (1985), Malmberg & Zender (1996), and Courtyard (2001). Peter Hall (2000) discusses the creative city and its components in the book Cities in Civilization, Culture, Creativity and Urban Order and the book

Creative City and Economic Development, and Richard Florida (2002) published his first book, Creative Classes.

In his other book, Creative Cities and Classes (2005), he reinforced the theoretical foundations and dimensions of the creative city (Mayer, 2015, pp. 24-28). According to Richard Florida (2005), in today's urban world, which is full of creative economic ideas, the rapid movement in cities to move from producing goods to producing creative ideas with high commercial value. Today, the creative industries include research and development, publishing, software, television, design, music, film, local gaming, advertising, architecture, the performing arts, jobs, video games, fashion and the arts. In his view, the theory of economics with limited resources in today's cities has given way to creative economics with unlimited sources of ideas.

Oldberg-Miller (2015) believes that a city's economic success is not based on traditional economic development strategies (such as industrial employment, export development, or labor development) but rather on attracting creative talent. Assuming that new jobs in innovative and knowledge-based economic sectors are created mainly in cities where creative forces are concentrated, he states that "jobs depend on individuals." In other words, he has researched the factors that make cities attractive to creative class members.

3. Literature review

The 21st century is the century of urbanization of the settlement system in the world. The extent of urbanization has affected all aspects of human beings' collective and individual life, and cities have become the most complex human invention. (Majnouni-Toutakhane & Sareban, 2019: 2). Today, more than 90% of innovations are offered in cities. On the other hand, cities consume a large part of the production, and new consumption needs are always formed in them. The large volume of consumption and production in cities has always provided the ground for forming new ideas by the creative class (Cowley et al., 2018, p. 55).

Living in cities has always required a unique culture based on consumerism and increasing efforts to use new goods and services (Lange, B., & Schüßler, 2018: 1549). In this regard, in the process of globalization, relying on the power of the media, indigenous cultures have permanently been weakened, and the culture intended by the Western world has been promoted (Cohendet et al., 2010, p. 92).

The city is the bedrock of all events, and they have become the center of competition and power. Today, the main competition in the world is for cultural dominance among cities, not governments (He, 2019: 312). In a world run by cities, certain complexities are sometimes challenging to find answers. The complexity in Third World cities is much greater than in developed cities (Adom & Williams, 2014, p. 430). The complexities of the contemporary world are rooted in the imbalance of the urban system, low level of service, spatial injustice, consumerism and imitation of Western lifestyle and urban planning, traditional and centralized management, weakness and inefficiency of the administrative system, dependence on oil revenues, and low level of production and creativity (Alvarez-Sousa, 2018, p. 503).

An examination of the evolution of urban planning shows that in recent decades, numerous tools and theories have been proposed to reduce the burden of urban problems. One of the new ideas for better city management is the idea of a creative city. The main reason for paying attention to the idea of a creative city is that the planner of the creative city seeks to enable citizens to make optimal use of the existing capacities and talents in the city, to improve the quality of urban life and urban living. (Chang, 2019: 227).

Due to the efficiency of the creative city, this theory has quickly become one of the theories of interest to scientists. The results of these theories are of interest to city managers (Cohen, 2015, p. 24). Due to the great importance of the creative city, the United Nations Habitats Organization annually announces the list of creative cities in various social, cultural, food, music, economic, technological, educational, and other dimensions (Kim, 2017, p. 313).

Baum (2018) sees the creative city as an initiative, a capacity to rewrite urban development rules, and a new look at urban issues that seeks innovation for urban development. Evans (2017)

also defines the creative city as a tool for finding new ways to add value and meaning to urban spaces.

According to Martini (2016), the idea of a creative city was formed following the belief in the existence of beyond imagination in cities. In a meeting attended by mayors of cities such as New York, Canberra, Ottawa, London, Paris, Melbourne, Tokyo and Seoul (a total of 120 cities), the mayors expect the most from the principles of urban principles. Creativity includes sustainable income, poor housing, social justice, IT use, tourism development, urban environmental protection, and reducing social anomalies (Rofe & Woosnam, 2016, p. 335).

However, a review of the ideas presented about the creative city, the expectations, and needs of urban managers from the creative city, shows that in most of them, the expectation of using local capacities to provide scientific answers to the city's problems can be seen. The study of the issues in this field indicates the existence of several study gaps in this field. Among other things, the studies have mainly focused on the components and criteria of the creative city in large cities and metropolitan areas. The principles and concepts of the creative city in small and medium-sized cities should be addressed.

4. Material and Methods

The present study is an applied research approach to descriptive-analytical research. The answers to the questions were in the form of documents and surveys. The tools used in the survey method were questionnaires and interviews. The questions posed as a Likert scale were five options (very low = one and very high = 5). The statistical population of this study was 47965 people over the age of 15 living in the five districts of Bonab city, of which 382 people were selected as a sample size by simple Cochran's formula and were distributed among different neighborhoods of Bonab city. The panel of experts confirmed the formal validity of the questionnaire.

The study was conducted with 30 questionnaires, and with the obtained data and Cronbach's formula, the reliability of the research questionnaire was calculated to be 0.901. The research questionnaire included 99 closed-ended questions with a Likert scale of five choices (very low = one until very high = 5), and the expert questionnaire included 99 indicators in the form of 8 main criteria (Table 1). It has rated as a paired comparison.

In the experts' questionnaire section, all professors of Bonab University, officials of related departments, and researchers familiar with Bonab issues were invited to participate. Out of 46 people invited, 35 announced their readiness to participate in the interview and complete the questionnaire, and the Delphi questionnaire was distributed among them. This group includes five members of the field of geography and urban planning; 5 members of economics and management; 2 members of urban planning; 3 members of sociology; 2 members of architecture; 1 Ph.D. in tourism. Eight people, including mayors and deputy mayors, the city council, cultural heritage, and tourism, and four were doctoral students and researchers in management, geography and economics (Table 1). To evaluate the level of creativity and enjoyment, Topics (software) and multivariate regression inferential tests (MANOVA) were used for statistical data analysis.

In the expert questionnaire section, a total count was made. In other words, all experts were invited, but 35 people participated out of the total number of invited people. Usually, the size of the statistical population of experts is between 20 and 30 people. Furthermore, in the expert section, the question was not raised. However, the criteria and sub-criteria were compared with each other in pairs.

The capacities of Bonab city were identified into eight main groups (main criteria). Then the identified sub-criteria, according to their nature, were placed in the subgroup of each of these passages. For example, the university was chosen as the main criterion, and its sub-criteria, including Bonab University, Bonab Azad University, Payam Noor University, etc., was chosen as its sub-criteria.

Likewise, about the sub-criterion of social capital, it is necessary to explain that social capital was not measured in this research. However, the importance of this sub-component

Table 1: Components used in the research on the creative city

number	Sub-criterion	The main criterion
21	Kebab, Tor tourist village, Totakhaneh tourist village, Qara Qeshun camp, historical mosques, historical cemeteries, Turan Dareh, ancient hills, Panj Cheshmeh bridge, environment, wetland, Lake Urmia, restaurants, residential units, recreation units, street food, ski, car track, motorcycling, sports stadiums and national-provincial competitions	Food, tourism and entertainment
9	Communication routes, location on Tabriz communication route, proximity to the airport and railway station, roadside exhibitions and shops, public telephone stations, e-government services, ATM and 24-hour banking,	Communications and IT
13	Steel Iindustries, chemical industries, food industries, packaging of agricultural products, packaging of livestock products, industrial Town, vegetable sweets, packaging industries.	Industry, exports, trade, services
15	Bonab National University, Islamic Azad University, Payame Noor University, University of Science and Technology, schools, private schools, laboratories, research and development centers, knowledge-based companies, hospital, clinic, public health service centers	University
11	Social capital, awareness, participation, social security, population, linguistic diversity, racial diversity, social trust, social cohesion, vitality, quality of life	Social
13	Holding festivals, concerts, religious places, historical monuments, customs, music schools, cinema, theater, celebrating holidays, literature and publications, museums.	Culture and art
12	Elements of Iranian-Islamic Architecture, lighting, urban furniture, waterfall, urban identity, urban green space, urban neighborhoods, urban landscape, urban traffic, bicycle routes.	Architecture and urbanism
5	Municipal activity, council performance, NGO activity, government investment, infrastructure, institutions and organizations	Management, institutional

Source: Sarvar et al., 2016; Majnouni-Toutakhane, 2020; Naderi-Dizaj et al., 2022 and opinions of expert members

in the realization of the creative city and the comparison of its role with other components and sub-components in the realization of the creative city, the quantity and quality of social capital in the city of Bonab is recognized by the members of the expert group (Table 1).

4.1. Study area

The Bonab is one of the cities of East Azarbaijan province, which is located next to the Sufi Chai River, on the southern slope of Sahand Mountain, and 100 km from the center of the province. The city is located in the geographic coordinates of 37 degrees and 10 minutes to 37 degrees and 30 minutes north and 45 degrees and 50 minutes to 46 degrees and 10 minutes east longitude. Bonab is bounded on the north by the Ajabshir, on the west by Lake Urmia, on the east by the Maragheh, and on the south by the Malekan. The total area of Bonab city is 775 square kilometers (Figure 1).

Its gross population density in 1397 is equal to 67.07 people per hectare. The Bonab has 5 urban areas in terms of physical divisions. According to the latest statistics results, the population of Bonab is about 80,000. Bonab's products are exported to more than 70 countries. Table 2 shows some of the demographic and physical aspects of Bonab.

4.2. Research findings

4.2.1. Linear regression test results (step by step)

The relationship between the studied variables was investigated in the first stage of analyzing the status of creative city indicators in Bonab city using the regression test. The results of the multivariate regression test showed that according to the standard beta obtained, the variables of food, tourism, and recreation with

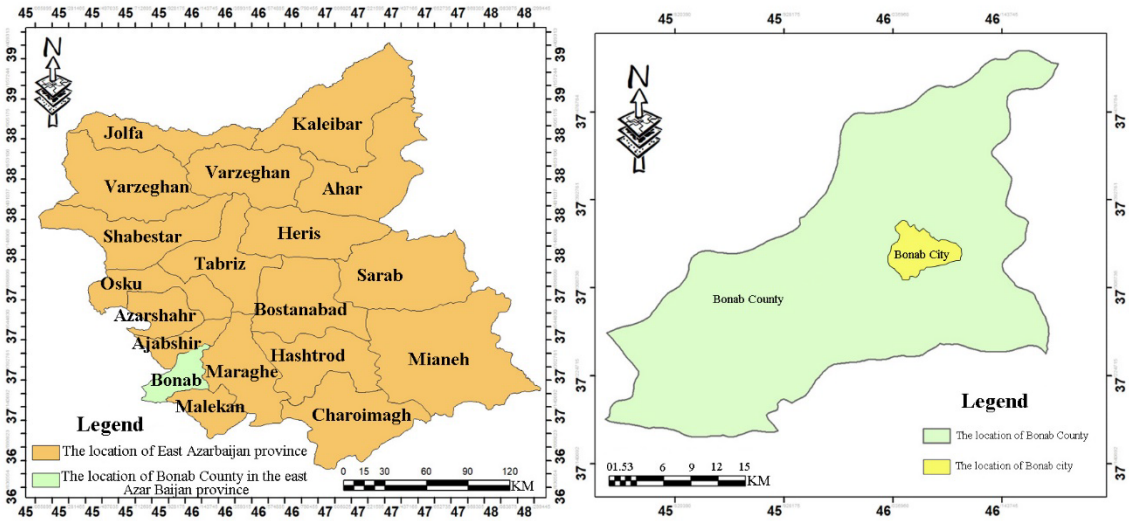

Fig. 1: Geographical location of Bonab city

Table 2: Human and physical characteristics of Bonab city

Urban Areas	Sports per capita	Tread per Capita	Culture- Art per Capita	Park and Green Space per Capita	Educational per Capita	Healthe per Capita	Density	Area (M^2)	Percentage of area	Population	Percentage of population
Area 1	1.82	6.59	2.92	1.59	1.58	0.20	43.08	255.6	21.42	11504	14.33
Area 2	0.26	4.98	3.56	0	0.85	0.53	70.9	154.4	12.94	11905	14.83
Area 3	0.96	4.77	0.48	0	1.38	0.01	77	174.6	14.63	13870	17.27
Area 4	0.53	4.05	0.63	2.94	0.67	0.54	111.6	195.7	16.41	22086	27.51
Area 5	0	2.04	0.23	0	2.26	1.5	50	412.8	34.6	20899	26.03
Sum	0.71	4.48	1.56	0.90	1	0.22	70.5	1193	100	80268	100

Source: Master plan of Bonab, 2016

r = 0.770, communication and IT with r = 0.589, industry, trade, and services with r= 0.541, social with r = 0.411, culture and art with r = 0.342, architecture and urban planning with r = 0.370, management and institution with r = 0.290, were in the first to seventh ranks. The results of the regression test also showed that a total of seven groups of variables were able to explain 79% of the variance changes related to the creative city in Bonab (R2 = 0.790) (Table 3). Beta values also indicate that in the realization of the creative city, variables other than the variables examined in this study are influential. However, according to the nature of the research and the design of the problem, it has yet to be studied (Table 3).

4.2.2. Analysis of the results of using the multivariate analysis of variance test (MANOVA)

A multivariate analysis of variance (MANOVA) test was used to investigate the status of significant differences in the metrics of the creative city. Based on the results, the significance level in all variables is less than 0.05, so there is a significant relationship between all variables with

the realization of the creative city in urban areas of Bonab. Also, a significant level of less than 0.05 indicates a significant difference between these five areas.

Table (4) is related to the homogeneity of variances for the significant difference of each of the variables studied, separating the five areas of Bonab. According to the results, the highest rates were related to the variables of the university, research and health treatment, communication and IT and institutional management. The reason is the focus on each of the three variables mentioned in certain sections.

Besides, the communication variables were mainly related to districts 5 and 3. Regarding the management-institutional variable, more than 80% of the institutions are in District 5. The food and tourism variable exists in all urban areas of Bonab, so there is a less significant difference between urban areas.

Table 5 shows the results of the multivariate analysis of variance analysis related to the

Table 3: Summary of step-by-step linear regression model regarding the effects of creative city variables

	Model	Value (p)	Value (t)	Beta	The significance level of (F)	Value F	Adjusted R Square	R^2	R
Independent criterion	Food, tourism, entertainment	0.000	3.470	0.300	0.000	7.88	0.754	0.790	0.814
	Communications & IT	0.000	3.258	0.280	0.000	6.67	0.751	0.589	0.611
	Industry, trade & services	0.000	3.222	0.288	0.000	6.21	0.501	0.541	0.587
	University	0.000	2.264	0.260	0.000	6.54	0.380	0.421	0.461
	Social	0.000	3.241	0.250	0.000	6.65	0.386	0.411	0.453
	Culture & art	0.000	3.324	0.199	0.000	5.74	0.320	0.342	0.370
	Architecture& urbanism	0.000	3.215	0.270	0.000	5.90	0.314	0.330	0.360
	Management and institutional	0.000	3.407	0.258	0.000	4.77	0.265	0.290	0.320

Table 4: Variance homogeneity test in creative city variables

Criterion	Sig	df 1	df 2	f
Food, tourism, entertainment	0.121	20	1	2.54
Communications & IT	0.471	9	1	2.14
Industry, trade & services	0.258	13	1	1.6
University	0.514	15	1	1.02
Social	0.199	11	1	0.87
Culture & art	0.200	14	1	0.65
Architecture& urbanism	0.198	12	1	0.60
Management and institutional	0.421	5	1	0.54

Table 5: MANOVA test results regarding significant differences between city areas in terms of creative city variables

Criterion	Hypothesis df	Eta2	Sig	F	Mean Square	df	Sum Square
Food, tourism, entertainment	100	0.135	0.000	31.54	78.65	16	78.65
Communications & IT	100	0.489	0.000	28.25	72.05	9	72.05
Industry, trade & services	100	0.274	0.000	26.30	67.89	11	67.89
University	100	0.554	0.000	24.41	65.46	15	65.46
Social	100	0.202	0.000	15.89	50.46	11	50.46
Culture & art	100	0.199	0.000	14.10	35.41	12	35.41
Architecture& urbanism	100	0.208	0.000	12.09	27.61	12	27.61
Management and institutional	100	0.419	0.000	10.11	26.85	5	26.85

difference in the status of the variables of the creative city among different regions of Bonab. Based on the results, all eight groups of variables have a significant difference at the level of 0.000 (P <0.000).

4.2.3. TOPSIS Model

As mentioned, in the present study, 8 groups of components of the creative city were examined to assess the situation of the creative city in the mid-sized city of Bonab. The first step in the process of implementing the TOPSIS model is to standardize the data. At this stage, after forming the data matrix based on m option (5 urban areas) and n criterion (99 criteria), the components were scaled (Table 6).

Then, AHP technique was used to determine the weight of the studied indicators in each of the five study areas. The final table of each of the studied indicators is obtained according to Table (7).

According to the results, tourism and food, with a score of 0.1805, had the highest allocated weight. The main reason for the high score of this factor is the Bonab Kebab brand, the activity of several hundred kebab shops in Bonab, the design of kebab cooking units with suitable and luminous architecture, the arrival of a large number of tourists to Bonab to serve kebab. The communication component, in terms of the score of 0.1671, is the second priority. The reason is the Bonab has a communication position with Maragheh, Hashtrood, Malekan, Miandoab, Mahabad, Sanandaj, Qorveh, Urmia, Saqez, Baneh, Kermanshah, Ahvaz, and Bukan. All the mentioned cities with a population of over 6 million, pass through Bonab to reach Tabriz.

The third rank is related to the industrial

Table 6: Standardized data by fuzzy de-scaling method

Urban Areas	Management and institutional	Architecture& urbanism	Culture & art	Social	University	Industry, trade & services	Communications & IT	Food, tourism, entertainment
1	0.365	0.302	0.401	0.475	0.374	0.487	0.350	0.320
2	0.215	0.212	0.271	0.401	0.141	0.311	0.478	0.412
3	0.306	0.177	0.341	0.214	0.198	0.368	0.620	0.551
4	0.255	0.323	0.447	0.574	0.210	0.457	0.241	0.598
5	0.414	0.119	0.225	0.197	0.489	0.587	0.599	0.685

Table 7: Weights determined for each indicator

Sum	Management and institutional	Architecture & urbanism	Culture & art	Social	University	Industry, trade & services	Communications & IT	Food, tourism, entertainment	Index
1	0.0188	0.0233	0.0541	0.1009	0.1069	0.1335	0.1671	0.1805	weight

component. Bonab has nearly 1,000 small to massive production units, whose products are exported to almost 70 countries for total export of $ 110 million. All kinds of raisins, dairy products, iron, including rebars, beams, sponge iron, all kinds of detergents, all kinds of food products and household appliances, are the basket of exported goods of Bonab abroad.

Regarding the academic and research components, it would be said that Bonab has five scientific and applied universities. Of the total number of universities in Bonab, Azad University, with a score of 0.1152, is the priority, and the public university with a score of 0.1026, is the second priority. In addition to the university centers in Bonab, there is the Atomic Energy Research Center, the Turkey Research Center, and the Seed Research Center.

The social components studied in this study included a wide range of indicators of participation, population, linguistic diversity, race diversity, social trust and social cohesion. Some social indicators, such as racial diversity due to the presence of students in Bonab and the entry of people from neighboring cities and especially from Kurdish-speaking cities to work in production units, have been very high. Meanwhile, some indicators such as participation, cohesion, and security have been very low for reasons such as high marginalization and low social capital due to the city's immigration.

Regarding the variables of culture and art, it can be said that the most crucial element is related to the Bonab National Kebab Festival, which has been held since 2014, and according to statistics, about 100,000 people visit the Bonab Kebab Festival every year. Safavid and anthropological museums, historical monuments, and prominent music schools (Zakhmeh, Malek) are among the artistic dimensions of the realization of the creative city in Bonab, which gained the most points.

There are no significant architectural elements in architecture and urban planning, and there are only a few historical mosques with Safavid-style architecture in this city. It also has brick and concrete architecture in a contemporary style and lacks identity in urban architecture. In this regard, the performance of the municipality, government investment in infrastructure, and the council's performance had the lowest score among all variables.

The adjustment coefficient obtained for the eight components is 0.065, and since it is less than 0.1, it indicates compliance with the judgments.

Finally, the final prioritization of the five regions of Bonab city in terms of the characteristics of the creative city is obtained according to Table (8).

The final score of the TOPSIS model for food, tourism, and leisure components showed that regions 5, 4, 3, and 2 are in the first to fifth priorities.

Table 8: The results of the TOPSIS model regarding the prioritization of the components of the creative city

Food, tourism, entertainment	Communications & IT	Industry, trade & services	University	Social	Culture & Art	Architecture& Urbanism	Management and institutional	CRITERIA / AREAS
0.208	0.117	0.255	0.418	0.111	0.366	0.200	0.368	AREA 1
0.111	0.154	0.180	0.369	0.109	0.188	0.336	0.320	AREA 2
0.183	0.121	0.198	0.212	0.114	0.212	0.654	0.568	AREA 3
0.141	0.208	0.300	0.441	0.145	0.255	0.126	0.799	AREA 4
0.245	0.107	0.109	0.290	0.208	0.653	0.615	0.874	AREA 5
0.141	0.146	0.187	0.310	0.157	0.388	0.464	0.663	FINAL

District 5 is due to the location of Basij square, where most of the Bonab barbecues are located, and passengers usually stop at the barbecues in this area. Moreover, essential parks (mellat and fadak) are located in this region which stretches on the northern and eastern margins of Bonab, contains most of the green spaces, barbecues, and communication belts, and is located in districts 2, 3, and 4, which are primarily old neighborhoods and the center of Bonab.

Regarding the prioritization of Bonab in terms of communication and its criteria, it can be said that except for the city of Maragheh and Hashtrood, which is from the east, and the cities of Tabriz, Azarshahr and Ajabshir from the north, the rest of the provinces (including west Azarbaijan, Kurdistan, Kermanshah, and Khuzestan) are from the south, so most of the transportation infrastructures, goods transportation, Alilolo terminal, etc.) They are located south of the city (areas 3 and 2).

Regarding industry and trade, more than 80% of the production units are in the northern part of the district, and most of the commercial and financial units are in the central part of Bonab (districts 1, 2, and 4). In other words, since the main texture of Bonab city is radial, areas 1 to 4 of Bonab are in the center core.

Areas 4 and 1, because they are the formation of the primary core of Bonab and the old neighborhoods are located in these areas, in terms of social indicators and especially social trust, social cohesion and feeling. Social security is much higher than in other areas. While District 5, because it mainly includes informal settlements where immigrants from villages and other surrounding towns live, is low in terms of variables such as participation, conflict, security and trust.

Ethnic and linguistic diversity in district 5 was high compared to other areas of Bonab. The situation of Bonab areas in terms of cultural and artistic components also indicates that the most important cultural event is the Bonab Kebab Festival, which is usually performed in Mellat Park, located in district 5.

The interesting cultural-religious event more visible in district 5 than in other areas is similar to the recitation during Muharram. Since, most of the residents of the neighborhoods in this area migrated from the villages, so because the more profound religious beliefs (shabikhani) are held. Next to the kebab festival, the Bonab museums are one in district 1 and one in district 4.

Also, most monuments (historical mosques and old houses) are located in these two areas. The variables studied in architecture, and urban planning included two spectrums of components related to Islamic architecture and urban planning and modern architecture. The study of the variables studied in different areas of Bonab showed that in each of these two groups of components, the situation of Bonab areas was shallow. District 5 was due to the presence of marginal and informal neighborhoods, districts 4 and 2 were due to the location of neighborhoods with dilapidated areas (Khurram koocheh neighborhood, tangheh koocheh neighborhood, pol-e sangi neighborhood, koozegaran, etc.).

In addition,, some variables such as lighting, waterfalls, flower arrangements, urban furniture, urban green spaces, etc., (all urban neighborhoods) had shallow scores. Regarding building facades, only Taleghani neighborhood and Banafsheh alley, located in district 1, had an average score.

Finally, two sets of criteria were considered for managerial components. The first group includes variables related to public and private institutions and the second group includes implemented measures and programs related to the provision of facilities and infrastructure for the realization of the creative city in Bonab. the results of the survey showed that it mostly includes government departments, located in district 5 (municipality, governorate, social security, universities, labor office, cooperative and social welfare, water and sewage, standard office, industry, and mining office and etc.). In total, more than 90% of government offices are located in district five, so this area is the priority in terms of the managerial characteristics of the creative city.

There is no specific program in the city that has been implemented by government institutions, especially the municipality. Finally, the final result of the topsis model regarding the prioritization of the five districts of Bonab from the male of the criteria of the creative city, according to Table 9 has been obtained.

Table 9: Coefficient Ci * for the five districts of Bonab

Urban Areas	Area 1	Area 2	Area 3	Area 4	Area 5
Coefficient (Ci*)	0.449	0.290	0.501	0.389	0.552
Final rank	2	5	3	4	1

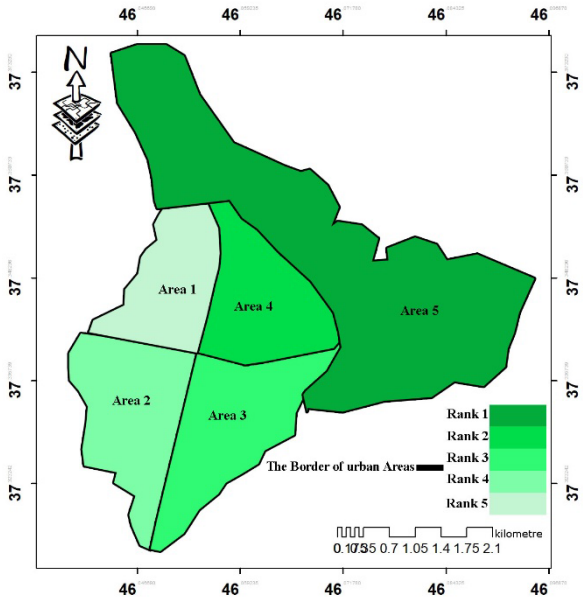

Fig. 2: The final prioritization of the areas of the mid-sized city of Bonab in terms of indicators of the creative city

Based on the grouping of scores (completely non-creative = 0-2, somewhat non-creative 2-4, moderate creative = 4-6, somewhat creative 6-8 and completely creative 8-10), it can be said that areas 3 and 5 are in a state of moderate creativity and the rest of the region is in a somewhat uncreated state. Map No. (2) shows the spatial distribution of Bonab areas in terms of creative city indicaors.

5. Conclusion

The realization of a practical, creative city must include the potential, initiative, and ability of the people and city managers to rewrite the rules, take a fresh look at the human and environmental capabilities of the city and ultimately have strategies for using the capacities. Looking at the creative city, it could be said that all cities have two groups of God-given and human talents that can be considered to realize the creative city.

With this approach, it can be said that the possibility of using the urban potential to achieve a creative city in small and medium-sized cities is more significant than in large cities because, on a smaller scale, the percentage of planning success is higher.

The present study, with a different approach from similar studies, which mainly attempted to investigate the strategy of realizing a creative city in large cities and provincial capitals, seeks to identify the potential for realizing a creative middle city in Bonab, prioritizing potentials and finally identifying their impact on the realization of the creative city of the mid-sized has been the view of citizens and urban experts.

The results of the research showed that the city of Bonab in terms of food standards (Bonab kebab), tourism (historical mosques, old houses,

and surrounding tourist attractions such as tourist villages of Tor and Tutakhaneh, Qara Qashun tourist camp, etc.) has potential. The upper bouts featured two cutaways for easier access to the higher frets.

The results of the multivariable regression test showed that this group of variables with 0.000 has a significant relationship of 0.790 with the realization of the creative city of the mid-sized city in Bonab. As well, the university, research, and health centers with 0.589; communication and IT variables with a value of 0.541; industry, trade, and business with 0.421; social with 0.411; culture and art with 0.342, architecture-urban planning with 0.3030 and institutional management with 0.290, they are related to the realization of the creative mid-sized city.

Also, the results of the multivariate analysis of variance analysis test (MANOVA) showed the most significant difference between the districts of Bonab from eight variables, respectively, related to food, tourism, and recreation variables with 0.121, architecture and urban planning with 0.198, social with 0.199 and culture and art with the overall results of this section of the study are consistent with the findings of Bosák and et al. (2019) and Ocejo (2019), Evans (2017) and Duxbury and et al. (2019).

The results of the TOPSIS model are the components of food, tourism and recreation, communication and IT, industry, trade, rain, university, research centers and health centers, social, culture and art, architecture and urban planning, management, and an institutional priority. The first to the eighth is located, and in terms of the components studied, there are areas 4, 3, 1, 5, and 2, respectively.

Based on the research findings, studies have been based on the principle that the size and scale of cities and large populations in only some fields can not be considered a criterion for realizing a creative city. However, the basis for the realization of a creative city in the first stage depends on the cultural and artistic situation. Communication, demographic factors, and the size of cities can accelerate the process of realizing a creative city by creating demand.

Furthermore, the results of the surveys regarding the communication position of Bonab city show the passenger parks, temporary resting places for the passengers, the booths for the supply of roadside products, the construction of the central passenger terminal, and the improvement and improvement of the quality of the roads. Communication, roadside advertising, and review to select the best strategy to use Bonab transportation position to turn Bonab into a freight and passenger transport hub between East Azerbaijan, West Azerbaijan, Kurdistan, Kermanshah, and Ahvaz.

Regarding the industrial and commercial situation of Bonab, studies show that Bonab has a unique position in groups of industry, trade, and agriculture, and through the adoption of measures such as solving the problems of an industrial town and construction of new phases. An industrial town, elimination of unnecessary administrative laws and bureaucracies, construction of permanent exhibition of industry, conversion of the city into a special economic zone, identification of industries with new technology to present to investors, coordination and increasing meetings between managers, artisans, urban capital planners, and elites to organize and make collective decisions, identifying areas for entrepreneurship development, development of greenhouse cultivation, attention to fully organic products, construction of production and packaging factories for grape juice are among the grounds for realizing a creative city in the mid-sized city of Bonab.

Regarding the development of the university, research, and healthcare sector, Bonab has the necessary infrastructure to become a creative city. However, it needs to improve quality and diversity, especially in universities. Strengthening the physical infrastructure and software of the university, paying attention to the research mission of the university and keeping it away from non-constructive political issues, using the scientific and managerial capacities of university experts and university professors, expanding graduate courses, especially in the national university, paying attention to the principle of entrepreneurship, providing welfare and educational facilities for students can bring about 15 to 20 thousand students to the universities of the city annually.

Besides, paying attention to the capacities of Bonab Radiation Research Center, the development of hospitals, following up on the construction of the Faculty of Medical Sciences in Bonab, construction of Urmia Lake Rehabilitation Research Center are among the potentials of Bonab for realizing the creative mid-sized city. In other fields, the urban landscape in Bonab should pay attention to Iranian-Islamic architecture and move from brick and concrete to magnificent architecture and its informal settlements, mainly on the side of the road.

In the field of culture and art development, it can be said that the strengthening of the Bonab Kebab Festival, Ashiqlar Festival, Ghadir Festival, Bonab Bicycle Festival, car and motorcycle competitions, ski and paragliding on the Tutakhaneh site, holding cultural ceremonies in the tourist axis of Tor and Tutakhaneh, holding concerts with the presence of national and local artists, local food cooking festival, local clothing festival, etc. are among the cultural dimensions of the realization of a creative city in the mid-sized city of Bonab.

In the social field, due to communication, industrial and academic positions, Bonab has always welcomed different ethnicities, and through the improvement of infrastructure, the social dimension will be automatically strengthened. It is suggested that while using local managers and being familiar with all issues of Bonab, the main focus should be on improving the quality of services of government institutions. The municipality, the city council, the Department of Sports and Youth, the Department of Cultural Heritage, Handicrafts and Tourism, Industry, Mining, and Trade are among the leading institutions in realizing the Bonab. Finally, according to the findings of this study, all aspects of the realization of the creative city in the mid-sized city of Bonab organ are interdependent and systematically influenced by each other, so the prerequisite for realizing the creative city in Bonab is comprehensive attention to all elements.

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