Reconstruction of old and historical monuments with tourism approach and Entrepreneurship with create a historical cultural path (Case Study of Shariati St. Hamedan)

masoumeh momeni
Ph.D. Student of Tourism Management, University of Science and Culture, Tehran, Iran
m.momeniA9@yahoo.com

Seyed Saeed Hashemi
Associate Professor, University of Science and Culture, Tehran, Iran
hashemi@usc.ac.ir

Abstract

Monuments have the ability to reconstruction. Authorities must carry out basic follow-up in order to communicate with the owners, maintain, restore, the connection loop between the owner, the municipality, the cultural heritage and the private sector investors in a coherent way and take constructive steps in this direction. As long as the preservation of monuments as a cultural component is not concerned with all offices and people, we will see more destruction of this precious deposit every day. It is necessary to undertake integrated planning and the attention of senior managers and officials to ensure that these values are removed from the slogans stage. The effective economic use of this historical heritage and attention to tourism industry constitutes an opportunity for development and economic growth. The most important of these approaches is the creation of an integrated and integrated approach to the context. Shariati street in Hamedan is the subject of our research, which has valuable historic buildings such as the Iran's House, the Naraqi's house, the Bijan's House (Iranian Studies Foundation), the Tabatabai's House, the building of the forming Kargosha bank and Bank Sepah Placing in the first ride is prone to regeneration but handles bump like traffic congestion and traffic jams and Abandoned and inappropriate use as well as crowds of handicapped people. The aim of this study is the centrality of historical monuments and the open approach of creating and improving the street and creating a cultural path for tourism. Our research methodology is “swot” technique.

Keywords: Resuscitation - Historic Monuments - Cultural Tourism - Urban Development and Tourism
Introduction

Until the Industrial Revolution, the size and proportion of the main elements shaping the city were based on a human scale, and the displacement pattern was designed based on the movement of the pedestrian, meaning the footman measured the size and the distances. (Mekaik 1397)

After the Industrial Revolution in the cities, the consequences of modernization and the presence of cars in the cities increased, and many problems, including the correction of natural resources and resources, and human trafficking. (Mohammadzadeh 1397)

Urban open spaces and city walkways are one of the most effective places for social interaction between citizens (Mashhadizadeh dahaghani 1398). Monuments of cities are a valuable context of native culture, knowledge of architecture and urbanization and it is considered as part of the culture of the social identity of each country. (Taheri 1397)

It is very important to pay attention to historical cities because they have a valuable treasure in history of the identity of a nation. The context and monuments of these cities are a valuable resource that will be the cultural and identity asset of that city or country. In most cities, planned measures have been taken to restore these texture around the world, which expresses the special importance of these areas in modern times, in order to provide a favorable image of cities with residents as well as tourists. In the urban regeneration system, recognition of physical characteristics and social responses, the necessity of the physical displacement of some of the important urban elements, the impact of cultural parameters, environmental factors, and in the words of sustainable development becomes sustainable. (sasaki, 2010)

(Izadi 1398) In an article, Urban Reproduction Analysis is a comprehensive policy in dealing with the challenges faced by urban managers and planners and suggests that, in a new approach to conservation, holistic in attention to values, as well as attention to the historical environment as an economic and social wealth, and a huge cultural resource, is central issues.

One of the ways to get out of troubles and revitalize valuable historical textures is to run programs that focus on strategies and interactive policies between cultural regeneration and urban cultural tourism. Cultural tourism as well as recreation, in turn, is an effective means of reviving historical textures. (Dadras and Aminzadeh 1397) Attention to the factor of culture in the process of urban regeneration makes the culture as one of the urban capital along with the economic, physical, natural and human capital constructed and plays a constructive role in the process of urban development in the old textures. (Blessi and Sacco 2011)

Today, the revitalization of the central texture of cities and their development is a very important issue for urban management. The importance of valuable historical textures can be examined from several perspectives. Historic and historic centers of the city create some parts of its identity and they are the cultural capital of that city and they are memories of the past. In this regard, maintaining and restoration of the city after experiencing different perspectives on dealing with worn-out and historical texture as a unique element of the collection of textures, concluded that the focus only on the body in the field of conservation and restoration is not accountable and should consider a historical texture as a collection of texture, with the approach of recreating monuments, in the direction of tourism, affected all aspects of the city. In addition to paying attention to all aspects of the target in the physical and economic fields and so on, it will lead to the strengthening of the economic constitution and the removal of limited physical and cultural. In this study, the aim of introducing paved streets is
Hamedan province and its choice as a cultural path for tourism. Considering the nature of the houses and historical buildings, we have tried to introduce the prominent buildings of this street and to announce the revival of each building in order to achieve a path of tourism, culture and flammability.

Table 7 Components required for the development of cultural tourism (2013, Sheikhi and Sarafraz)

<table>
<thead>
<tr>
<th>Having cultural resources</th>
<th>For the development of cultural tourism, one of the most basic and basic tasks is the identiﬁcation of cultural resources and the provision of a cultural map of the place.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adequate permeability to cultural spaces</td>
<td>The lack of permeability of spaces and cultural buildings in their surroundings is one of the obstacles to cultural development due to the fact that the sense of inviting the space or the building is limited and even the awareness of people about the existence of that building or urban space.</td>
</tr>
<tr>
<td>The lack of land abandonment in an empty and abandoned area in the appropriate areas of cultural tourism</td>
<td>The existence of a vacant land beside the historic texture indicator is an important problem for the development of cultural tourism, since abandoned lands, in addition to lowering the quality of life, undermine the security of the appropriate cultural and historical spaces for tourism.</td>
</tr>
<tr>
<td>Having the potential of cultural events</td>
<td>The potential for attention to the cultural event means showing the capabilities and characteristics of local culture within the framework of today's city. The process of re-enacting the forgotten and worn-out city of yesterday. The presence of art in the city and the establishment of various types of art festivals, respect for places and ceremonies and traditions, and guide tourists to respect values through public information, revival of cultural values, history and lifestyle of the ancestors, events and memories collectively helps to attract tourists.</td>
</tr>
<tr>
<td>Linking Old Texture to New</td>
<td>The development and regeneration of the old texture can be socially, economically, physically and functionally, in order to maintain and strengthen the core skeleton of the city and its cohesion and its integration with new textures.</td>
</tr>
</tbody>
</table>

problem statement:

The historical and ancient texture of our cities, which are often found in the core of the cities, on the one hand, they are a part of the cultural and historical heritage, whose maintenance and improvement of the physical and functional empowerment of them are inevitable and on the other hand, these texture have often become exhausted and functional and degraded over time, due to lack of attention and maintenance, which is considered a major threat to identity of cities.

Each of the old houses that exist in these neighborhoods is a museum of historical and cultural symbols and signs that the preservation of this valuable heritage is one of the essential pillars of city management.

Many efforts are being made throughout the world to preserve old houses that reflect the antiquity and history of their country, but unfortunately in Iran some heirs are ready to destroy these memorials to gain huge profits and turn into multi-storey houses and towers.

The tourism industry is a symbol of cultural identity, which can be one of the main sources of income. From the perspective of the tourism industry, the existence of historical monuments, in addition to being an important tool in the transfer of the past culture of a city, has the potential for high income generation and job creation.

Today, the old part of our cities is in serious danger and is on the brink of being removed from the city's image. However, their attention is more in terms of text, speech and slogan.

Cities, as the engines of successful economic growth, must be able to connect with economic competitiveness, social cohesion and environmental issues. Urban flourishing with five dimensions of economic productivity (economic growth, income generation, employment creation, etc.) Sustainable
environmental development (minimum pressure on natural resources and maximum use of local potential), equality and social inclusion (distribution and the re-distribution of the benefits of urban prosperity and the promotion of civil participation), quality of life (providing services and living standards in order to strengthen identity and social cohesion) and infrastructure development (preparing sufficient infrastructure to increase efficiency, mobility and communication), in the form of a cycle Defined in the center of this cycle of state institutions of laws and planning through policy interactions to balance the five dimensions of urban flourishing. (Habitat 2011)

Restoration, rehabilitation and alteration of its usage can be used as a valuable asset for the development of tourism, cultural interactions and the preservation of identity, and in the same way, it has also benefited from economic benefits by creating entrepreneurship.

Preserving the traditional and old style of every city is a precious legacy of the past, and it is a priority of many modern countries that, with its revival, are trying to maintain their cultural richness. In fact, one of the main tourist attractions in various European countries is its historical monuments and revived textures.

With a comprehensive and managerial vision of the future, in addition to preserving the national and urban identity, one can define a study and change design for each of these houses, as well as tourist attractions such as cultural-artistic museums, Cultural Center, traditional residence and other specialized functions.

As long as preservation of monuments as a cultural component is not a concern of all officials and people, every day we will see the destruction of these precious items. Cohesive planning and the attention of senior executives and authorities are among the initial steps to try to protect these values; otherwise, the gradual death of pure collections of the history of architecture, historical identity, and the ways of life and thought of the past will follow in the near future. Historic buildings have the ability to recreate; authorities need to follow up on communicating with owners, preserving, restoring and restoration, and establishing a loop of connection between the landlord, the municipality, the cultural heritage and private sector investors in a coherent way, and take steps. The manufacturer will be removed in this direction.

**Necessity of research:**

Hamedan is one of five cities with a historical texture approved by the Supreme Council of Architecture and Urban Development of the country. Currently, the Hamadan metropolitan area comprises three major parts of urban texture, industrial and workshop areas, and gardens and green spaces.

Urban texture is also divided into three parts: historical texture, middle textures, and new texture. The historical texture of the Hamadan metropolitan area has been included in the first Pahlavi period, which is currently mainly located within the first rim. Most of the historical and cultural monuments and almost all the old neighborhoods are located. The integrated and homogeneous texture of this part of the city has changed with the launch of the proposed project by German engineer Carl Frisch in 1887. The central square and the six streets were a part of the plan that it runs. Parts of the old part vanished, and parts were broken apart. Nevertheless, there are still potentials and great power in this part of the city that can be used for tourism purposes.
The central square of the city was registered in ۱۳۲۲ and one of its branches is Shariati Street. From the starting point of Shariati Street to the Khajeh Rashid crossroads, is the area where the spirit of history and culture flutter, the street giving it a sense of pure presence in history, with beautiful buildings, each of which could have potential in the industry Tourism.

But the range of these days is not good and has been faced with an outrageous outrage. Its historical identity requires serious threats and awakens senior officials and executives.

The buildings of Imam Square, which are at the beginning of this path, need to be restored and parts of the dome need to be treated and restored. The end of the magnificent Alvand Street, with its steady climax, naturally creates a beautiful view that fascinates the eyes of any viewer, but unfortunately, with the construction of a bridge at the intersection of the crossroads of Abbas Abad, they have been disturbed in the perspective of it.

Stromordkhay's tomb is one of the most important tourist attractions of the world. Its location in this part of the city has become more famous for this street. Beside that beautiful building of Bank Sepah which was opened in ۱۳۱۲, it has a special beauty. On it was a magnificent building with its brick architecture, once the building of the former judiciary, which still remains with all the neglecting, and with little consideration and definition of its use can become a gravitation, and if not paying attention to complete destruction The roof of the building and the advancement of today's failures will have serious threats.

A bit higher, the beautiful Bijan House, which, fortunately, has been restored for several years as the Museum of Fine Arts and Handicrafts and today is an Iranian Foundation, is located right next to the house of Mohammad Taghi of Iran with a period of about ۱۳۰۰ years. As a training center called the Free School, and later, the office building is used today as a retirement center. An exterior architecture with eye-catching decorations, with a small amount of attention, can be taken advantage of, but, unfortunately, it has gone into a false change and destruction.

Worse than that, the day of the House of Naraqih is one of the oldest and most valuable houses in Hamedan, and despite the fact that it has only a home Husseiniyah and beautiful poems of Mohtasham in some internal walls, it is a necessity to revive it in the city of Dar-al-Momenin, Hamedan and it can provide a boon. This building was included in national works in ۱۳۹۲ and unfortunately it was registered in ۱۳۹۵ with the judgment of the Administrative Court of Justice. It was forgotten that it was given priority.

There are a few other beautiful halls and a few semi-detached buildings that remain of the old buildings of this street, with beautiful trees and special weather that is a collection of the city's finest ones, is an eye-catcher of this street.

Maintaining the identity of this street is very essential to the construction of the street. Remaining symbols narrate part of history and culture. Increasing the awareness of the local community about the importance and value of preserving these buildings is an important step. In addition, the implementation of the building, restoration, restoration, lighting, paving and honoring of these memorabilia by city officials led to creating works for homes and turning into a new one for sustainable development will be a step that will have a positive impact on our city.

Research Methodology:
A completely applied research method and a descriptive-analytic research methodology. The methodology used in this research is based on the previous experience and the kind of information we have found in library and field information. In this research, we use direct observation and study of the cultural and tourism potential of the region. In order to analyze the data, we used the strategic planning model (SWOT: Strengths, Weaknesses, Opportunities, Threats).

Theoretical Foundations:

Cultural Recreation:

The last three decades of the twentieth century are accompanied by a process of urban restoration, which can be called the renewal of the city's generations. Reviving old structures, highlighting places, and reproducing collective memories and affiliation centers are among the first steps to create a mental pull toward historical environments that poses a broad and emerging phenomenon called cultural tourism. Considering the preferences of tourists in search of unique places, the need to protect cultural and historical monuments, and the positive effects of the economic prosperity of tourism, the bedrock is the strengthening of cultural tourism.

The results of the studies show the role of cultural tourism in preserving valuable heritage, expanding international relations and promoting the social welfare of the inhabitants (Perace 2022, Ashworth & Tubridge, 2003). Urban tourism is the mutual interaction between tourists visiting and visiting attractions and services related to tourism with different motivations of tourists. In historical context, this motive leads to the discovery and identification of historical heritage and lifestyle of the ancestors. The most important strategies for promoting the attractiveness of cultural tourism in historical texts can be summarized as follows:

1. Revival of cultural values, history and lifestyle of the ancestors, events and collective memories
2. To create a link between cultural attractions through the creation of groups and tourist networks in the city
3. Restoration and expansion of cultural and historical axes and tourist zones considering the location of attraction (Aminzadeh et al., 2014).

This approach does not only seek to revitalize the abandoned areas, but also address wider issues such as competitive economics and quality of life, especially for those living in poor neighborhoods. Ideally, urban regeneration involves formulating political goals, implementing it through executive programs and continuous representation of performance. The term regeneration comes from the root of the verb regenerate, meaning recovery, rejuvenation, regeneration, and rebirth. In urban studies, it means restoration, restoration, modernization and re-creation. This approach is a comprehensive concept which means improving the status of deprived areas in the economic, physical, social and cultural segments (Hajipour, 2004). Therefore, urban regeneration is a comprehensive and integrated vision and a set of measures that solve urban problems. So that permanent improvement in the economic, physical, social and environmental conditions will provide a changed area (2004 Roberts)

City tour:

Tourism operates within the framework of certain spatial patterns. One of these spatial patterns is urban tourism. Urban areas are often considered important tourist destinations due to their many historical and cultural attractions. Cities usually have diverse attractions such as museums, memorials,
historic sites, and the tourism performance of the city in a different way (Hall, 1994) attracts many tourists.

Urban Tourism Elements: Considering the urban environment as a recreational product, urban tourism elements are classified into three main elements, secondary and secondary elements.

A) Main elements: The main motive of tourists is visiting a city that is divided into three groups:

1. Cultural services and facilities: concerts, cinemas, theaters, ...
2. Sports facilities and services: stadiums and sports clubs, international sports, regional, national and local, and ...
3. Entertainment services and facilities: festivals, nightclubs, events and more;

B) Secondary elements: The facilities and services that tourists may need during their visit and improve the quality of their visit, but their main goal is not travel, such as hotels, restaurants and shopping centers.

C) Side elements: These infrastructure elements in a city are effective on the tourist experience, such as access roads, parking lots, information centers, signs and guides (Ziaie and Abbaspur, 2011)

Tourism Infrastructure: The topic of space and tourism is very important as a framework for tourism activities. The appropriate space for tourism in the production and reproduction of the regional and the regional, and its actions affect the economy and cultural development. In order to better understand the space, its constructive processes from the physical dimension include tourism infrastructure and services (including hotels, restaurants, stores, etc.), places visited (historical, recreational, cinema, theater, museums, religious places, etc.) and social dimension and the cultural and behavioral characteristics of the region are very important. Tourism infrastructure is a factor in providing services and benefits to the development of services for tourists and travelers or guests according to the criteria (Shahabian, 2011).

Recreational monuments:

Historic buildings and architecture used in it are among the things that are welcomed by the tourist communities, especially foreign tourists, and annually bring a massive amount of tourists from all over the world to authentic, historic and ancient lands.

Changing the use of historic buildings and houses in order to recreate and restore employment and become productive and job opportunities is important and worthwhile.

In order to study the historical houses of Shariati avenue in Hamadan, a large number of them were selected and investigated. Field surveys and the use of documents, maps, photographs and interviews with qualified people have contributed to the selection and selection of a number of these more important buildings. Finally, a number of these buildings (3), which, in addition to multiple identities, historical and cultural values, could have been chosen as the appropriate option for creating an economic activity and entrepreneurship and creating a suitable cultural path.

Valuable monuments of the studied area

About Iranian House (Retirement Center)
One of the oldest attractions on Shariati Street, which has a unique architecture with an area of \(122\) square meters and two levels and one underground. The construction of the Hamedan Education Retirement Center has nearly \(322\) years of history. The building is said to have originally been the home of Hajj Sheikh Taqi irani (Vakil al-Roaya), a prominent businessman representing Hamedan during the first and second term of the National Assembly, which is now located on the ground floor of the building for the Association of Education Retirees. The administrators of the area of education in the time of the former government intended to build a new, large-scale, new style of building that the city was opposed to its destruction, informed the story of the cultural heritage, and the cultural heritage in recent years was part of the works Cultural cognition and to rebuild the building. It was registered in the name of the Free School on March 3, 2023 and registered at No. 03109. Recently, a school that was located on the upper level of the Hamedan Education Retirement Center was evacuated to the Education Department.

Naraqi House:

Naraqi's house dates back to the early Qajar era, and according to experts in the cultural heritage, the existence of a personal hoseinie with unique patterns makes it more valuable than many historic houses. This historic building is a house with more than \(322\) years of history and it is one of the few houses of the Qajar period and one of the few historic houses with Hosseinieh. It has three central courtyards and two entrances. In total, the complete set of traditional architecture of the cold regions is Indoor and winter, which has been destroyed and destroyed by urbanization. This building was once repaired by the General Directorate of Heritage of Hamedan Province, and on October 3, 2020, with the registration number 1313, was included in national works, but it was withdrawn by the Administrative Court of Justice by the end of 2022. Now, this house is not only in disrepair, but the possibility of its destruction and the replacement of a commercial complex instead of this house, so the legacy of Nargites in Hamadan will be destroyed.
Bijan House (Iranian Studies Foundation):

Bijan is a distinguished painter of the Qajar period, who lived in the first years of the first Pahlavi period in Hamedan. He is one of Karl Frisch's colleagues in designing the main square of Hamedan. The house where Bijan lived was a prominent example of modern architecture, which he designed with the help of German Carl Frisch and made a great deal of detail. Today, what's left of Bijan house is just a small part of it. The Hamadan Museum of Fine Arts and Fame was one of the museums of Hamedan province. It was started in 1939 at the Bijan House, and later it was named as a Cultural Heritage House, and today it is the foundation of Iranology under the supervision of the organization. Cultural heritage is used. The current infrastructure of the Bijan House is about 550 square meters and has two floors, part of this house, especially at its main entrance, has become a commercial unit. This work was registered on March 30, 2001 with the registration number 5022 as one of the national works of Iran.

Tabatabaei's house:

The Tabatabai house belongs to the Tabatabai family, known as the sheikh-al-Islam, and is related to the late Qajar period. The building has an area of 240 meters, with a substructure of 98 meters in three floors underground, ground and ground. Seyyed Mohammad Tabatabaei, the deputy of the people of Hamedan, who was the representative of the people of Hamadan in the National Assembly, lived in this house, and many leaders and activists of the constitutional movement during the Qajar period were traveling to this house. The building was said to have been used during the Pahlavi period as the German bank and the UK insurance company, and subsequently used by the country's intelligence and security organization known as SAVAK. After the revolution, it has been sold and sold three times, and now has two owners. This house has not been registered for national monuments.
Former Bankruptcy Bank Building (or Old Courts):

Another beautiful house on Shariati Street is the house that is located opposite Sepah bank and the tomb of Esther and Murdkhai. This building dates back about 82 years ago and is related to the first Pahlavi era. The owner of recent years, the mother of Shams, a descendant of the Bactrian family, is the first owner of this building, and now this abandoned building is in the possession of the heritage of the lovers. On September 11, 2021, the registration number 8930 was registered as one of the national phenomena.

Sepah Bank:

Sepah bank is located at the beginning of Shariati avenue and this work was registered on February 13, 2021 with the registration number 33309 as one of the national works and opened in 1306.

Tomb of Esther and Murdkhai:

The tomb of Ester and Murdkhai is one of the most important shrines and tombs of the Jews in Iran and in the world, which is believed to be the second most worshiping center of the Jews in the world in terms of worship after Jerusalem. The Ester and Murdkhai monastery are located in Hamedan province. This monument is located in the center of Hamedan and at the beginning of Shariati avenue. On December 13, 1937, the building was registered with the number 891 to record national works. The monastery of the tomb of Esther and Mordechai was built by the Mongol king of warriors on the
previous tomb. The main building of the building is the four-cornered Esther and Mordechai building. The main view and the dome are the stone tomb. The exterior and architecture of the tomb of Esther and Murdkhai is built in the style of Islamic monuments, which dates back to the seventh century. At the entrance to the tomb of the steeple and the marble is a small stone door open and closed by the clone, it must be bent and curved into the building in the small. In the middle of the square building of the tomb, you can visit two beautiful carved boxes with Hebrew lines written on those graves. On top of the grave of the ester, there is an old antique and antique box, which says on the Ebri’s line that the box belongs to the Ester. On the grave of Murdkhai, there is also a box similar to the Ester Box, which was embroidered in 3122 by the prominent work of the time, Enayatallah, son of Hazrat Goli Tueiserkani. Remaining objects in this ancient tomb can be an old cover from the torah holy book, which is written on the horizontal skin, is currently being preserved in a cylindrical shield at the Cultural Heritage Organization of Hamedan Province.

Integrated SWOT Analysis of Shariati Street:

In this stage of research, we extracted the internal factors (weaknesses and strengths) and external factors (opportunities and threats).

Table Ṣ of the SWOT table:

<table>
<thead>
<tr>
<th>Strength</th>
<th>Weakness</th>
<th>Opportunity</th>
<th>Threat</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ṣ1. Putting this street near the market and downtown</td>
<td>W1. Unknown to the historical places of this street and the lack of ads about these places</td>
<td>O1. Restoration and alteration of buildings</td>
<td>T1. Not registering a number of buildings in national monuments</td>
</tr>
<tr>
<td>Ṣ2. Indicators of culture in people over the last century</td>
<td>W2. Lack of infrastructure along the street for tourists</td>
<td>O2. Use these buildings as tourist attractions</td>
<td>T2. Unprotected buildings by the Cultural Heritage and Municipal Council</td>
</tr>
<tr>
<td>Ṣ3. Attracting more cultural and historical tourists</td>
<td>W3. Lack of oversight by responsible organizations such as cultural heritage</td>
<td>O3. Private sector investment in restoration</td>
<td>T3. Failure of owners to maintain and maintain the building</td>
</tr>
<tr>
<td>Ṣ4. Touristic region</td>
<td>W4. The disappearance of the monuments</td>
<td>O4. Possibility to use buildings for economic prosperity, relying on the change of ownership and recreation and private sector investment</td>
<td>T4. The weakness of the granting of banking facilities in this regard</td>
</tr>
<tr>
<td>Ṣ5. The existence of a world-class tourist site on this street</td>
<td>W5. Increased population and traffic at the beginning of the street</td>
<td>O5. Access to the tourist attractions of the city along with visiting the area</td>
<td>T5. Forgetting the culture, tradition and architecture of Iran due to the disappearance of monuments</td>
</tr>
<tr>
<td>Ṣ7. Proximity to the traditional market and shopping malls</td>
<td>W7. The presence of</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
علاوه بر بهبود های اقتصادی و دیگر اهداف، یکی از سایر عوامل مهمی که در تأثیر فعالیت های تولیدی نقش دارند که می‌توانند به عنوان نوعی ا祖先ی‌گرایی باشند. حضور ایستگاه‌های تولیدی در منطقه ای هستند که به مدت طولانی بازار تجارت مشترکی می‌باشند. این نیازمندی‌ها و دیگر عواملی که در مورد تولید و توزیع محصولات دارای اهمیتی می‌باشند، به‌طور کلی به‌عنوان عوامل تعیین‌کننده تولیدی و توزیعی تشخیص می‌گیرند. 

در این راستا، نیازمندی‌ها و عواملی که در مورد تولید و توزیع محصولات دارای اهمیتی می‌باشند، به‌طور کلی به‌عنوان عوامل تعیین‌کننده تولیدی و توزیعی تشخیص می‌گیرند.

## بخش دوم: نکات کلیدی

1. **روش‌های تولیدی:** نکات کلیدی که در مورد تولید و توزیع محصولات دارای اهمیتی می‌باشند به‌طور کلی به‌عنوان عوامل تعیین‌کننده تولیدی و توزیعی تشخیص می‌گیرند.

2. **روش‌های توزیعی:** نکات کلیدی که در مورد تولید و توزیع محصولات دارای اهمیتی می‌باشند به‌طور کلی به‌عنوان عوامل تعیین‌کننده تولیدی و توزیعی تشخیص می‌گیرند.

## بخش سوم: نکات کلیدی

1. **روش‌های تولیدی:** نکات کلیدی که در مورد تولید و توزیع محصولات دارای اهمیتی می‌باشند به‌طور کلی به‌عنوان عوامل تعیین‌کننده تولیدی و توزیعی تشخیص می‌گیرند.

2. **روش‌های توزیعی:** نکات کلیدی که در مورد تولید و توزیع محصولات دارای اهمیتی می‌باشند به‌طور کلی به‌عنوان عوامل تعیین‌کننده تولیدی و توزیعی تشخیص می‌گیرند.

## بخش قاره‌ای

1. **روش‌های تولیدی:** نکات کلیدی که در مورد تولید و توزیع محصولات دارای اهمیتی می‌باشند به‌طور کلی به‌عنوان عوامل تعیین‌کننده تولیدی و توزیعی تشخیص می‌گیرند.

2. **روش‌های توزیعی:** نکات کلیدی که در مورد تولید و توزیع محصولات دارای اهمیتی می‌باشند به‌طور کلی به‌عنوان عوامل تعیین‌کننده تولیدی و توزیعی تشخیص می‌گیرند.

## بخش جغرافیایی

1. **روش‌های تولیدی:** نکات کلیدی که در مورد تولید و توزیع محصولات دارای اهمیتی می‌باشند به‌طور کلی به‌عنوان عوامل تعیین‌کننده تولیدی و توزیعی تشخیص می‌گیرند.

2. **روش‌های توزیعی:** نکات کلیدی که در مورد تولید و توزیع محصولات دارای اهمیتی می‌باشند به‌طور کلی به‌عنوان عوامل تعیین‌کننده تولیدی و توزیعی تشخیص می‌گیرند.

## بخش سیاسی

1. **روش‌های تولیدی:** نکات کلیدی که در مورد تولید و توزیع محصولات دارای اهمیتی می‌باشند به‌طور کلی به‌عنوان عوامل تعیین‌کننده تولیدی و توزیعی تشخیص می‌گیرند.

2. **روش‌های توزیعی:** نکات کلیدی که در مورد تولید و توزیع محصولات دارای اهمیتی می‌باشند به‌طور کلی به‌عنوان عوامل تعیین‌کننده تولیدی و توزیعی تشخیص می‌گیرند.

## بخش اقتصادی

1. **روش‌های تولیدی:** نکات کلیدی که در مورد تولید و توزیع محصولات دارای اهمیتی می‌باشند به‌طور کلی به‌عنوان عوامل تعیین‌کننده تولیدی و توزیعی تشخیص می‌گیرند.

2. **روش‌های توزیعی:** نکات کلیدی که در مورد تولید و توزیع محصولات دارای اهمیتی می‌باشند به‌طور کلی به‌عنوان عوامل تعیین‌کننده تولیدی و توزیعی تشخیص می‌گیرند.

## بخش اجتماعی

1. **روش‌های تولیدی:** نکات کلیدی که در مورد تولید و توزیع محصولات دارای اهمیتی می‌باشند به‌طور کلی به‌عنوان عوامل تعیین‌کننده تولیدی و توزیعی تشخیص می‌گیرند.

2. **روش‌های توزیعی:** نکات کلیدی که در مورد تولید و توزیع محصولات دارای اهمیتی می‌باشند به‌طور کلی به‌عنوان عوامل تعیین‌کننده تولیدی و توزیعی تشخیص می‌گیرند.

## بخش فرهنگی

1. **روش‌های تولیدی:** نکات کلیدی که در مورد تولید و توزیع محصولات دارای اهمیتی می‌باشند به‌طور کلی به‌عنوان عوامل تعیین‌کننده تولیدی و توزیعی تشخیص می‌گیرند.

2. **روش‌های توزیعی:** نکات کلیدی که در مورد تولید و توزیع محصولات دارای اهمیتی می‌باشند به‌طور کلی به‌عنوان عوامل تعیین‌کننده تولیدی و توزیعی تشخیص می‌گیرند.

## بخش سیاست‌گذاری

1. **روش‌های تولیدی:** نکات کلیدی که در مورد تولید و توزیع محصولات دارای اهمیتی می‌باشند به‌طور کلی به‌عنوان عوامل تعیین‌کننده تولیدی و توزیعی تشخیص می‌گیرند.

2. **روش‌های توزیعی:** نکات کلیدی که در مورد تولید و توزیع محصولات دارای اهمیتی می‌باشند به‌طور کلی به‌عنوان عوامل تعیین‌کننده تولیدی و توزیعی تشخیص می‌گیرند.
Cultural Considerations: Considering that the structural and cultural backgrounds of each country, along with the type of planning and the level of commitment to its implementation, have a significant impact on the introduction of cultural factors as an important dimension of the redevelopment process. In this context, on the one hand, our cities need a cultural foundation so that they can embrace new ways of urban entrepreneurship and the protection of cultural affairs is of great importance too.

Institutional considerations: Applying entrepreneurial practices to urban regeneration programs requires an evolution in management practices and the use of new forms of participation.

Legal and civil Considerations: It is important in this context that they are very conducive to facilitating entrepreneurial processes and removing political and bureaucratic obstacles, and they should be such as to give domestic and foreign investors the courage and security of risk.

In this regard, practical proposals for the application of these processes, taking into account cultural, institutional and legal considerations, are:

- Attention to the factors enhancing the environmental experience and improving the quality of the environment (physical and infrastructure facilities, communication conditions, recreation of public spaces, landscaping, etc.) in order to improve the mental image of the place.
- Using the advertisement tool (using mass media and setting up Internet sites)
- Developing culture and human resources and stimulating popular creativity through educational programs and encouraging street art, crafts and ... 
- Protecting and strengthening cultural heritage and tourism, and developing and promoting suitable spaces in this regard
- Creating memorials with an architecture appropriate to the identity and cultural background
- Specific rules for facilitating private sector participation and empowering public institutions
- Having transparency in programs and policies

<table>
<thead>
<tr>
<th>Value of use</th>
<th>Value of non-use</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>The value of Direct use</td>
<td>Commercial value</td>
</tr>
<tr>
<td></td>
<td>The value of indirect use</td>
<td>Functional variation</td>
</tr>
<tr>
<td></td>
<td>Architectural value</td>
<td>Architectural value</td>
</tr>
<tr>
<td>Value</td>
<td>Heritage value</td>
<td>Cultural value</td>
</tr>
<tr>
<td></td>
<td>Aesthetic value</td>
<td>Cultural value</td>
</tr>
<tr>
<td></td>
<td>Symbolic value</td>
<td>Cultural value</td>
</tr>
<tr>
<td></td>
<td>Originality value</td>
<td>Cultural value</td>
</tr>
</tbody>
</table>
|             | Historical value | Cultural value | The value of originality may be an
Effective Policies for the Reconstruction of the Urban Cultural Heritage: Considering the economic role and potential of entrepreneurship of valuable monuments in the development of urban areas, it can be admitted that Dekolt, as the main trustee of the organization and planning of the heritage sites of the city, should provide suitable packages for the owners of these buildings and investors will consider the social-economic benefits of these valuable buildings to everyone.

These incentives, which must be provided for the conservation, reconstruction, restoration and protection of these monuments, must also provide financial and economic benefits to the investor, and economically an appropriate option for the investor; indeed, at the expense, the opportunity for the investor, even the alternative, makes the value of commercial and economic value more important than alternative options. (Sarikhani, 1993)

Table 1: Cultural Recovery Approaches (Ashworth Tunbridge, 2000)

<table>
<thead>
<tr>
<th>Approach</th>
<th>Concentrate on</th>
<th>Selection criterion</th>
<th>Detection by</th>
<th>Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>Heritage products</td>
<td>Handicrafts</td>
<td>Marketing</td>
<td>Users</td>
<td>Protecting traditional businesses</td>
</tr>
<tr>
<td>Restoration</td>
<td>Buildings and monuments</td>
<td>Quality with old age</td>
<td>Refurbishment specialists</td>
<td>Building survival</td>
</tr>
<tr>
<td>Protection and regeneration</td>
<td>Spaces and events</td>
<td>Space maps</td>
<td>Urban designers</td>
<td>Preservation and revival of historical textures</td>
</tr>
</tbody>
</table>

Table 1: Strategies and strategies for sustainable tourism development in the tourist walkway (Mohammad Pourzarandi, 1994):

<table>
<thead>
<tr>
<th>Analysis topics</th>
<th>Strategies for the Space Tourism System</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aggressive strategy</td>
<td>Improving the quality and traction of walkways and their development</td>
</tr>
<tr>
<td></td>
<td>- Diversification into tourism products by holding festivals</td>
</tr>
<tr>
<td></td>
<td>- Governmental sponsorship of leisure and recreational projects for urban tourism</td>
</tr>
<tr>
<td></td>
<td>- Use of special support of the authorities in order to improve the quality of urban tourism performance</td>
</tr>
<tr>
<td></td>
<td>- Pay particular attention to marketing and information programs</td>
</tr>
<tr>
<td>Diversity strategy</td>
<td>Providing psychological and physical safety of tourists and planning leisure time for tourists in urban spaces, including walkways</td>
</tr>
<tr>
<td></td>
<td>- Use of historical and cultural features to introduce the region to exhibitions to attract tourists</td>
</tr>
<tr>
<td></td>
<td>- Recruit trained tourism forces in the tourism sector</td>
</tr>
<tr>
<td></td>
<td>- Developing applied economic programs and resolving legal</td>
</tr>
</tbody>
</table>
Among the suggestions in this regard are the following:

- In the meantime, custodial organizations need to take substantive measures and take effective steps towards sustainable development in order to make this possible.
- Identification of buildings according to the historical background of each and the introduction of buildings by creating guidance boards and identity.
- Reconstruction and alteration of the use of historical buildings should be placed at the top of the municipal and cultural heritage programs and city council.
- Identify the functional status of these textures in order to plan and manage their maintenance of the basic and important steps that must be taken.
- Accelerating the process of identifying prone homes, taking incentive schemes for owners to rebuild, change, rehabilitate, buy valuable buildings, inform and culture, and raise awareness at the community level and encourage investors and among other things are for achieving this essential goal.
- Historic houses can be recreated. Authorities are required to follow up on the relationship with the owners, preservation, restoration and restoration, and establish a loop of connection between the owner, the municipality, the cultural heritage and the private sector investors in a coherent way and take constructive steps in this direction.

Suggestions for the use of each of the valued buildings of this street to become a cultural and entrepreneurial route:

Hamedan is a city with ancient history which has urbanization, rich cultural backgrounds, in addition to its artistic and historical and natural works, celebrities and great artists and artists throughout the
different periods and each of them has a valuable potential in introducing culture and identity and in parallel in attracting tourists. Unfortunately, however, it should not be used as much as it should be, and an important part of the case has been neglected.

According to the location of the Shariati Street and the value of the buildings and being located in a valuable area, the rehabilitation and identity of the buildings mentioned for sustainable development is proposed. An opportunity that can, in addition to restoration of buildings, bring about the resurrection of a forgotten part of history.

- The use of the Museum of Contemporary Arts or Hamadanology Foundation for the construction of the former Banking Authority
- Use of Bank Museum and Money in Sepah Bank
- Literary House and Art Museum in the building of Bijan's House, with the approach of introducing the literary and artistic heroes of Hamedan, which over the past few years has been the name of a small number of street names, and many have been forgotten, the live and display of works and memorabilia from each of the spaces available for the sake of recognizing the treasures that are introduced to the audience.
- The Tabatabaei and Iranian houses are based on the background and presence of special people and historical events, along with the valuable architecture and location of the building, and have a good place to switch to cultural, gallery and cultural residences.
- Due to the particular elements of the house and the special space is a good option for the cultural museum garden.

Figure 1 Locating the monuments introduced in the research:

Eventually, becoming this street into a cultural path leads to:

- Reinforcing values, local traditions and indigenous culture
- Increasing the contact of tourists with citizens and strengthening intercultural communication
- Liveliness and general happiness due to the presence of tourists
- Entrepreneurship and increasing the number of jobs in tourism affairs and ultimately economic growth

- Better preservation and preservation of cultural and historical buildings

- Most importantly, the spirit of life returns to an important layer of the city

**Conclusion:**

Our country is unique because of its long history of globalization and valuable assets of architecture and history. It is essential to preserve the valuable monuments and collections of it and to create the motivation of tourism and economy of the country. In contemporary times, in many cities, instead of industrial competition, they compete in the level of tourism because such an industrial industry in our country has a high potential and can easily replace other industries and bring a source of income for residents. Developing activities to protect individual monuments into the integrity of one's structure on the one hand, and simultaneous attention to the historical and cultural heritage and attention to the tourism industry is an opportunity for physical development. Among the effective approaches in the field of protection and restoration and protection in the last two decades has been the city's urban rehabilitation. Urban regeneration as an approach to the restoration and conservation of historic monuments that can maintain the overall structure of the ancient and historical fabric to preserve cultural and social values and to preserve the historical works and development of the tourism industry and Establish an entrepreneurship between the past and present communication.

**References**


2. Pourahmad, Ahmad, Habibi, Kiomars & Keshavarz, Mahnaz, (2014), New approaches of the process of conceptualizations of the regeneration of the urban distressed area, *Journal of Studies On Iranian - Islamic City*, *2(1)* (Issue 1)


5. Pratt, A. C. (2011). "Creative cities: Tensions within and between social, cultural and economic development, A critical reading of the UK experience," *City, Culture and Society*, *2*(1), *93-103*


21-Faragostar, city Yazd of the context of historical restoration planning (The). 2005 (H, Neghat Hatami, & H, K

22-Bidram Rasoul, Mohammadi Mahmoud, Naseri Isfahan Hajar, (2014), Economic valuation of historic houses of the Jolfa quarter of Isfahan based on the concept of willingness to pay, with social benefits, Maremat-e Asar and Baft-haye Tarikhi-Farhangi, spring and summer, vol. 4, No. 7; Page (s) 31 To 35.

23- Tiesdell, Steve, Oc, Taner & Heath, Tim (1993), Revitalizing Historic Urban Quarters, Translator: Samaneh Sarikhani, Navid Shiraz, Shiraz

24- Sarafraz Dezful of the Center for Historical Tourism in Urban, Regeneration Cultural is Emphasis with City, Geography on the Conference, National First Sustainable and Resources, Natural, Tourism and Planning for Center, Scientific, Development.
