

Explanation of Tourism Components in the Urban Regeneration of the Target Neighborhoods of the Coastal City of Mahmoud Abad

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Abstract:

Aims: The main aim of this research is to explain tourism components in the urban regeneration of target neighborhoods in the coastal city of Mahmudabad. The study seeks to identify and analyze what tourism components contribute to urban regeneration in the coastal city of Mahmudabad, which attracts many tourists annually in Iran.

Methodology: This research employs a quantitative research method using library and field studies for data collection. A questionnaire tool was utilized along with statistical analysis based on sample t-test and Pearson correlation test to examine the relationship between tourism components and urban regeneration in the target area.

Finding: The research findings indicate that among physical components, "spatial cohesion and visual quality" achieved the highest ranking. Within socio-cultural components, "security and art and culture" were identified as the top factors. For environmental components, "green space and natural landscapes" were assigned the first two ranks in terms of their impact on urban regeneration.

Conclusion: The study concludes that tourism components contributing to urban regeneration in target neighborhoods of the coastal city of Mahmudabad consist of three main categories: physical, socio-cultural, and environmental components. Among these, the physical component has the least impact while the environmental component demonstrates the greatest influence on urban regeneration. Tourism development can enhance local quality of life through infrastructure investment, create employment opportunities, boost the local economy, and contribute to environmental and cultural heritage preservation through tourism-generated income for conservation projects.

Keyword: Tourism, Recreation Shahri, Target Neighborhoods, Coastal City of Mahmudabad

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1. Introduction

The word "city" inherently evokes a sense of movement and vibrancy, and this dynamism follows a trajectory

toward either unwanted or desired outcomes along pathways of growth or decline. Urban neighborhoods, particularly in coastal cities, possess aesthetic and symbolic dimensions that make them attractive to tourists

while simultaneously representing urban culture and civilization and reflecting both urban and regional identity. Furthermore, the city serves as the primary nucleus of residential, cultural, identity-based, and economic activities [1]. In Iranian cities rich with tourist attractions, the ability to attract tourists has become increasingly important, especially in areas specifically targeted for tourism development. Tourism represents a phenomenon that encompasses economic, social, and cultural dimensions, manifesting as the desire to utilize space during leisure time with various motivations and objectives. As a comprehensive system, tourism involves the flow of capital, people, and culture, along with the interactions between these elements, leaving diverse impacts on geographical spaces [2]. The development of this industry contributes to income diversification, reduces economic imbalances, and creates opportunities for export, currency generation, and employment creation. The significance of tourism in the economic and social development of nations is so profound that economists have characterized it as an invisible export [3]. Consequently, attention to urban tourism components has become a critical concern for policymakers and government officials. In tourist-targeted areas that often feature deteriorated and unappealing physical textures, urban regeneration can be implemented to transform these spaces into tourist-friendly environments. Urban regeneration, in its essence, represents a comprehensive and integrated vision alongside a set of coordinated actions aimed at resolving urban problems in ways that bring about lasting improvements in the economic, physical, social, and environmental conditions of transformed contexts. It can therefore be recognized as a process that leads to the creation of new urban spaces while preserving the fundamental spatial characteristics in terms of both physical form and activities [4]. In this general framework, it becomes evident that regeneration with a tourism-oriented approach can contribute to the sustainability and stability of urban areas [5]. The coastal city of Mahmudabad contains numerous old neighborhoods that, over time, have lost their capacity to attract tourists or have ceased to be destinations that tourists actively visit. This situation underscores the importance of examining tourism components within the context of urban regeneration for these neighborhoods. Given these considerations, the primary objective of this research is to explain the tourism components relevant to the urban regeneration of target neighborhoods in the coastal city of Mahmudabad, and the research addresses the following questions: First, what are the specific components of tourism that should be considered in the urban regeneration of target areas in the coastal city of Mahmudabad? Second, among the identified tourism components, which ones exert a greater influence on the urban regeneration of the target neighborhoods in the

coastal city of Mahmudabad?

Background Research

In relation to the present research, several studies have been conducted, which are discussed below. Khodaei et al. [6] in their research entitled "Urban tourism is a new approach towards urban regeneration (case study: Zanjan city)" using survey method and questionnaire tool and Delphi technique, they came to the conclusion that the increase of tourism causes identification and Historical places recreated, and the information obtained from the presence of tourists with the increase in income has led to the prosperity of tourism and the increasing attention of city managers to the improvement of valuable and historical tissues of Zanjan in recent years, which has finally provided the ground for urban regeneration while creating employment. Mariano [7] in his research entitled "Urban Space Regeneration Strategies Based on Urban Well-Being: Project and Experiment in the San Lorenzo District of Rome, Italy" using a survey research method and questionnaire and interview tools concluded that returning to the role A center for the public body as a promoter of interventions, the participation of local communities in the administration of public space, management and participation procedures; It is the main strategy. Pourahmad et al. [8] in their research titled "Evaluation of the tourism capabilities of historical contexts in the direction of urban regeneration (case study: Tabriz City)" using quantitative method and questionnaire tools came to the conclusion that the tourism of the historical context of Tabriz in the direction of regeneration of the socio-cultural dimension is at the optimal level, the environmental and physical dimension is at a relatively optimal level. Abdoud et al. [9] In their research entitled "Recreation of historical context with tourism location approach; the central part of Urmia City" by using the quantitative research method the questionnaire tool and hierarchical analysis, they came to the conclusion that the construction of such places, in addition to the economic prosperity of the city, will strengthen the cultural and artistic features of the city, and as a result, the sense of belonging to the place and the strengthening of the urban identity. And it will become a citizen and it will lead to the revival of historical and ancient tissues, and it will also become an environment to attract domestic and foreign tourists and turn it into a tourist center. Rezaei et al. [10] in their research entitled "Effects of Tourism on the Urban Regeneration of the Historical Contexts of Iran (Tehran)" used the descriptive-analytical method and conducted interviews and surveys with experts in the field of research for four months, came to the conclusion that regeneration centered on tourism In the historical area of Tehran, it should not only be supported by location but also improve the socio-economic and cultural conditions of the residents of the

region. The historical area of Tehran, with its tangible and intangible cultural heritage, has the ability to become a cultural tourism center. Therefore, solutions should be implemented to improve social relations and increase the quality of life as a result of residents' participation in the decision-making process for the regeneration of this area. Shamaei et al. [11] in their research titled "Tourism development in Tajrish neighborhood with an urban regeneration approach" using a survey research method and a questionnaire tool along with a sample T-Tech test came to the conclusion that tourists' views on the above dimensions are only physical factors. and social have a positive effect on attracting tourists, while the economic and environmental aspects also have a negative effect. In order to prioritize the influencing variables of urban regeneration in the physical dimension from the point of view of businesses and tourists, respectively, the variable of the impact of high and tall buildings in the visual view and the number of catering and accommodation centers have the first priority. according to the background of the current research, it was found that no research has been done to explain the effective tourism components in the urban regeneration of the target areas of the coastal city of Mahmudabad, and the current research is one of the first research in this regard.

2. Theoretical

2.1. Tourism

The term tourism refers to an activity that takes place during the travel of tourists. This word includes everything such as planning a trip, traveling to a desired place, staying there, returning, and recalling travel memories after returning. It also includes the activities that the traveler does as part of the trip, such as the purchases made and the interactions between the host and the guest [12]. Tourism is one of the most dynamic economic sectors in the world, which, according to forecasts, will be at the top of all economic sectors in the world in terms of income in the coming years and will occupy the largest part of international trade [13]. In the framework of practical or physical projects, tourism is considered as one of the important components of development and deprivation removal, which has many effects such as creating foreign exchange income, increasing the gross national product, creating a source of income for the government and the nation, creating a source of employment and improving It brings social services [14]. Many countries consider this dynamic industry as the main source of income, employment, growth of the private sector and development of the infrastructure structure, and in this way they have been able to bring development to the people of their country by consciously and actively participating in the field of global communications and information. Tourism has

wide effects in different fields. One of these areas is urban tourism. Urban tourism tries to examine tourism as an important and effective phenomenon in changes (physical, social, political, and managerial) and urban development, and now, it has formed another dimension of the urban economy, which contributes to the renovation and development of the urban image. It leads to the transportation system, tourist accommodations, and the improvement and organization of urban infrastructure [15]. Some others have defined tourism as the act of traveling with the purpose of recreation and providing services for action. A more comprehensive definition of tourism has been provided by the World Tourism Organization: Tourism is a service industry that includes some material and non-material elements [16]. Material elements include transportation systems, catering, and related services such as banking services, insurance, and health and safety services. Intangible elements include rest, relaxation, culture, adventure, and new and different experiences. One of the main reasons for governments to support the promotion of tourism around the world is the positive effect it has on economic growth and development [17]. Tourism operates within the framework of certain spatial patterns, one of which is urban tourism. Urban tourists are types of ordinary tourists who choose sightseeing spots around the city or tourist villages or tourist cities to spend their vacations. These tourists enjoy seeing the sights, promenades, and city sightseeing. Currently, urban tourism has become one of the most profitable and important tourism, and city managers and officials are always trying to outdo each other and exceed the number of tourists by creating new attractions and strengthening and improving the existing attractions of their cities, as well as introducing the city to the world. Add input. Urban tourism is one of the main factors in the economic growth of European cities, and the internal and external demands for it are increasing every day, important benefits such as creating new employment opportunities, the possibility of new investments, increasing income, and improving living standards for local communities and ... has [18].

2.2. Urban Redevelopment

Urban regeneration is an emerging concept that has been noticed since the late 1970s and 1980s, as one of the main approaches of Western European and North American governments in facing the issues and problems of urban areas. In the 1970s, researchers introduced the role of tourism in recreating old urban textures, especially in Europe and America [19]. It should be noted that urban regeneration means reviving, reviving, regrowing, and also in the definition of this term, it is said that natural reproduction is a part of a living whole that is subject to destruction. has taken. In general, urban regeneration of the ideals and achievements of urban renewal, which is

seen as a process of fundamental physical changes, and urban revitalization whenever it suggests the need for action and fails in refining an approach; It moves much further [20]. The term urban regeneration has different meanings in the minds of different people and practice can be used in a range of large-scale activities to promote economic growth to interventions at the level of neighborhoods and neighborhood units to improve quality. In addition, urban regeneration is a process that leads to the creation of new urban spaces by maintaining the main spatial characteristics (physical and functional) [21]. The old urban space shows substantive and semantic differences from the old space. In other words, urban regeneration is a collective and integrated attitude and action to solve the urban problems of the target area of the operation, which will ultimately lead to sustainable economic, physical, social, and environmental progress [22]. Creation of job opportunities, strengthening of local management institutions and neighborhood service offices

of non-governmental organizations, modeling and promotion of quality rules and guidelines for construction [23]. an approach that has evolved from reconstruction, revitalization, renovation, and redevelopment to urban regeneration and renewal, and in this path, it has experienced a transition from the field of only paying attention to the body to emphasizing social, economic, cultural, and artistic considerations. The sustainable urban regeneration approach is one of the new global approaches in dealing with target neighborhoods in cities [24]. Therefore, today, urban regeneration is a global issue, and having an effective urban regeneration program has become one of the most important solutions for all cities in the world who want to stop extensive and horizontal development and create internal and dense development [25]. According to the content raised; The types of urban regeneration are as described in Table 1 [26]:

Table 1. Types of urban regeneration [26].

Regenerative species	Description
Physical-spatial reconstruction	A neighborhood in which a successful physical restoration and regeneration has taken place is well preserved with proper restoration, pollution is removed from old buildings, buildings are restored, the condition of the streets is improved, and the whole area takes on a dignified appearance. These positive images make the neighborhood attractive to investors, visitors, and residents.
Economic regeneration	In this section, in addition to the necessary evaluations for the properties of the city neighborhoods, direct efforts and attention should be directed towards the infrastructure and economic development of the neighborhoods, as well as the motivations for the exploitation of historical buildings as much as possible. In this way, the regeneration of historical urban neighborhoods considers both physical fabric renewal and active economic exploitation of buildings and spaces.
Socio-cultural regeneration	In this context, what is important is that the public realm is considered a physical and social structure. In the meantime, not only is there a need for a spatially defined physical public realm, but the public realm itself also needs to be given life by the people. It is with the presence and use of people that spaces become places.
Environmental regeneration	Urban regeneration should promote balanced development and management of society's economy and environment. Of course, achieving such an integrated approach requires the revival of society's creativity and its application in regeneration.
Reinventing the engine of development	The regeneration of the stimulus will create the international position of the city in the competitive and macro arena of the domestic and global environment, and with the dimensions of the power of attracting domestic and foreign tourists changing the nature of the worn-out fabric and creating the mental preparation of the citizens for the development of tourism, the city and the city's position will be raised on the level International and opportunity creation and value creation are measured.

2.3. The relationship between tourism and urban regeneration

At Items many, Tourism urban To reason Existence Spaces And opportunities To Supply of resources new Tourism urban Najir Attractions And areas inheritance cultural, To Title Potential for Re-creation this Kind areas

seen done is _ As a result At many From centers Urban, supply Attractions And facilities Tourism To Help To Process Re-creation urban Developed And From Tourism To Title one Tool Re-creation doer Use done is _ Therefore, tourism components such as physical, cultural-social and environmental components have a great impact on the urban regeneration of neighborhoods (Fig. 1).

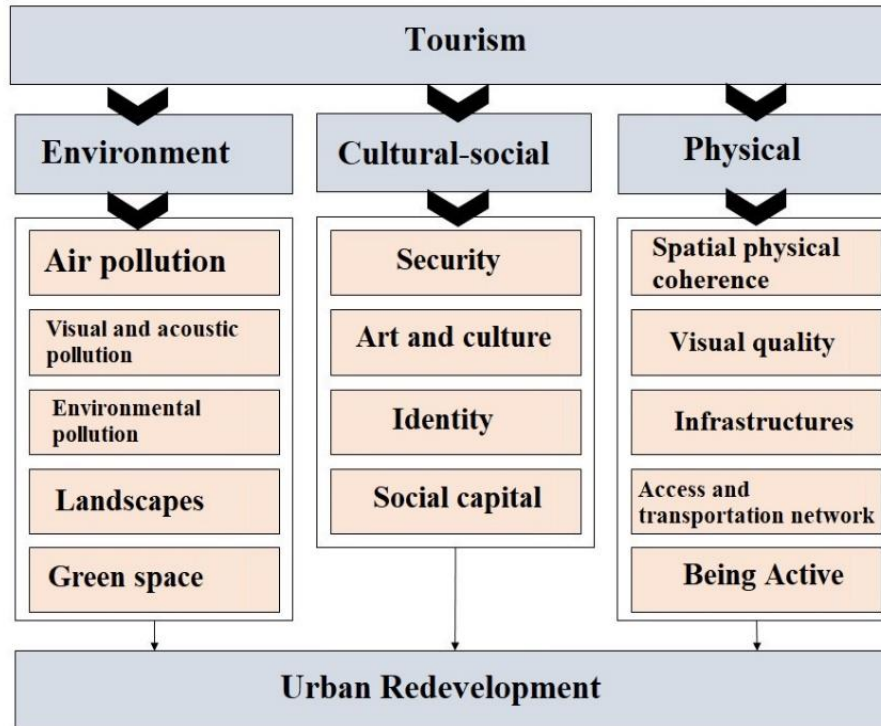


Figure 1. Conceptual model (Authors, 1402)

3. Research Methodology

The process of conducting the current research encompasses a comprehensive set of actions that must be undertaken to systematically answer the research questions. The implementation steps of the research are designed to be carried out in a sequential and integrated manner as follows. The research begins with defining and stating the main problem and formulating the central questions that guide the investigation. This is followed by identifying and collecting research related to the topic through a targeted review of existing literature and studies. Subsequently, the preparation of an interview protocol is undertaken to ensure structured and meaningful data collection. A comprehensive and in-depth evaluation of the conceptual framework, referred to as the extra-model, is then conducted using deep and open interview methods implemented through both focused group discussions and one-on-one sessions with experts in the field. The next phase involves conducting these interviews, collecting qualitative data, analyzing the content of the interviews through systematic coding and interpretation, reaching theoretical saturation where no new themes emerge, and concluding the interview

process. Following this, the research moves to identifying and extracting effective factors in the explanation of tourism components in the urban regeneration of localities based on the theme analysis technique, utilizing the MaxQDA software tool for systematic qualitative data analysis. The identified indicators then undergo a screening process using the fuzzy Delphi method to ensure validity and relevance. This leads to the consolidation and combination of the extracted factors, ultimately reaching an initial conceptual framework, termed the supermodel, which serves to explain tourism components in the urban regeneration of neighborhoods. The extracted factors and the initial conceptual framework are then presented to the research team, consisting of academic experts, in several iterative stages to refine and finalize the conceptual framework through expert validation. Based on the indicators identified in the previous steps, a structured questionnaire is formed to facilitate quantitative data collection. The questionnaire is then distributed to experts for their informed opinions and subsequently collected for analysis. The final analytical phase involves weighting and ranking of the indicators to determine their relative importance and influence. The method of collecting information in the current research

was implemented through both library and field studies, ensuring a comprehensive approach to data gathering. In the field studies component, a survey method was employed utilizing observation tools and questionnaires as primary instruments for data collection. The data obtained from the questionnaires was systematically analyzed using SPSS software, with Pearson correlation tests and sample t-tests applied to examine relationships between variables and test hypotheses, thereby providing robust statistical foundations for the research findings.

The statistical population of this research includes all experts in two categories, including management experts and expert experts who are familiar with the topic of evaluation and rating of model design to explain tourism components in the urban regeneration of neighborhoods.

The first stage: the statistical population of the research in the first stage, according to the use of the theme analysis method to identify the components of the explanation of the tourism components in the urban regeneration of the localities, was the research conducted in the field of explaining the tourism components in the urban regeneration of the localities. Since the concept of explaining the components of tourism in the urban regeneration of neighborhoods has entered the academic literature since the late 90s, the researched community included all the research that has been conducted between 2000 and 2023 regarding the explanation of the components of tourism in the urban regeneration of neighborhoods. To select research related to the objectives of the research, according to the steps of the theme analysis method. After selecting 604 articles from scientific databases, during the review process based on the acceptance criteria and various parameters such as title, abstract, content, and methodological quality, the selected articles were limited to 96 articles to be used in the continuation of the theme analysis process.

Second stage: The statistical population of the research in the indigenization section of the comprehensive management framework is 56 people of geography and urban planning experts who were selected by targeted sampling method. The criteria considered in the targeted sampling include at least five years of experience in geography and urban planning, familiarity with the concepts of explaining tourism components in the urban regeneration of localities, possessing an expert degree or higher, and having responsibility in the middle management levels or higher (chairmanship or supervision), management and senior management) were in the field of geography and urban planning.

The third stage: The statistical population of the research in the final part includes 9 experts in geography and urban planning, whose selection was done by targeted sampling method. The criteria considered in this part of the research, like the indigenization section, include at least five years of experience in the field of geography and

urban planning, familiarity with the concepts of explaining tourism components in the urban regeneration of localities, possessing an expert degree or higher and having responsibility in middle and higher management levels. They were in the field of geography and urban planning. It should be noted that the target community of the research is Toska, Aho Mahalle, and Tilixar from Mahmudabad city, the reason for choosing these localities is because these localities always attract more tourists than other Mahmudabad localities such as Mazo Surah, Lower Mazo Surah, Surah Mazo Upper Mazo, Middle Mazo hole are attractive and have more natural and touristic attractions. The statistical population of the research is the number of 357 tourists from each of these localities, who were purposefully sampled.

4. Research Ecology

Mahmudabad City is located in the central part of Mazandaran province on the shore of Caspian Lake, and its borders are from the north to the Caspian Lake, from the south to Amol City, from the west to Nur City, and from the east to Faridunknar city and Babolsar city [27]. Since 1351, this city has been turned into a district with the approval of the National Council, and the northern Daboi of Haraz Pi North and the people of North Murstaq were included in its boundaries and named as Haraz District. From this date onwards, it progressed rapidly until it found the ability to become a city, and in 1375, with the efforts of the authorities, it became a city and became independent under the name of Mahmoud Abad city. Mahmudabad city has an area of 261.8 square kilometers, which has a 30-kilometer long coastline, which can be nationally famous (Fig. 2) [27]. It should be noted that Mahmud Abad has neighborhoods such as Toska neighborhood, Aho Mahaleh, Mazo village, Lower Mazo village, Mazo upper village, Mazo middle village and Telixar.

5. Research Findings

To select the appropriate resources, the procedure was carried out in this way first, the keyword explaining tourism components in urban regeneration was searched in each of the databases, but considering that this term is a general term and most of the sources found include topics unrelated to the topic in question. This research was, therefore, this word was limited to the compound word strategy of explaining tourism components in urban regeneration. The term urban regeneration was also considered when searching for sources in the databases. To search for sources in domestic databases, in addition to the word strategy for explaining tourism components in urban regeneration, strategy for explaining tourism components in urban regeneration was also explored as its synonym. It should be noted that the total number of articles found, considering the input criteria, is 208

studies (Persian and English), after reviewing all of them and considering the output criteria from the perspective of content criteria or lack of access, the results were finally extracted. 93 studies (86 English studies and 7 Persian

studies) were reviewed and analyzed. In the following, appropriate entry and exit criteria are considered in this research to find comprehensive studies related to the research topic for their review, according to Table 2.

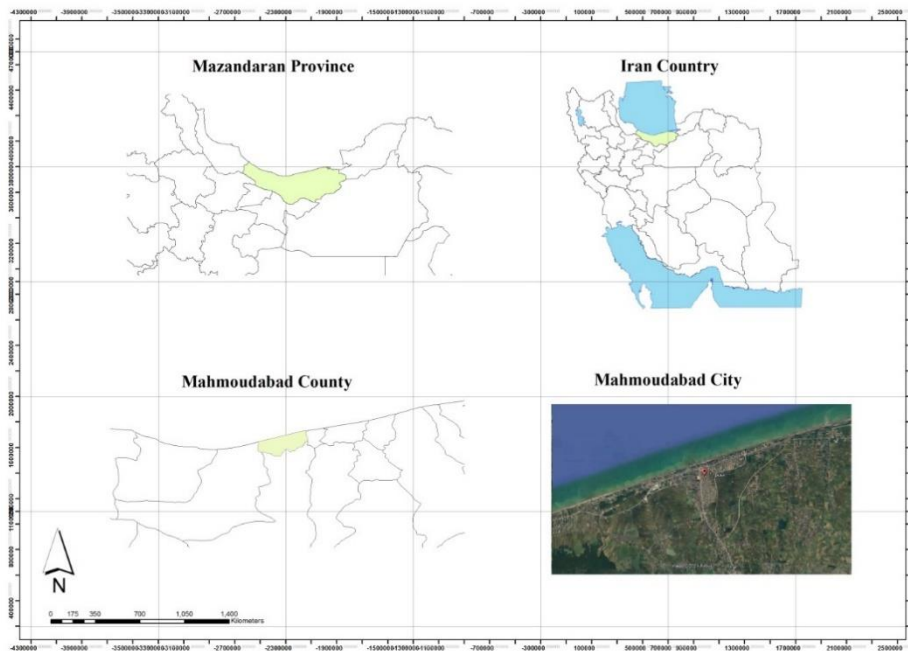


Figure 2. Location of Mahmoudabad city

Table 2. How to search and inclusion and exclusion criteria of studies

Number Final findings	Exclusion criteria	Number Preliminary findings	Inclusion criteria		Database
			Second stage filter	Search First stage filter	
15	irrelevant in terms of content/ Inaccessibility	208	English language	Article title, Abstract, Keywords /1980 to present	"Tourism components in urban regeneration"
		101	Article, conference paper, book chapter		
11	Irrelevant in terms of content/ lack of access	53	English language	Article title, Abstract, Keywords /1980 to present	"Sociological Urban Redevelopment "
		6	Article, conference paper, book chapter		
44	irrelevant in terms of content/ Inaccessibility	133	English language Article, conference paper, book chapter	Article title, Abstract, Keywords /1980 to present	"Tourism components in urban regeneration"
7	Irrelevant in terms of content/ lack of access	57	English language Article, conference paper, book chapter	Article title, Abstract, Keywords /1980 to present	"Sociological Urban Redevelopment "

science direct

IEEE

Number Final findings	Exclusion criteria	Number Preliminary findings	Inclusion criteria		Database	
			Second stage filter	Search First stage filter		
5	Irrelevant in terms of content/ lack of access	9	English language Book, conference papers, Dissertation & thesis	Abstract / 1980 to present	"Tourism components in urban regeneration"	Proquest
0	Irrelevant in terms of content/ lack of access	2	English language Book, conference papers, Dissertation & thesis	Abstract / 1980 to present	"Sociological Urban Redevelopment "	
1		1	Conference articles, journal articles, e-books	Title, keyword, summary of the article/1360 until this year	The strategy of explaining tourism components in urban regeneration	CIVILICA
0	irrelevant in terms of /content Inaccessibility	0	Conference articles, journal articles, e-books	Title, keyword, summary of the article/1360 until this year	The strategy of explaining tourism components in urban regeneration	
0		0	Conference articles, journal articles, e-books	Title, keyword, summary of the article/1360 until this year	Urban strategy/regeneration	
1		1	Contents of all member journals	Title, author's name, abstract and keywords	Strategy. Explanation of tourism components in urban regeneration	Magiran
4	irrelevant in terms of /content Inaccessibility	4	Contents of all member journals	Title, author's name, abstract and keywords	Strategy. Explanation of tourism components in urban regeneration	
1		1	Contents of all member magazines	Title, author's name, abstract and keywords	Strategy. Urban Redevelopment	
0	irrelevant in terms of /content Inaccessibility	0	Searching in articles with and without full text	Title, abstract and vocabulary key/1360 until this year	The strategy/strategy of explaining tourism components in urban regeneration	SID
0		0	Searching in articles with and without full text	Title, abstract and vocabulary key/1360 until this year	Urban strategy/regeneration	

5.1. Extracting the findings and evaluating the quality of each study

In systematic review studies, a comprehensive search will lead to finding many related studies, but since all of these studies are not of sufficient quality, after reviewing the studies again and extracting the results of each of them, each study before entering the combination with appropriate tools are evaluated according to the defined

criteria and only the ones with good quality are included in the analysis. In this research, a checklist was used that includes various criteria to evaluate the high, low, and average quality of each of the primary studies. The purpose of scoring each study is to increase the validity of the study with the appropriate tool of the checklist and to exclude low-quality studies from the synthesis process. Table 3 shows an example of the evaluation checklist of 5 studies based on the model of Carlsen and his colleagues.

Table 3. is an example of the evaluation checklist of 5 studies based on the model of Carlsen and his

Row	Criterion / study	Study 1	Study 2	Study 3	Study 4	Study 5
1	Sampling strategy	x	x	x	x	?
2	Data collection method	x	x	x	x	x
3	How to analyze data	x	x	x	x	x
4	Suitability of the research plan with the research objective	x	x	x	x	x
5	Clear statement of findings	x	?	x	x	x
6	Appropriate justification of the research result	x	x	x	x	?
7	Consistency between the guiding paradigms of the research project with the chosen methods	x	x	x	x	?
Quality level (high/low/medium)		Top	medium	Down	Top	medium
considerations			Needs to be judged by a third reviewer	Needs to be judged by a third reviewer		Needs to be judged by a third reviewer

5.2. Review Process and Reliability

Extracted sources were independently reviewed by two reviewers according to criteria specified in Table 2, with documented rejection reasons. Disagreements were resolved by a third expert adjudicator. Inter-rater agreement, measured using Cohen's kappa test ($\kappa = 0.78$), indicated substantial agreement. All included articles were verified by a subject matter expert. Sources were provided to reviewers with author names, affiliations, and journals concealed to minimize bias. The physical, socio-cultural, and environmental dimensions were selected to analyze tourism components in urban regeneration for their demonstrated effectiveness in successful neighborhood revitalization and tourist attraction. The physical dimensions encompass infrastructure including hotels, restaurants, pedestrian facilities, and attractive public spaces, as well as heritage preservation through restoration of historic buildings and incorporation of local

architecture. Additionally, accessibility via enhanced public transportation and road networks, along with urban design featuring attractive and functional spaces, enhance the tourism experience and strengthen place attachment. The socio-cultural dimensions include cultural promotion whereby local culture and arts are showcased through festivals, exhibitions, and cultural activities. Social interaction between communities and tourists fosters cultural and economic exchange, while security ensures a safe and welcoming environment for confident visitation. Education programs focused on cultural and environmental heritage protection contribute to long-term sustainability. The environmental dimensions comprise conservation through natural resource preservation and pollution reduction, sustainability via renewable resource management for future generations, and development of green spaces including parks and ecosystems that improve air quality and enrich the tourism experience. Furthermore, awareness initiatives educate both

communities and tourists about environmental issues and encourage sustainable behaviors.

A 20-item Likert-scale questionnaire was developed and administered to 357 tourists aged 18 years and older who were randomly selected from three neighborhoods—Tosca, Gazelle, and Tlixer—in Mahmudabad, a coastal city. The sample size was determined using Cochran's formula. The questionnaire comprised two main sections. Section 1 collected demographic information including age, gender, length of stay, and information sources, while Section 2 assessed tourism characteristics across three dimensions with associated micro-variables. The physical dimension included spatial cohesion, visual quality, infrastructure, transportation, and accessibility. The socio-cultural dimension encompassed security, arts and culture, identity, and social capital. The environmental dimension covered air pollution, noise pollution, visual pollution, green space, and natural landscapes. The questionnaire's validity was confirmed by 10 urban planning and tourism experts using the Delphi method, with face validity established through expert consultation. Reliability was assessed using Cronbach's alpha coefficients, which demonstrated excellent internal consistency. The pilot test conducted with 100 participants yielded an alpha coefficient of 0.866, while the final questionnaire achieved an alpha of 0.93. These values, exceeding 0.8, indicate optimal reliability.

Table 4. Cognitive characteristics of the statistical population

Percent	Abundance	subcategory	Variable
13.33	49	18 to 20 years	Age
50.52	168	20 to 40 years	
28.97	112	40 to 65 years	
7.18	28	65 years and above	
49.74	177	Female	gender
50.26	180	Man	
46.93	159	1 to 3 days	duration of stay
38.72	108	3 to 7 days	
14.35	91	7 days above	
33.33	100	Internet and virtual space	City information source
66.17	240	Friends and acquaintances	
0.5	17	Information centers	

Data analysis commenced with confirmation of data normality using the Kolmogorov-Smirnov test, followed by Pearson correlation and second-order confirmatory factor analysis through structural equation modeling in SPSS software. To ensure quality assurance, the questionnaire was distributed across different weekdays to capture diverse tourist perspectives. Urban planning and tourism specialists familiar with Mahmudabad reviewed the instrument, and pilot testing ensured respondent comprehension, appropriate sampling characteristics, and alignment with research objectives. The complete results are presented in [Table 4](#).

Table 5. Table Alpha Cronbach Components

Cronbach's alpha	Variable type	-	Variable name
0.866	Independent	physical	
0.846	Independent	Sociocultural	Tourism components
0.854	Independent	environmental	
0.858	Dependent	Urban Redevelopment	

5.3. Inferential Statistics Analysis: Physical, Socio-Cultural, and Environmental Components in Urban Regeneration

To examine the relationships between dependent and independent variables and their micro-components, a one-sample t-test was employed ([Tables 4 and 5](#)). The questionnaire was designed using a Likert scale to compare the sample mean with the population mean. The one-sample t-test was utilized to assess these variables within the specified statistical population. The analysis revealed significance levels of 0.001 ([Tables 4 and 5](#)), which is substantially lower than the critical threshold of 0.05, indicating statistical significance. Furthermore, the obtained t-values exceeded the critical standard value of 1.96, confirming that the physical, socio-cultural, and environmental variables demonstrate statistically significant differences from the population mean. These findings indicate that all three variables—physical, socio-cultural, and environmental—are positioned above the upper threshold in the target neighborhoods of Mahmudabad coastal city. The statistical differences are significant, suggesting that these dimensions play a meaningful role in urban regeneration within the study areas. The results demonstrate that these components are effectively contributing to neighborhood revitalization and warrant further consideration in urban planning strategies for the target localities.

Table 6. Descriptive table of one-samplet test

standard error	standard deviation	Average	Variable
0.5	0.30	23.2	physical
0.4	0.27	2.17	Sociocultural
0.5	0.32	2.71	environmental

Table7 . One-samplet test inference table

Significance level	difference in averages	t test value	Variable
0.001	-0.74	-48.12	physical
0.001	-0.81	-16.51	Sociocultural
0.001	-0.23	-25.4	environmental

Table 8. Test Correlation Pearson Among Components of cohesion Space, quality visual, infrastructure , Network carry And quote And can be activated And Urban regeneration

		coherence Spatial	re-creation urban
coherence Spatial	Pearson Correlation	1	0.377
	Sig. (2-tailed)		0.000
	N	357	357
re-creation urban	Pearson Correlation	0.377	1
	Sig. (2-tailed)	0.000	
	N	357	357
		Quality visual	re-creation urban
Quality visual	Pearson Correlation	1	0.283
	Sig. (2-tailed)		0.000
	N	357	357
re-creation urban	Pearson Correlation	0.283	1
	Sig. (2-tailed)	0.000	
	N	357	357
		Infrastructure	re-creation urban
Infrastructure	Pearson Correlation	1	0.333
	Sig. (2-tailed)		0.1
	N	357	357
re-creation urban	Pearson Correlation	0.333	1
	Sig. (2-tailed)	0.1	
	N	357	357

Table 8 - Continued

		Transportation network	re-creation urban
Transportation network	Pearson Correlation	1	0.189
	Sig. (2-tailed)		0.2
	N	357	357
	<hr/>		
re-creation urban	Pearson Correlation	0.189	1
	Sig. (2-tailed)	0.2	
	N	357	357
	<hr/>		
		Activation	re-creation urban
Activation	Pearson Correlation	1	0.334
	Sig. (2-tailed)		0.000
	N	357	357
	<hr/>		
re-creation urban	Pearson Correlation	0.334	1
	Sig. (2-tailed)	0.000	
	N	357	357
	<hr/>		

5.4. Analysis of the correlation test of the research components and their relationship in the urban regeneration of the target neighborhoods of Mahmoud Abad city

At this stage, the physical characteristics were divided into the components of spatial coherence, visual quality, infrastructure, transportation network, and segmentation operability. Independent variables and Dependent At A questionnaire With 20 mentioned questions Raised And then By Persons Competent And the statistical population of the answer research Data became.

The results of investigations in SPSS software are as follows (Tables 6 to 8). The SPSS output revealed a Pearson correlation coefficient of 0.377 between spatial cohesion and urban regeneration, with a significance level ($\text{sig} < 0.01$) well below the standard threshold of $\alpha = 5\%$. This indicates a statistically significant positive relationship at the 99% confidence level. The positive coefficient demonstrates that these variables change in the same direction, suggesting that improvements in spatial cohesion correspond with enhanced urban regeneration. Similar significant positive relationships were identified for visual quality and activability variables. However, micro-variables such as infrastructure and transportation

networks showed no significant correlation with urban regeneration in the coastal city of Mahmudabad. Overall, the analysis confirms that the physical tourism component, particularly through spatial coherence, visual quality, and area activation, contributes meaningfully to physical improvements and urban regeneration in the target neighborhoods of Mahmudabad. Table 9 presents the Pearson correlation results examining the relationships between socio-cultural tourism micro-components and urban regeneration in the study area. The Pearson correlation analysis examining socio-cultural tourism characteristics and urban regeneration in Mahmudabad's coastal neighborhoods revealed significant relationships. The correlation coefficient between security and urban regeneration was 0.263, with a significance level ($\text{sig} < 0.05$) below the standard threshold ($\alpha = 5\%$), indicating a statistically significant positive relationship at the 95% confidence level. The positive coefficient demonstrates that enhanced security contributes directly to urban regeneration in these areas. Similar positive correlations were identified for arts and culture, identity, and social capital components. These findings confirm that socio-cultural tourism variables collectively facilitate socio-cultural urban regeneration in the target neighborhoods of Mahmudabad, with each component playing a meaningful

role in neighborhood revitalization. The Pearson correlation test was applied to examine relationships between environmental tourism characteristics and urban regeneration. Table 8 presents the correlation results for

environmental micro-components including air pollution, noise and visual pollution, environmental quality, green spaces, and natural landscapes in relation to urban regeneration outcomes in the study area.

Table 9 .Test Correlation Pearson Among Security components Art And Culture, identity, Fund Social and urban regeneration

		security	Urban Redevelopment
security	Pearson Correlation	1	0.263
	Sig. (2-tailed)		0.000
	N	357	357
Urban Redevelopment	Pearson Correlation	0.263	1
	Sig. (2-tailed)	0.000	
	N	357	357
		Art and culture	Urban Redevelopment
Art and culture	Pearson Correlation	1	0.263
	Sig. (2-tailed)		0.000
	N	357	357
Urban Redevelopment	Pearson Correlation	0.263	1
	Sig. (2-tailed)	0.000	
	N	357	357
		identity	Urban Redevelopment
identity	Pearson Correlation	1	0.252
	Sig. (2-tailed)		0.01
	N	357	357
Urban Redevelopment	Pearson Correlation	0.252	1
	Sig. (2-tailed)	0.01	
	N	357	357
		security	Urban Redevelopment
Social capital	Pearson Correlation	1	0.311
	Sig. (2-tailed)		0.01
	N	357	357
Urban Redevelopment	Pearson Correlation	0.311	1
	Sig. (2-tailed)	0.02	
	N	357	357

Table 10. Test Correlation Pearson Among Pollution components Air, pollution Audio And Visually, pollution life environment, space green and Sights normal and urban regeneration

		pollution Air	re-creation urban
pollution Air	Pearson Correlation	1	0.384
	Sig. (2-tailed)		0.000
	N	357	357
re-creation urban	Pearson Correlation	0.384	1
	Sig. (2-tailed)	0.000	
	N	357	357
		pollution Audio And visual	re-creation urban
pollution Audio And visual	Pearson Correlation	1	0.377
	Sig. (2-tailed)		0.000
	N	357	357
re-creation urban	Pearson Correlation	0.377	1
	Sig. (2-tailed)	0.000	
	N	357	357
		pollution life environmental	re-creation urban
pollution life environmental	Pearson Correlation	1	0.258
	Sig. (2-tailed)		0.01
	N	357	357
re-creation urban	Pearson Correlation	0.258	1
	Sig. (2-tailed)	0.01	
	N	357	357
		green space	re-creation urban
green space	Pearson Correlation	1	0.284
	Sig. (2-tailed)		0.000
	N	357	357
re-creation urban	Pearson Correlation	0.284	1
	Sig. (2-tailed)	0.000	
	N	357	357
		landscapes	re-creation urban
landscapes	Pearson Correlation	1	0.321
	Sig. (2-tailed)		0.003
	N	357	357
re-creation urban	Pearson Correlation	0.321	1
	Sig. (2-tailed)	0.003	
	N	357	357

Table 10 demonstrates that the Pearson correlation coefficient between air pollution and urban regeneration is 0.384, with a significance level (sig < 0.01) well below the standard threshold ($\alpha = 5\%$), indicating a statistically significant positive relationship at the 99% confidence level. The positive coefficient reveals that improvements in air quality correspond with enhanced urban

regeneration.

Significant positive correlations were similarly identified across all environmental variables, including air pollution, noise pollution, environmental pollution, green spaces, and natural landscapes, demonstrating that each component contributes meaningfully to urban regeneration in Mahmudabad.

Table 11. Prioritization of factors affecting urban regeneration based on tourism components in the target areas of Mahmoud Abad city.

Priority and average rank	Effective factors	Study sections	urban space	Domain scale
Physical factors				
The average rating is 2.84 Priority1	coherence Spatial			
The average rating is 2.78 Priority2	Quality visual			
The average rating is 2.6 Priority3	can be activated			
The average rating is 2.57 Priority4	Network carry And quote And			
The average rating is 2.53 Priority5	Infrastructures			
Social cultural factors				
Average Rank23.3 Priority1	security	Urbanization and tourism	Target areas	coastal city
Average Rank8.2 Priority2	Art And Culture			
Average Rank67.2 Priority 3	identity			
The average rating is2.57 Priority4	Fund social			
environmental				
The average rating is 2.57 Priority1	space Green			
The average rating is 2.73 Priority2	Sights normal			
The average rating is 2.71 Priority3	pollution life environmental			
The average rating is 2.6 Priority4	air pollution			
The average rating is 2.53 Priority5	Visual and acoustic pollution			

6. Conclusion

The findings reveal that tourism in the Tosca, Gazelle, and Tlixer neighborhoods of coastal Mahmudabad encompasses physical, socio-cultural, and environmental components, each contributing to urban regeneration and tourist attraction when appropriately addressed by planners and policymakers. Analysis of these target areas, considering the city's coastal character, identified three key physical variables—spatial cohesion, visual quality, and activability—as having the strongest impact on urban

regeneration. Among socio-cultural components, security, arts and culture, identity, and social capital all significantly influence urban regeneration. Environmental components including air pollution, noise and visual pollution, environmental quality, green spaces, and natural landscapes demonstrate substantial effects on regeneration outcomes.

The prioritization analysis presented in Table 10 revealed that spatial coherence and visual quality ranked highest among physical components, while security and arts and culture achieved top rankings within socio-cultural

dimensions. Green spaces and natural landscapes secured the first two positions among environmental components. Table 10 presents the comprehensive prioritization of factors affecting urban regeneration based on tourism components in Mahmudabad's target neighborhoods. In summary, tourism components contributing to urban regeneration in coastal Mahmudabad's target neighborhoods comprise physical, socio-cultural, and

environmental dimensions. The analysis indicates that physical components have the least impact, while environmental components exert the greatest influence on urban regeneration in these coastal localities. These findings provide crucial insights for urban planning strategies aimed at enhancing both tourism appeal and neighborhood revitalization in Mahmudabad's coastal areas.

Table 12. Explanation of findings

signs Significance and signs From Ecosystem and environment on humans	landscapes		environmental	Sociocultural	physical	explanation components Tourism effective At re-creation urban localities Target Sample a case City coastal Mahmudabad
	green space		Urban Redevelopment			
	improvement Relation Man And Environment		Improving urban quality and tourism		Improving environmental quality	
	Relation Oh you Continuous From Actions reciprocal		Alder areas, Gazelle The Neighbourhood And Mahmoudabad coastal town telexer			
			coherence Spatial And Quality Visual, environmental and perceptual			

Comparative Analysis with Previous Research

The current study examining tourism components in urban regeneration of Mahmudabad's coastal neighborhoods can be contextualized within existing literature through several key comparisons. Dehkordi's [15] evaluation of tourism economy in Mazandaran villages differs fundamentally in its rural focus, whereas the present research addresses urban regeneration in coastal urban neighborhoods. Pourahmad et al. [4] explored tourism capabilities within historical contexts of Tabriz, sharing the current study's emphasis on tourism's role in urban regeneration but diverging in its exclusive focus on heritage preservation rather than comprehensive coastal urban environments.

Taghawai and Taheri's [23] investigation of urban regeneration's effect on tourism in Isfahan parallels the present research in examining the tourism-regeneration relationship, though it concentrates on a specific Isfahan district rather than coastal neighborhoods. Similarly, Hossam and Aghaizadeh's [17] spatial analysis of residential centers in Rasht emphasizes accommodation infrastructure, contrasting with the current study's comprehensive examination of physical, socio-cultural, and environmental tourism components. Khodai et al. [5] present perhaps the most closely aligned research, examining urban tourism's role in Zanjan's regeneration with methodology and objectives highly similar to the present study.

International literature provides additional comparative

context. Abou El-Haggag [10] investigated urban renewal of traditional commercial streets, sharing the regeneration focus but narrowing attention to commercial corridors rather than holistic neighborhood transformation. Amore's [2] examination of tourism-driven urban regeneration processes demonstrates substantial methodological similarity to the current research in analyzing tourism's effects on urban revitalization.

Bottero et al. [13] employed multicriteria evaluation approaches to assess regeneration processes, paralleling the present study's comprehensive methodology but emphasizing evaluation techniques over tourism components specifically.

Rezaei et al. [8] explored tourism-led regeneration in Tehran's historical districts, resembling the current research in recognizing tourism's regenerative role while focusing on heritage areas rather than coastal environments. Wang et al. [24] investigated collaborative decision-making mechanisms in urban regeneration, diverging from the present study by emphasizing governance processes rather than tourism component analysis.

The current research distinguishes itself through its integrated examination of physical, socio-cultural, and environmental tourism dimensions specifically within coastal urban contexts, demonstrating that environmental components exert the greatest influence on regeneration outcomes in such settings.

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