



## Evaluation of effective indicators in the reconstruction of tourism in Tehran (metropolitan areas: 1 and 12)

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Research Article

### Extended Abstract

**Objective:** Currently, the issue of urban regeneration in metropolitan tourism is of great importance for urban planners and policy makers. Reconstruction means the production of a new space organization in accordance with new conditions and new features, all of which are effective in creating new urban relations or redefining old or existing urban relations. Reconstruction measures seek to achieve sustainable urban development. Currently, the issue of urban regeneration in metropolitan tourism is of great importance for urban planners and policy makers. In the field of regeneration, one of the key modern activities is tourism and cultural activities. At the same time, with proper measures and attention in the field of recreating the elements of tourism, it is possible to attract more and more national and international tourists. According to the existing literature, urban renovation approaches have evolved in their evolution from reconstruction, revitalization, renovation and redevelopment to urban regeneration and rejuvenation, and in this direction, from the field of attention only to the body, to the field of emphasis. They have experienced social, economic, cultural and artistic considerations. This approach intends to use the concept of sustainability when designing projects in order to create sustainable communities for citizens. The purpose of this article is to evaluate the effective indicators in the reconstruction of tourism in the metropolis of Tehran.

**Methods:** The present research is applied in terms of purpose and in terms of nature and research method is descriptive-analytical methods. In order to identify and achieve the most effective indicators, the opinions of elites and experts were used. The list of indicators, which includes 54 indicators, was prepared based on the opinions of experts and the study of indicators studied in the recreation of tourism space. Then, a questionnaire consisting of selected indicators was designed and distributed among experts in this field. Experts were asked to estimate the importance and priority of each indicator based on the Likert scale on a scale of 1 to 5, which means one minimum and 5 maximum. Then the results of all these questionnaires were averaged. Shannon's entropy method has been used to scale the regeneration indices. Then, regeneration indices were prioritized using TOPSIS model and one-sample t-test.

**Results:** The results show that according to experts, functional, aesthetic, environmental index with a weight of 0.63 has the highest share and social index with a weight of 0.38 and also economic index with a weight of 0.12 has the lowest share in recreating urban tourism in the studied areas. Also, according to the single-sample t-test from the point of view of experts, the results of this test show that considering alpha 0.05 at the level of 99% confidence, in all three factors: functional, aesthetic, environmental, Economic and social as an independent variable was less than 0.05. Therefore, according to the single-sample t-test from the point of view of experts and experts, as well as the results obtained from the

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implementation of TOPSIS technique, the exact scores of tourism recreation indicators confirm the result of the single-sample T-test.

**Conclusion:** The result of one-sample t-test also indicates the exact scores of the indicators of recreation of tourism space confirming the results of the implementation of TOPSIS technique. Finally, in this hypothesis, it is emphasized that functional-aesthetic-environmental, economic and social factors have been effective in recreating the tourism space of the studied areas, but it seems that the functional-aesthetic-environmental factor has a greater share in the recreation of Tourism space in the studied areas..

**Keywords:** Recreation, tourism, prioritization, Tehran metropolis.

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