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An Exploratory Study of Culture-led Urban Regeneration Principles with the Approach of Competitiveness Promotion*

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Abstract

Problem Statement: Today, many cities suffer from social- economic life stagnation having led to the reduction of attractiveness. In this regard, culture representation in the culture-led urban regeneration process has attracted the attention of urban managers as a new solution. This process is argued to be able not only to solve many of the existing problems, but also to prepare the cities to enter into the competitive arena. Therefore, it becomes crucial to recognize the concept of culture-led regeneration and its influential components and principles on urban competitiveness.

Purpose: This study attempts to extract and analyze the principals involved in the success of the culture-led regeneration process in the direction of competitiveness by examining the concepts, theories and data obtained.

Research Methodology: This applied study adopts a descriptive and analytical approach to research. To this purpose, data from the field and different sources were gathered and analyzed. The research is also qualitative. Samples of the study were collected purposefully and data were analyzed through content analysis. .

Conclusion: Research findings show that culture-led urban regeneration, using culture as a catalyst, tries to prepare cities for competitiveness arenas and promote their competitive advantages compared to rival cities through four components including creative and cultural industries, placemaking and creation of cultural neighborhoods, cultural tourism and event-orientation and city branding.

Based on findings, this goal will be achieved by applying seven principles including generating axial capital and creating culture, developing creative and cultural industries, establishing networks and creating urban attractions, enhancing the sustainability of culture-led regeneration process, advertising and developing international relations, promoting culture-led competitive branding and creating competitive and profitable places .

Keywords: *Culture-led Regeneration, Urban Competitiveness, Qualitative Content Analysis.*

Introduction and Problem

StatementSince 1960s, many cities have been plagued by social, economic, and environmental life stagnations all of which contributed to reduced attractiveness of cities which enforced the city managers and planners to find a new way (see Garcia, 2004: 315-316). It was at this time that the term "cultural investment" became commonplace. Consequently, the interplay between the symbolic economy and the political economy of developed culture resulted in a kind of "urban renaissance. In this new paradigm, the culture was integrated into urban planning of developed, developing and emerging cities and introduced it under the title of strategy for consumption, production of urban images (Evans, 2001: 2).

So, culture became a link between economic and social structure. It was also placed on the urban and spatial planning axis. Since the mid-1980s, with the onset of the globalization and the transformation of economy into a knowledge-based economy, a kind of creative economy has formed in cities. This creative economy leading to the rise of the growth potential of cultural industries on the economy which added the element of culture to the entrepreneurship processes and urban innovation.. This created a new phenomenon for cities and cultural policies as the emergence of cultural-based urban regeneration process and its application as a tool for urban marketing. As Bianchini (1993) argues, cities, especially stagnant cities, increasingly use the art and cultural industries as a means of urban marketing. As a result of this historic process, today the use of culture- based urban regeneration process in many cities around the world has been welcomed by urban managers In this vein, to Kong (2007) states that over the past two decades, cities around the world have actively competed in cultural arenas (Cited in Zhong, 2015:165).

On the other hand, due to the desire of cities to enter the global arena, an endless competition has been arisen for attracting capital, tourism and business boom between cities. It is argued that the strategies used in culture-led regeneration process is able not only to solve many existing problems, but also to prepare the cities to enter into the national and international competition, by focusing on the element of culture. Urban managers' poor understanding of culture as a value-based capital has resulted in damaging many of existing historical and cultural capitals and led to neglecting the source of competitive advantages. The question raised is what components of culture-led urban regeneration can contribute to the competitiveness of cities.

Therefore, this research attempts to study the theoretical concepts of culture-led urban regeneration and urban competitiveness. In so doing, this study aims at explaining the effect of culture-led urban regeneration on urban competitiveness. Moreover, it attempts to develop the fundamental principles of the culture-led regeneration process based on the qualitative data.

Literature reviewToday

the term "Culture-led Urban Regeneration" has become a part of planning and development vocabulary and its increasing importance has become visible since the 1990s (Griffiths, Bassett & Smith, 2003: 162). Department for Culture, Media and Sport (DCMS) defines regeneration as "bringing a fresh life and vitality into a patient and industrial community and creating sustainable areas and long-term improvement for local quality of life" (DCMS, 2004: 4). According to Lichfield (1992), the aim of regeneration is to move to a sustainable city.To this end, three main purposes are pursued including strengthening the city competitive power, housing security and improving the quality of the urban environment. Urban regeneration is essentially an interventionist activity (Leary & McCarthy, 2013) and culture-led urban regeneration as an approach of urban regeneration process focuses on using culture and cultural activity as a catalyst for regeneration activities and often these activities are used in branding strategies of place (Evans & Shaw, 2004:4).

Therefore, understanding the impetus behind urban regeneration requires understanding the issues in the area of urban social, cultural and artistic policies (Evans, 2005: 968).

According to Lotfi (2011), culture- based regeneration can be considered as the most important urban regeneration approach in the last two decades. Applying culture in a strategic position with the goal of achieving a thriving economic mechanism can guarantee development goals and draw a culture-oriented visage for cities. This approach respects the yesterday urban-fabric and increases new structures in harmony with previous structures in this way and presents a concept and function the superstructure of which is a cultural and social flow and the infrastructure is an economic mechanism with high efficiency. This idea has provided a general and new conceptual framework for supporting art and culture while more important research can be followed through a variety of tools including architecture, heritage buildings, festivals, events, and performing arts (Smith, 2007:2). In fact, major events have been especially seen as an effective catalyst for urban regeneration processes because they are able to integrate tourism strategies with urban planning and can increase the confidence, pride and the honor of local community (Garcia, 2004: 104). Bailey et al., (2004) argue that culture-led regeneration presents a framework which enables local people to recreate place and space ownership sense. "Therefore, culture is an essential aspect of mediating and explaining the needs of the community" (Evans, 2005: 959) so that one of the potential effects of culture-led regeneration, in addition to economic stability, is positive social effects. This approach promotes an understanding of cities as cultural institutions (Bianchini, 1993: 9) and includes cultural policies along with other sectors such as planning (Lutz, 2005: 7).In this vein, Zukin directly refers to the corresponding cultural policies and highlights that such policies should be developed based on urban regeneration (Kim, 2016: 135).

With the examination of the definitions, it can be argued that culture- based regeneration is a comprehensive and integrated effort which seeks to improve conditions and achieve a kind of continuous and qualitative improvement in physical, social, cultural, environmental and economic conditions of the city or part of it, with emphasis on discovering factors causing the urban decline. The fundamental difference between this approach and other recent approaches of urban regeneration is focusing on culture as a catalyst and director of regeneration process. The most important claim of this approach is to create a stable base for creating productive economic flows and, consequently, the economic prosperity in cities. To this aim, creating a cultural visage for cities as well as boosting the urban economy and emphasizing some principles such as creation of a strategic approach for preserving the existing resources such as natural, physical and human resources are necessary.

Creating wealth and new resources, investing in the regeneration of superstructure (e.g. cultural- social facilities) and promoting different infrastructures such as physical infrastructures or economical (e.g. entrepreneurship, employment and business) are necessary. As culture-led regeneration essentially covers cultural events, it underlies adopting different strategies such as tourism, city branding and event-orientation, to create a unique city, urban attractions, and economic orientation (Gunay & Dokmeci, 2012: 214)

(Gunay & Dokmeci, 2012: 214). It is clear that achieving this goal requires a strategic framework and long-term goals. In this regard, , attention to the participation of all urban actors including public, private, non-governmental organizations, community of creative classes, artists and ordinary citizens is what culture-led regeneration process re-emphasizes on. As Blessi, Tremblay, Sandri & Pilati , (2012) have shown, the essential condition for a local cultural development is the presence of a social governance mechanism which encourages individuals and groups to improve the collective

processes through participation in cultural activities in order to promote participation's new forms (Blessi, et al., 2012: 398-399). One of the most important reasons for justifying the use of the cultural approach for urban regeneration is the nature of culture as a fundamental and common aspect in citizens' social life. Hence, culture is able to create and sustain a mutual attraction between human and space. According to Toolis (2017), the process of place- making in culture-led urban regeneration is underpinned by urban assets which emphasize social cooperation and partnership for creating a shared vision.

Investigating Urban Competitiveness Concept

The concept of urban competitiveness has been defined by Deas and Giordano (2001) as the urban competitiveness to transfe local policy actors to create, exploit, complete and re-equip the foundation of urban assets and the conversion of debts to assets. The other definition is provided by Webster and Muller (2000) maintaining that urban competition is the ability of a metropolitan area to produce and sell a set of products (goods and services) that offer high value (not necessarily the lowest price) in comparison to similar products in other urban areas. Non-exchangeable items, such as local services are also part of the competitiveness equation. Lever and Turok (1999) argue that urban competitiveness is "a degree to which cities can produce goods and services meeting wide criteria of regional, national and international markets.

While at the same time increasing the real incomes, improving the quality of life for citizens and promoting the sustainable development" (Shi, 2012:35). Andrews (2001) argues that the restless competition between cities is strongly dependent on the concept of quality of life (QOL).

One of the new definitions was proposed by Sinkiene (2009); Based on this definition, competitiveness refers to "the ability to attract information, technology, capital, culture, people

and important organizations in the region, and the ability to maintain and develop the quality of life and standards of living of local residents, as well as the ability to create an innovative environment in which companies can develop their competitiveness" (Sinkiene, 2009: 49).

Also, according to Li and Yu (2005), urban competitiveness is " The capacity to attract, seize, capture, control and convert resources to create value or wealth in order to improve the quality of life and urban sustainability of a city in a specific external environment." Kresl and Ni (2006) have stated that competitiveness is "The degree to which a city or urban region is able to provide job opportunities, income, cultural and recreational facilities and also a degree of social strength, government and urban environment that has target the attract of new residents, comparison with other rival cities" (Kresl & Ni, 2006).

Thus, it can be argued that urban competitiveness is no longer limited to the economic function of a city, such as relatively high- income ratio, employment rate and economic growth, It also pays attention to enhancing cultural, artistic and recreational facilities, improving identity and social strength, as well as improving the physical environment.

In fact, due to the same goals and scope of urban competitiveness action, this concept can be considered as an inextricable link with the concept of quality of life. Another issue is the description of competitiveness as an ability for city, region or country as a statement that one of the most important goals in competitiveness is enabling a city in preserving, attracting and creating valuable and sustainable urban assets and resources as well as the ability to sell collections of these resources. By enhancing and developing these resources, we can achieve the stability and improve the standards of living and promote the position and ranking of the city in terms of urban competitiveness.

Therefore, natural, historical, cultural-artistic, social, along with valuable resources such as human capital which itself includes knowledge,

innovation and creativity, information technology and communication flow, skill and competence, etc., are the whole resources to enter the competitive arena and create the competitive capacity in global market converting a city into a profitable place at a regional, national and transnational level. Hence, according to these discussions, it can be concluded that sustainable urban development, improvement of standards and quality of life are the most important goals of urban competitiveness. Based on the findings from the review of theoretical literature, a summing up conceptual of culture-led urban regeneration and urban competitiveness is presented in Chart (1). As the review of theoretical literature shows, several scholars have studied the culture-led recreation process. Having paid attention to significant outputs in line with urban competitiveness. The most important of these are explained as follow:

Oliveira (2015) in a research entitled "Culture as an engine in Palo Alto's urban regeneration" has studied the economic changes of old industrial cities to innovative technical and creative territories by using regeneration process. He believes that these changes improve the reinterpretation of industrial production and historical realms into symbolic values which are valuable assets in global competition arena. Based on this research, in culture-led regeneration process, cultural and creative industries are recognized as potential for new jobs and economic growth which help to enhance regional competition of cities. The researcher concludes that changes in the economy to the innovative economy resulting from culture-led regeneration have a significant impact on competitive advantage of cities.

Evans and Shaw (2004) in a research entitled "The Contribution of Culture to Regeneration in the UK: A Review of Evidence" have studied the role of cultural activities in urban regeneration process and introduced their features.

They have sought to explain the impact of culture on the economic, social and environmental components

in England by examining the best samples of applying culture in urban projects. The findings of this research show that integrating the culture in the heart of the urban regeneration process result in a rise in economic output. Moreover, by promoting competitive advantage, the culture can increase domestic investments, business transactions, retail trades, property prices, and wealth as well as leisure and jobs opportunities.

Prices; They also show that culture-led regeneration is able to achieve a wider range for making social strength and local identity and leads to the improvement of residents' perceptions, social capital, confidence of residents and promoting education level.

Lotfi (2011) in a research entitled "Culture-led Regeneration: A Reflection upon Cultural Fundaments and the Act of Regeneration" attempts to explain the goals and define the policies of urban regeneration based on available talents and potentials The researchers also explains the conditions that can promote culture-led regeneration by reviewing the position of culture in the process of urban regeneration.

The aim of this study is to identify the dimensions of the culture-led approach from a theoretical perspective. The results of the research indicate that what distinguishes culture-led regeneration from the previous urban repair approaches is using pervasive concept of culture and cultural events as the facilitator of regeneration process and the factor of economic prosperity in the form of activities related to art and culture.

Research Methodology

This applied study adopts a descriptive and analytical approach to research. To this purpose, data from the field and different sources were gathered and approached inductively. The research is also qualitative. Data were gathered through interviews and analyzed through content analysis. Samples of the study were collected purposefully The statistical population of the study consisted of

the faculty members of the universities in the urban planning group and the sample of study consisted of faculty members in the urban planning group of Tarbiat Modares and Science and Research Universities in Tehran. In this qualitative study, 10 faculty members of urban planning were interviewed in person, regularly and scientifically.

Findings

This study adopts inductive approach to the data analysis. In this approach, after preparing the text and organizing the data, the process of data analysis was started. The process included open coding, developing categories and extracting the principles. In open coding process, the interviews were read carefully and data in each paragraph was reduced and summarized into semantic units (Fig. 1).

These semantic units were labeled using codes and were written in the coding sheet. The codes were categorized based on their differences and similarities. Total 23 categories were developed, then similar categories were classified and presented under seven themes capturing principles for culture-led recreation process. The codes, categories, and themes (principles) were developed from interview transcripts. The method of data analysis is presented in Table 1.

Discussion

The analysis results of the interview content (Table 1) show that seven important principles are important in culture-led regeneration process. The first principle titled "Axial Capital and Cultural Productivity" emphasizes the generative power and creation of cultural values in order to create a connection between the field of culture and economy that;somehow leads to the creation of economic added value. Certainly, in order to achieve this, a new and comprehensive approach to the field of urban culture is essential. However, the knowledge of managers in urban management about culture as an urban capital is limited due to their current mindset. Therefore, cultural tools in urban

management are not purposefully used. As a result, rather than using the generative force of culture in promoting sustainability in capital and wealth, managers have mainly focused on generating rapid economic revenues. However, developing a deep understanding of culture and cultural urban elements and planning to use this power in promoting urban values.

Not only affects the promotion of economic capital, but also by entering people and citizens, as the true heirs of culture in urban processes, including the process of culture-led regeneration, can lead to the improvement and strength of social capital. This requires careful attention to culture and its assets, as well as efforts to extend culture from the past to the presence in contemporary life of citizens through event-orientation. According to this principle, urban management can take effective steps to integrate the urban competition into the national scale by looking at axial capital and emphasizing the cultural productivity.

The second principle is "Flourishing Creative and Cultural Industries". The main emphasis of this principle, as the most innovative way of using culture in the culture-led urban regeneration process, is reaping the benefits of culture-led innovations and creativities.

Based on the semantic units in this principle, while creative and cultural industries bring about new benefits for the city and cultural policies and have positive impacts on identifying and changing urban landscape, they can also lead to the creation of competitive brands and, as a result, enhancing urban competitive power through connecting two streams of culture and economy. It can also be pointed out that the creative and cultural industries, as an important focal point of culture-led urban regeneration process, seek to create a new form of urban economic development somehow. At the same time, while emphasizing on the economic recovery through artistic-cultural flourishing, they seek to exploit culture in order to promote the city's competitive identity and character; therefore,
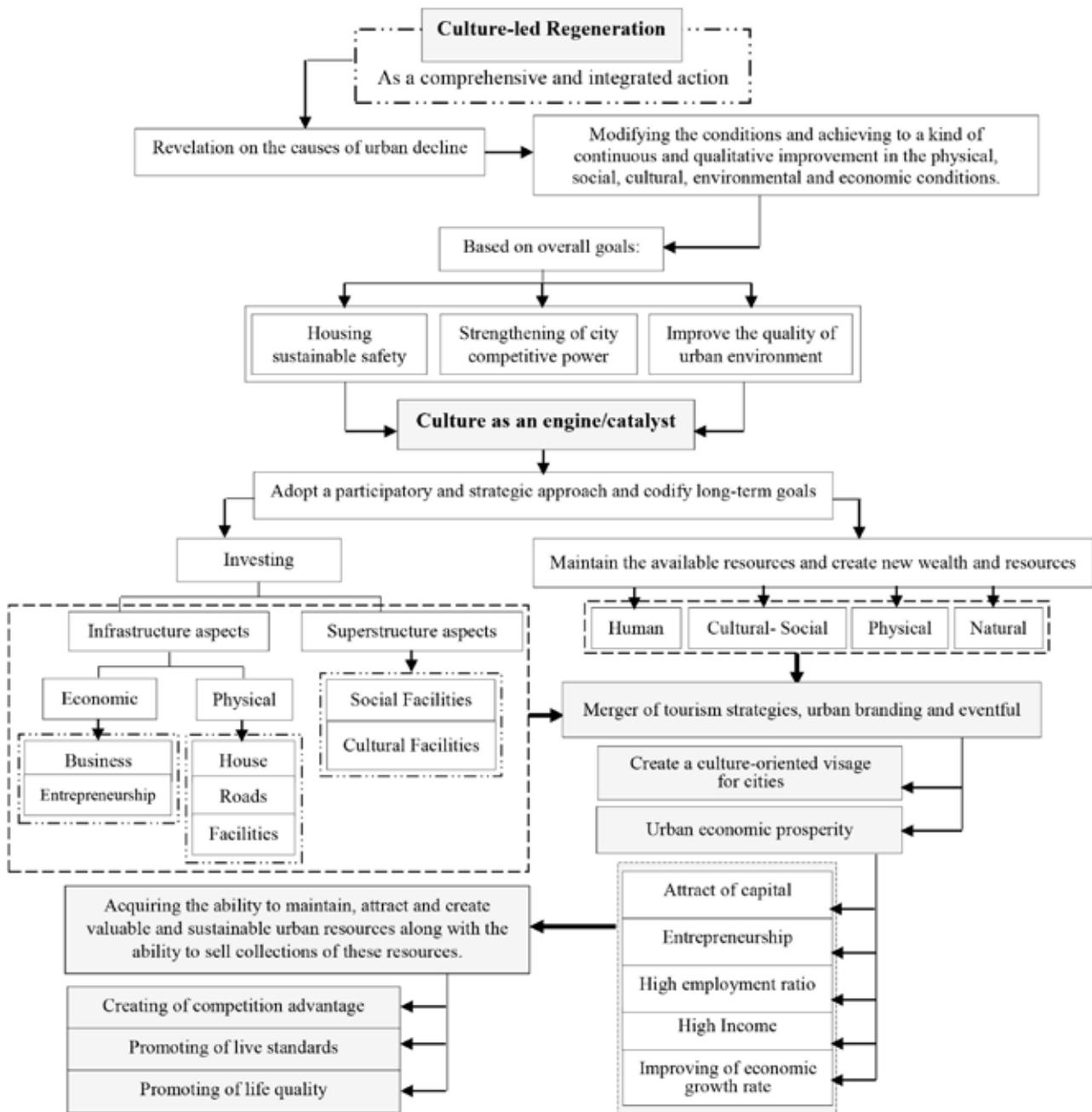
Fig. 1. Conceptual harvest of culture-led regeneration definitions and urban competitiveness. Source: authors.

by improving physical quality and reviving local life, it can have social output as well. Certainly, in order to achieve this goal, precise planning for the creation and exploitation of clusters and cultural infrastructures along with high tech industries is needed.

"The Creation of Competitive and Profitable Places" as the third principle emphasizes place making component through cultural- historical center, corridor and areas and their role in improving the culture-led regeneration. In fact, it is noted that the central place and adoption of cultural mechanisms

Table 1. Classes and principles of culture-led regeneration. Source: authors.

Row	Classes	Codes	Principles
1	- Emphasis on axial capital instead of economic value creation; - Creation of economic value added; - Culture-led regeneration as a guided use of culture; - necessity of looking at the culture as a creator and productive factor in culture-led regeneration; - Relying on historical buildings/texture as a capital; - Linking the reproductive features of culture to economy and income; - Creating culture **by promoting event-oriented** scenes and taking advantages of its role in promoting social capital; - avoiding gain the rapid incomes and efficiency which are away from cultural and social capacities; - The impact of creative and cultural industries on creation of economic values which are related to culture.	- Axial Capital; - Cultural Value Creation; - cultural productivity; - Gaining Income Through Cultural-Social Capacities; - Culture-led Economic Values;	Axial Capital and Cultural Productivity
2	- Culture- based innovations and creativity; - Culture- based artistic flourishment; - Positive impact of creative and cultural industries on promoting the power of urban competitiveness; - The impact of creative and cultural industries on branding and identity making based on culture; - The impact of creative and cultural industries on creation of economic values which are related to culture; - The emphasis on the impact of designing, as a creative industry, on positive change of competitive brand and the quality of urban space; - The role of creative and cultural industries in production of related brands and **place-making** with tourism character.	- Creativity in Competitive Branding and Cultural Identity-Oriented; - Cultural Creative in Place making with Nature of Cultural Tourism;	Flourishment of Creative and Cultural Industries
3	- Creation of Cultural Place and Hangouts through Placemaking; - The Role of Placemaking in Creation of Culture-led Economy; - Placemaking as the First Step for Entering the Culture-led Regeneration and Urban Competitiveness; - The Priority of Placemaking and Cultural Tourism in Culture-led Regeneration and Urban Competitiveness;	- Placemaking Based on Culture; -Competitive Placemaking;	The Creation of Competitive and Profitable Places
4	- The necessity of creating the tourism cycle through a network of buildings/ historical texture; - The necessity of focusing on the role of tourism industry in urban prosperity; - Creation of tourism networks based on culture; - The importance of connected networks to produce and accelerate the cultural activities; - The role of pedestrian networks in facilitating the audience's presence; - The importance of creating corridors and urban areas through highlight the role of culture elements; - Networking between historical spaces is one of the requirements for the creation of a cultural place; - The emphasis on simultaneous attracting of domestic and foreign tourists;	- Creation of Cultural-Historical Areas; - Creation of Tourism Networks;	Networking and Creating Attractions Urban

Table 1. Classes and principles of culture-led regeneration. Source: authors.

Row	Classes	Codes	Principles
5	–The important role of advertising in cultural field for attracting tourists; - The important role of international communications in prosperity of cultural tourism; - The necessity of **paying** attention to the role of 3 components including advertising, urban/country **visage and national policies in attracting tourist;** - The role of international communications for entering the competition fields; - Paying attention to importance of creating a special slogan for city; - The role of document and advertisement development in national competitiveness;	- International Communications; - **Developing culture-based advertisements** and promotions	Advertisment and International Communication
6	- Cultural and social sustainability based on cultural phenomena; - The necessity to prepare special city documents to enter into the international events; - The necessity of coordinating all urban management activities with city specific documents; - The necessity of domestic model in development and prosperity of cultural tourism; - **Highlighting** the role of macro programs and urban management policies **in promoting urban competitiveness through** creative and cultural industries … - The necessity of determining a position for creative and cultural industries in the documents of urban development. - The necessity of existing accurate and deep understanding of creative and cultural industries among urban managers; - Paying attention to the role of urban management in encouraging tourists to visit the historical textures; - Emphasizing on the process of creating a public discourse among people for entering the action from the slogan arena; - The necessity of amending the intellectual and practical structure of urban management; - The necessity of using the knowledgeable people for urban planning education in urban management; - The emphasis on the role of NGOs and academics in discourse process; - Developing event-oriented cities by raising awareness of people and managers, training them and planning - The emphasis on urban event-orientation; - The necessity of purposefully using culture in urban management system; - The emphasis on the creation of a cyclic process between the culture-led regeneration components.	- The Preparation of Special Urban Documents in Line with the Culture-led Regeneration Process; - Native Modelling of Culture-led Urban Regeneration; -Determination the Position of Culture-led Regeneration Components in Urban Documents; - Modification of Urban Management Structure; - Public Discourse; - Awareness Raising, Planning and Training of Managers and Citizens.	The Sustainability of Culture-led Urban Regeneration
7	- The direct effect of culture-led branding on production of competitive value; -;Branding cities, its associated item and its regions - The role of identity and difference of cities in creating competitive identity; - The importance of diffusion and distribution of mental image for entry into the field of competition; - The effect of urban brand creation on production or creation of a place; - The direct and bilateral relationship between branding and urban competitiveness; - The attention to relationship between urban branding and place making;	- Creating a Cultural Brand and Place making; - Competitive Urban Branding; - The Mental Image and Creating Competitive Brand;	Culture-led Competitive Urban Branding

in three dimensions including physical, activity and meaning, with a positive effect on cultural tourism, as well as encouragement the presence of creative and cultural industries, due to the creation of spatial advantage, can simultaneously improve the local / urban economy structure and also will lead to creation of profitable and competitive cities.

The fourth principle is "Networking and Creating of Urban Attractions" that refers to the necessity of creating and developing culture-led cycles and networks, especially tourism networks, in order to achieve creation of cultural values. In fact, cultural networking in urban texture seeks to facilitate the presence of audiences, create and accelerate cultural activities by place-making through cultural centers, corridors and areas it can improve the physical and functional of urban space and attract the domestic and foreign tourists. Moreover, it will lead to the creation of economic added value and sustainable urban wealth. In fact, it can be argued that the creation of suitable and linked networks and areas of cultural assets can strengthen the base of urban competition on national and transnational levels by effecting the increasing power of tourism competitiveness.

Advertising and international communication as the fifth principle is about the importance of culture-led communication and advertising, as a creative industry in urban regeneration process and emphasizes on expansion of international communication in order to bring prosperity to the cultural tourism industry. According to this principle, planning for effective advertising, creating a unique motto and a unique image for the city, as well as reviewing and reforming national policies should be in the focus of attention and actions, in order to enter into the national and international competition. Because in the implementation of urban competition policies, the role of information and communication technology is very highlighted and important along with factors such as innovation, sustainability, quality of life, etc. In the case of correct management, cultural assets of course, have

the ability required to stimulate communications and related topics, including advertising.

The sixth principle entitled "The Sustainability of Culture-led Urban Regeneration" emphasizes the sustainability of culture-led urban regeneration process and it argues that cultural- social sustainability need to be based on cultural components and the sustainability can be promoted through macro programs and urban management policies. Indeed, the study of the semantic units in this principle shows that in order to achieve the stability of this process, it is necessary to determine the position of the basic components of culture-led regeneration, such as creative and cultural industries, cultural tourism, urban branding and place making and landscape urban plans at higher levels. Moreover, promoting each of above-mentioned components requires developing native models and preparing special urban documents with the aiming of promoting urban competitiveness Obviously, achieving these goals depends on the reform of the intellectual and practical structure as well as the presence of knowledgeable and trained people in urban management structure; the presence of people with a deep understanding of urban cultural capacities, and this also occurs by improving policies of decision-making, creating a coordination among all urban management activities based on these documents and creating a cycle process of involved components in culture-led urban regeneration by legal capacity building, awareness raising, planning and training of professional and public forces. In this case, we could hope for cultural stability in order to increase the competitiveness of the city.

Finally the seventh principle entitled "Culture-led Competitive Urban Branding" refers to the bilateral relationship between culture-led branding and urban competitiveness. The culture-led regeneration process can lead to the creation of a competitive brand for city by exploiting culture and cultural resources, as well as paving the path of place- making and cultural tourism programs. Also, creation of a cultural and competitive place is capable of leading

to the creation of cultural place by improving the quality of space, creating a cultural image for city and combining cultural-artistic role of place with a set of brand names. The findings of this study show that competitive brand-based culture, while restoring heritage and exploiting urban historical-cultural role, could lead to a spatial advantage and, as a result improve urban competitiveness through the creation of a place, reputation, popularity as well as attraction of valuable assets and resources. Also, based on the findings of this principle, it can be argued that there is a significant and a two-way relationship between cultural imaging of place and urban branding.It is because cultural image making can lead to make the city unique and create the urban attractions through urban branding .It can ultimately enhance urban competitiveness, especially in context of the tourism industry. As according to Plaza et al., (2014), image re-making of place with culture-led approach has a crucial role in urban economic development.

The comparison of research findings with other relevant researches shows general similarity of the final achievements. The results of Oliveira (2015) introduces the creative and cultural industries as a potential of culture-led urban regeneration which helps to strengthen regional competitiveness among cities by creating new jobs and economic growth and also emphasizing on the innovative economy in order to promote the competitive advantage of cities. The results of this research also emphasize the principle of "Flourishing Creative and Cultural Industries" by emphasizing creative and cultural industries component as an essential axis of culture-led regeneration process.

This research argues that urban branding and place-making can promote culture-led regenerations and are necessary in creating a deep mental image for citizens and tourists and giving the city a unique identity and and making it significantly different.

Therefore, based on the obtained results of data qualitative analysis it can be argued that culture-led regeneration process can affect the improvement of

tourism and competitiveness by relying on these components and principles, especially cultural-social competitiveness which refers to social capitals components such as stability and social cohesion, the sense of pride and attachment of inhabitants and the necessity of paying attention to cultural productivity in capital and social solidarity. As Evans and Shaw (2004) concluded that culture-led regeneration is capable of achieving a wider scope for building social cohesion and local identity and leads to improved perceptions of residents, social capital and residents' confidence. The results of Garcia (2004)'s study show that supporting cultural politics of urban regeneration can improve the residents' sense of attachment.

According to the research results, culture-led regeneration attempts to improve the urban areas function in economic, cultural and educational fields through creating cultural neighborhood and cultural equipment. Similarly, the results of Evans and Shaw (2004)'s study also show that culture can increase domestic investments, business transactions, retail trades.

Garcia (2004) introduces culture as an economic asset and powerful product that can produce tradable urban spaces. The research results of Lotfi (2011) also introduce culture as a facilitator factor in urban regeneration process believing that culture-led urban regeneration can lead to economic prosperity through a set of cultural- artistic activities.

Conclusion
According to research findings and in line with answering the research basic question, it should be said that culture-led regeneration as a comprehensive and integrated action aims to improve the competitiveness of urban areas, while it amends the conditions and achieves a kind of continuous and qualitative improvement in physical, social, cultural, environmental and economic condition. According to research findings, culture-led urban regeneration attempts to promote the competitive advantage of cities through four components

including creative and cultural industries, place making and creation of cultural neighborhoods, cultural tourism and even-orientation and urban branding. Therefore, this approach should be defined and implemented in order to create a potential to restore the vitality and urban life, and prepare the cities for participation in regional, national and even transnational competition. The most important point is simultaneous attention to the promotion of quantitative and qualitative goals in the culture-led urban regeneration process in line with competitiveness as a strategic plan. The most important points in this field are as follow:

Culture-led regeneration in the shadow of economic goals should seek for creation of entrepreneurship, increasing employment ratio, promoting income level and general improving of economic growth ratio.

It should be able to strengthen identity and social solidarity;

It should improve the cultural and artistic facilities;

It must produce and present the products and services which are environmentally friendly;

It should prepare the cities for active participation in regional and national markets, and in the long run, enable them to the control of trends of national and subnational markets;

Culture-led regeneration, while preserving the existing urban assets, is seeking to attract and create new wealth and assets the most important of which are natural, historical, cultural-artistic, social resources and human capital.

The adoption of culture-led regeneration approach should be due to the sustainable development goals and promotion citizens' quality of life through promotion of living standards.

Also according to scientific achievements of this research, the influence of culture-led regeneration components on urban competitiveness will be possible by adhering to the seven principles including "Axial Capital and Cultural Productivity", "Flourishing of Creative and Cultural Industries", "The Creation of Competitive and Profitable Places", "Networking and Creating of Urban Attractions", "Advertising and International Communication", "The Sustainability of Culture-led Urban Regeneration", "Culture-led Competitive Urban Branding". As a result, according to the research findings, the following suggestions are presented:

Understanding the culture-led urban regeneration process as a comprehensive and integrated approach and emphasizing the parallel movement of physical, economic and environmental policies with cultural policies;

The necessity of perceiving culture as a productive factor in process of cultural-led regeneration through the application of principles based on axial capital and artistic and cultural value creation;

Integration of culture into the production process and making connections between cultural productivity and social- economic dimensions and generating income by adopting creative and cultural industries strategies, by promoting place-making, cultural tourism and event-oriented activities and by urban branding in culture-led regeneration process and by creating a cyclic process between the these strategies.

The necessity of turning the urban historical buildings, textures and centers into sustainable capital and avoiding the focus on rapid and early revenues not aligned with the cultural and social capacities;

Learning practical experiences of culture-led recreation, emphasizing on localizing the process and the necessity of simultaneous attention to improving facilities and environmental conditions for residents, domestic and foreign tourists;

The necessity of paying attention to local capacity building through participation of local communities and creation of local institutions in culture-led urban regeneration;

The necessity of paying attention to the sustainability of the culture-led urban regeneration process through the creation of strategic urban documents and native modeling;

The necessity of reforming the intellectual and practical structure of urban management by using of knowledgeable and educated people in urban management structure for deep understanding of urban assets and purposeful using of culture in urban management system;

The need to emphasize on culture-led regeneration process on providing urban services and resolving the basic and qualitative needs of space as a requirements for entry into competitive arenas;

The logical determination of the level and scale of competitiveness on the basis of urban assets;

The necessity of strengthening the economic structure of cities as a facilitator in the culture-led urban regeneration process.

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