



Investigating the status of creative tourism components in Al-Hindiya Dam its role in sustainable urban development

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Abstract

In today's world, the tourism trend has changed from mass to individualistic patterns and tourists give more priority to flexibility and meaningful experiences. Fundamental changes in the demand and supply side of tourism, as well as the creation of experience economy and knowledge-based economy models, in the macro space of economic development, have pushed tourism in the direction of creativity; So, it has led experts to believe that the sustainability of tourism is creative tourism. The purpose of this research is to investigate the status of creative tourism components in Al-Hindiya Dam its role in sustainable urban development. The current research is applied in terms of purpose and descriptive and analytical in terms of execution method. The statistical population of the research is made up of all the citizens of Al-Hindiya Dam, which according to the general housing census of 2015, there were 106,739 people, and using Cochran's formula, 384 people were selected as the sample size. The research data was collected using a researcher-made questionnaire. The validity of the questionnaire has been confirmed using the opinions of professors and experts. Also, Cronbach's alpha was used to obtain its reliability. The value of Cronbach's alpha obtained is equal to 0.80, which shows that the questionnaire has the necessary validity to measure the research variables and is a desirable number. To analyze the findings of the research, one-sample t-test, multivariate regression analysis and Pearson's correlation coefficient were used. The results of the T-Test showed that the financial index with an average of 3.78 is higher than the desired average, and the tourism indicators with an average of 2.73, the business index with an average of 2.66, and the learning and growth index with an average of 2.67 are lower than the situation. They are favorable. The results of multivariable regression showed that the financial variable had the greatest impact on sustainable urban development with a beta value of 0.371, and the tourism variable had the least impact with a beta value of 0.132

Keywords: tourism, creative tourism, development, sustainable urban development, Al-Hindiya Dam

Introduction

Tourism is a multidimensional and multifaceted activity that is related to many lives and various economic activities. Tourism can create significant economic benefits for the host countries by contributing to government revenues and creating employment and business opportunities. The tourism industry is recognized as one of the most important industries in the world economy.



because this sector produces about 18% of economic activities. It is undoubtedly believed that tourism is known as a safe haven industry for developed and developing countries (Matthew et al, 2019). Tourism is a very competitive industry and it is a destination-based activity that is different in each region according to its natural and cultural resources and infrastructures. (Kevin et al, 2019) Technological, social and economic developments have caused In order for a new approach or concept to emerge in the tourism system called "creative tourism". On the one hand, the increasing use of the Internet and the development of information and communication technologies, as well as rapid developments in the field of transportation, and on the other hand, the increase in demand for more experiential travel, unique More individual and meaningful, as well as the saturation of traditional tourist destinations ,and the pressure to supply innovative products in this industry from the third party is one of the most important things that the new tourism paradigm called "creative tourism" has brought about (Bastenegar et al., 2017).

Over the past decade, the scope of activities incorporated within the concept of creative tourism has expanded.

Distance	Economical	Cronbach
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presence of the connections

creative economy activities, and the grew more evident,

With the growing 'creative economy', between tourism, enterprises and places they inhabit leading to creative

tourism 3.0. This broadening integration of tourism and the creative economy led to the development of a wider range of creative experiences as well as more passive forms of creative consumption by tourists. A growing array of studies on the relationship between tourism and the creative economy examined the development of creative economy policies, specific creative sectors and activities, the role of knowledge and networks in tourism, and the growth of specific creative tourism experiences (Fahmi et al., 2017). Reflecting these development patterns, in a 2014 report for the Organization for Economic Co-operation and Development (OECD), Tourism and the Creative Economy, Greg Richards re-defined the creative tourism concept to take these trends into account:

Knowledge-based creative activities link producers, consumers, and places by utilizing technology, talent, or skill to generate meaningful intangible cultural products, creative content, and experiences (Duxbury & Richards, 2019).

Visiting the dam as a tourist destination is rapidly increasing among tourists in general, especially the Al-Hindiya Dam, located in the city of Babylon in central Iraq. There are thousands of tourists traveling to Al-Hindiya Dam every year and the trend of tourists continues to grow annually and it is a unique tourist site. The diversity of tourism activities remains one of the most important factors that attract tourists to the destination. At the same time, buying souvenirs is one of the tourism activities that assume the attributes of a tourist destination. The most important characteristic of this dam is the green areas that surround it and the engineering design and construction of this landmark.

While representing the destination in terms of image and attractiveness of local products, it can generate income for the community, creating an impression and reminding tourists of the destination (Francis, 2017).



	amount
Economical	0.77
Sociocultural	0.75
Environmental	0.83
Financial	0.80
Tourism	0.79
Internal business processes	0.83
Learning and growth	0.81
Total	0.80

In a certain culture, tourism means traveling to disturbed countries and places to see, watch, have fun, etc. The English equivalent of tourism is tourism (TOURISM). The word tourism is derived from the word "TOUR", which is rooted in the Latin word "tornore" and the Greek word "tornos" means "moving around a central point or axis". In the 14th century, the word "tour" means a turn or period of service, in the 15th century, it means circular movement, and in the 17th century, it means Traveling around was used and the words tourist and tourism were taken from it in the 18th and 19th centuries. The word tourism first appeared in an English-language magazine called sporting magazine in 1811. At that time, this word meant travel. It was used for viewing historical monuments and visiting natural landscapes for pleasure. Tourism, as one of the major industries in the world, is a geographical phenomenon (Boavida-Portugal et al, 2016: 82) which (Carlisle et al, 2016: 81) is spreading and prospering in different places. Sustainable tourism is the type of tourism that can facilitate sustainable development. In 1995, when the first conifer The International Conference on Sustainable Tourism was held in Madrid, and important points were raised in the development of this concept, including:

1. Tourism development should be based on sustainability criteria. This means that ecological issues in the long term, economic issues and the necessary obligations towards social and moral aspects must be respected.
2. The nature of tourism sustainability requires natural, cultural and human environments.
3. Tourism should take into account the cultural aspects, values and traditional elements of local communities (Amerta et al., 2018) .

The World Tourism Organization (UNWTO, 2022) defined Sustainable Tourism as "Tourism that takes full account of its current and future economic, social, and environmental impacts, addressing the needs of visitors, the industry, the environment, and host communities" (Mondéjar-Jiménez & Ferrari, 2022).

Creative tourism was a term coined by Richards and Raymond (2000) and then approved and redefined by the UNESCO Creative Network (2006). Since then, many different definitions have led to the development of creative tourism and creative products. These definitions ranged from very narrow characteristics to very broad concepts. Recent studies have analyzed some of these changes, and the Organization for Economic Co-operation and Development study has reiterated the importance of creative tourism in the creative economy (Ross and Borba, 2017). Creative



tourism is a growing and researched subject that is the pioneer of tourists' creativity in producing memorable and experiential experiences.

From the point of view of supply, in a creative tourism framework, the role of tourism providers is the facilitators of memorable experiences, not the only providers of services or goods (Ross et al, 2017). Experts call creative tourism the new generation of tourism after the generation.

The first means the beach tourism (leisure travel and relaxation) and the second generation or cultural tourism (inclined to cultures and museums). Creative tourism with the slogan "less museums, more fields" is based on experiential activities and deeper interaction with real life. Culture concentrates in cities. This definition brings to mind the famous term participation which is very common in literature and tools of social research. In creative tourism, the tourist is encouraged to interact more educationally, emotionally, socially as well as participate with the place, the culture of man's life. (Bamari, 2017: 25).

In recent years, the category of sustainable urban development has been considered as an important scientific topic in all societies and has occupied a large part of urban development literature. With a brief look at the top tourism cities, it becomes clear that these cities are stable places for citizens to live. This means that they have been able to reach their current progressive position within the framework of sustainable development concepts. On the other hand, the growth of the tourism industry in the top tourism cities is considered a factor for moving in the framework of sustainable development of cities. Finally, urban tourism and sustainable urban development are necessary and necessary for each other and it is not possible to accurately judge which one is superior to the other (Hatminjad et al., 2014: 66).

Research Methods

The current research is applied in terms of purpose and descriptive-analytical in terms of implementation method. The statistical population of the research is made up of all the citizens of Al-Hindiya Dam, which according to the general housing census of 2018, there were 130,000 people, and using Cochran's formula, 384 people were selected as the sample size. The research data was collected using a researcher-made questionnaire. The validity of the questionnaire has been confirmed using the opinions of professors and experts. Also, Cronbach's alpha was used to obtain its reliability (Table 1). The value of Cronbach's alpha obtained shows that the questionnaire has the necessary validity to measure the research variables and is a desirable number. To analyze the findings of the research, the sample t-test E, multivariate regression analysis and Pearson correlation coefficient were used.

Table 1. Cronbach's alpha value of research dimensions

Dimensions	Cronbach's value
Economical	0.77
Sociocultural	0.75
environmental	0.83
Financial	0.80
Tourism	0.79
Internal business processes	0.83
Learning and growth	0.81
Total	0.80



Table 2. Research dimensions and indicators

Component	Distance	Indicator
Creative tourism	Financial	The level of relative investment and cheapness, market size, market share, sales volume and increase in spending per tourist, increase in the number of tourists in low visit seasons and the possibility of product growth
	Tourism	The price of tourism products should reflect their true value, not taking too much time and no downtime, the possibility of storing and posting the final product if it takes time to prepare it, the possibility of ordering a product related to that experience in the future and continuing the relationship with the seller. With the tourist, the tourist can experience an environment with a high level of hygiene, no noise pollution, security and comfort, having a unique souvenir and creating a unique brand for tourists, forming a story specific to each tourist and creating a lasting memory, creating a new identity and changing Physical, mental or lifestyle condition
	Internal business processes	Education, not in depth, but looking for a taste of the subject, the knowledge of traditional routes and activities along with the richness of the knowledge of the teacher in such a way that it leads to increasing the tourist's skills and is practical, operational and useful for him, creating a special travel plan by creating The right to choose and a self-service approach with the aim of designing experiences on behalf of the tourist himself, emotional and visual appeal and attractive and stunning inspiration along with the element of imagination, appropriate placement of creative resources, creating harmony and attention to details, being easy, clear and comprehensible. Authenticity such as the use of the trainers' home and workplace, along with the originality and naturalness of the guide's behavior, the activities can be considered as a kind of birth certificate of this area which can only be experienced here, rare, non-repetitive, distinctive and new and including innovation in Previous products, activities lead to re-humanizing relationships and creating a sense of empathy, trust and intimacy with local people, targeting individuals and small groups as a target market by attracting observers of creative hotspots

		and physicalizing networks. virtual, creative tourism market segmentation, creation of target markets Diversification such as tour operators to outsource and deal with the instability of the market, branding by creating creative concepts, personalization for each market segment in such a way that the contrast and difference with the usual lifestyle of that segment is evident, emphasize originality and story-centered. Engage the five senses, be interactive.
	Learning and growth	The existence of intangible heritage and creative mental images in the minds of tourists, the existence of an open, tolerant and diverse society, the existence of cultural tourism and other types of tourism in the tourist destination, the existence of capital flows, information, mentalities and people from local, national and international people. international, which includes tourists, the use of information technology (such as websites and smartphone applications) to increase the period of tourist participation before and after the use of creative tourism products, hard infrastructure such as museums and symbolic cultural places, soft infrastructure such as spaces creative and cafes, the presence of necessary hardware such as smartphones to run programs based on information processing.
Sustainable urban development	Economical	Investment and development capability, replacement of non-renewable resources with renewable resources, employment, activity name,
	Sociocultural	Social composition (demography), security and safety, vitality, intergenerational and intergenerational justice
	environmental	Air, sound and visual pollution, cleanliness and waste, density and tolerable capacity of the city, green space

Source: Bamrai, 2017; Bazarafshan and Bamrai, 2017; Bagtenagar et al., 2016

Introduction of the region

Al-Hindiya Dam district is located on the left bank of the Euphrates River in the southwest of the district of Musayyib. The district was created according to a royal will in 1921 AD, but Sheikh Ali al-Qassam, in his book (Al-Safar al-Mutayyib) on the history of the city of Musayyib in 1974 AD, mentions that in 1926 AD it became Al-Hindiya Dam is a sub-district after joining Al-Musayyib district with three sub-districts: Alexandria, Jurf Al-Sakhar and Al-Seddah subdistrict. Al-Hindiya Dam covers an area of 352 square kilometers, and its population exceeded 130,000 people. We are bidding farewell to the year 2018 AD, and it has been managed by (27) district managers since it became a district to this day (Al-Nadawi, 2019).

Research findings

To evaluate the status of creative tourism indicators, a sample T-Tech test has been used. In this test, the number 3 is considered as the ideal average. If the obtained average is greater than the desired average (3), it indicates the favorable condition of the desired index, but if the obtained average is smaller than the desired average, it indicates the unfavorable condition of that index. In the following, the examined indices are analyzed separately is placed.

Assessing the status of the financial index

To check the status of the financial index, a sample T-Tech test was used (Table 3). Considering that the Likert scale (1 to 5) was used to answer the questions in the questionnaire, based on this, the average value is considered to be 3. 5 items have been used to check the financial situation. It can be said that the relative investment cost and cheapness with an average of (3.90) is higher than the average, and it also has the highest average in the financial index of this item. The item related to the increase in the number of tourists in low visit seasons and the possibility of product growth with an average of (3.65) has the lowest average. Overall, the financial index with an average of (3.78) is above average. Therefore, the financial index in the situation It is suitable.

Table 3. A sample T-Tech test to check the financial index

The desirability of the tested number = 3						
Component	The value (t) of the	Numerical average	The significance level	mean difference	95% confidence interval upper limit	lower limit
Relative investment cost and cheapness	3.48	3.90	0.020	0.90	1.13	0.41
Market size	3.62	3.82	0.009	0.82	0.94	0.60
Market share	4.71	3.67	0.000	0.67	0.88	0.45
Sales volume and increased spending per tourist	3.38	3.76	0.001	0.76	0.90	0.37
Increase in the number of tourists in low visit seasons and the possibility of product growth	4.83	3.65	0.000	0.65	0.80	0.47
sum (financial)	4.55	3.78	0.000	0.78	1.91	0.54

Source: Research findings, 2021

Evaluating the status of the tourism index Eight items were used to evaluate the status of the tourism index. Most of the investigated items have a lower than average. The highest average is

related to the item of creating a new identity and changing physical, mental or lifestyle with a weighted score (2.80). The lowest amount is related to the item of not taking much time. and the absence of idle times with an average of (11.2) and the tourist object to experience an environment with a high level of hygiene, no noise pollution, security and comfort, with an average of (62.2). Tourism, with an average of (2.73), is below average and has an unfavorable situation, Table (4).

Table 4. A sample T-Tech test to check k the tourism index

The desirability of the tested number = 3						
Component	The value (t) of the statistic	Numerical average	The significance level	mean difference	95% confidence interval	
					upper limit	lower limit
The prices of tourism products should reflect their true value	-3.71	2.75	0.006	-0.24	-0.11	-0.37
Not taking a lot of time and not having idle times	-5.35	2.11	0.352	-0.37	-0.23	-0.50
The possibility of storing and posting the final product if it takes time to prepare	-2.90	2.78	0.004	-0.21	-0.06	-0.35
The possibility of ordering a product related to that experience in the future and continuing the relationship between the seller and the tourist	-4.35	2.70	0.000	-0.29	-0.16	-0.43
Tourists can experience an environment with high level of hygiene, no noise pollution, security and comfort	-5.43	2.62	0.000	-0.37	-0.24	-0.51
Having a unique souvenir and creating a unique brand for tourists	-4.74	2.66	0.000	-0.33	-0.19	-0.47
Creating a story specific to each tourist and creating a lasting memory	-3.22	2.76	0.001	-0.23	-0.09	-0.37
Creating a new identity and change in physical, mental or lifestyle	-2.88	2.80	0.004	-0.19	-0.06	-0.32
plural (tourism)	-6.00	2.73	0.000	-0.26	-0.17	-0.34

Source: Research findings, 2021

Assessing the state of internal business process indicators

18 items have been used in examining the status of the index of internal business processes; And to analyze the data from it, a sample T-Tech test was used and the results of this test showed that most of the items were in an unfavorable situation. Among the subjects studied, the subject of

creative tourism market segmentation with an average of (96.3) has obtained an average above the average and also has the highest average. Previous products with an average of (2.35), being easy, transparent and comprehensible with an average of (2.37), are in an unfavorable and downward situation. But overall, the index of internal business processes is below average and Below is the table (5).

Table 5: A sample T-Tech test to check the business index

Objects	Average	T	Sig	Difference Average	with a confidence factor of 95%	
					lower limit	upper limit
Education, but not in a deep way, but following the taste of the subject	2.67	-3.89	0.006	-0.32	-0.46	-0.19
The knowledge of traditional routes and activities along with the wealth of educational knowledge in such a way that it leads to the increase of the tourist's skills and is practical, operational and useful for him.	2.58	-5.75	0.352	-0.41	-0.53	-0.29
Creating an exclusive itinerary with the right to choose and a self-service approach with the aim of designing experiences on behalf of the tourist himself	2.63	-2.50	0.004	-0.36	-0.49	-0.23
Emotional and visual appeal and attractive and stunning inspiration with the element of imagination	2.52	-4.49	0.000	-0.47	-0.60	-0.35
Appropriate placement of creative resources, creating harmony and paying attention to details	2.42	-5.72	0.000	-0.57	-0.70	-0.44
Easy, clear and understandable	2.37	-4.49	0.000	-0.62	-0.75	-0.49
Authenticity such as using the home and workplace of the trainers, along with the authenticity and naturalness of the guide's behavior	2.70	-3.28	0.001	-0.29	-0.43	-0.16
The activities can be considered as a kind of birth certificate of this region that can only be experienced here	2.83	-2.13	0.034	-0.16	-0.30	-0.01
Rare, non-repetitive, distinctive and new	2.35	-	0.0	-0.64	-0.78	-0.50

Component					interval	
					upper limit	lower limit
The existence of intangible heritage and creative mental images in the minds of tourists	-4.92	2.66	0.006	-0.33	-0.20	-0.46
The existence of an open, tolerant and diverse society	-5.41	2.63	0.000	-0.36	-0.23	-0.50
The existence of cultural tourism and other types of tourism in the tourist destination	-4.25	2.71	0.004	-0.28	-0.15	-0.42
The existence of flows of capital, information, mentalities and people from local, national and international people, which includes tourists	-6.22	2.60	0.000	-0.39	-0.26	-0.51
The use of information technology (such as websites and smartphone programs) to increase the participation period of tourists before and after using the creative tourism product	-1.13	2.91	0.256	-0.08	0.05	-0.21
Hard infrastructure such as museums and cultural landmarks	-3.61	2.77	0.000	-0.22	-0.10	-0.35
Soft infrastructure such as creative spaces and cafes	-5.10	2.67	0.001	-0.32	-0.20	-0.45
The presence of necessary hardware such as smartphones to run programs based on information technology	-8.86	2.46	0.004	-0.53	-0.41	-0.65
sum (learning and growth)	-8.62	2.67	0.000	-0.32	-0.25	-0.40

Source: Research findings, 2021

Investigating the effects of creative tourism on sustainable urban development Linear regression test and Fisher's statistic were used to investigate the effects of creative tourism on sustainable urban development. As can be seen in table (7), the coefficient of determination is equal to 0.871, which shows that the independent variable explains the percentage of the dependent variable, which shows that there is a significant relationship between creative tourism indicators and sustainable urban development. It is stated that it is equal to 0.001, the relationship is completely meaningful and consistent (Tables 7 and 8).

Table 7. Variance analysis of the influence of creative tourism indicators on sustainable urban development

The standard error	Corrected coefficient of determination	Determine the multiplier	Multiple correlation coefficient
0.019	0.862	0.871	0.884

Source: Research findings, 2021

Table 8. Analysis of variance based on the existence of a linear relationship between creative tourism and sustainable urban development

Component	sum of squares	Degrees of freedom	average of squares	F statistics	significant level
Regression effect	8.121	4	6.767	31.187	0.001
the remainder	1.234	346	0.001		
Total	9.355	350			

Source: Research findings, 2021

The results of table (9) show that the significance level for all variables is less than 0.01 level, which indicates that the results can be generalized to the entire statistical population. The obtained beta value shows the influence of creative tourism indicators on It is sustainable urban development. Therefore, the financial variable has had the greatest impact on sustainable urban development with a beta value of 0.371. Also, the tourism variable has had the least impact with a beta value of 0.132. Also, the learning and growth variable has a beta coefficient of 0.232/ and the variable of business processes with a beta coefficient of 189/0 have had an impact on sustainable urban development in Hindia dam.

Table 9. Investigating the effects of creative tourism on sustainable urban development in Hindia dam

Variables	Standard coefficient	Non-standard coefficient		T	Significance level
	BETA	standard error	B		
Width from the origin	-	0.019	0.087	2.453	0.089
Financial	0.371	0.001	0.281	5.845	0.001
Tourism	0.132	0.003	0.108	4.133	0.000
Business processes	0.189	0.004	0.156	4.898	0.000
Learning and growth	0.232	0.002	0.198	5.123	0.000

Source: Research findings, 2021

Examining the relationship between creative tourism and sustainable urban development Pearson's correlation coefficient was used to investigate the relationship between creative tourism



and sustainable urban development. The results of the test show that the obtained Pearson coefficient is equal to 0.556, which is significant according to the level of statistical relationship. From this obtained significance, according to the results of Pearson's coefficient, there is a strong positive linear relationship between creative tourism and sustainable urban development.

Table 10. The relationship between creative tourism and sustainable urban development

Creative tourism	Pearson coefficient	0.556	Sustainable urban development
	Number	384	
	Significance level	0.001	

Source: Research findings, 2021

Conclusion

Creative tourism is growing and researched subject that is the pioneer of tourists' creativity in producing memorable and experiential experiences. From a supply point of view, in a creative tourism framework, the role of tourism providers is to be facilitators of memorable experiences, not just suppliers of services or goods. Experts consider creative tourism to be the new generation of tourism after the first generation, i.e. beach tourism (traveling for leisure and relaxation) and the second generation or cultural tourism (inclined to cultures and museums).

Research In creative tourism, the tourist has more educational, emotional, and social interaction. And also participation in the place, and the culture of man's life is encouraged. In the third generation of tourism, the tourist behaves like a citizen. Also, in this type of tourism, the role of managers in recognizing the types of creativity in the city as a source and opportunity to attract tourists It is considered important. The current research was conducted with the aim of investigating the situation of creative tourism in Al-Hindiya Dam and its role in sustainable urban development. The results of the research findings showed that among the various indicators of creative tourism, only the financial indicator in Al-Hindiya Dam has a good condition, which is due to the existence of the free zone of Al-Hindiya Dam and the relative prosperity of this area in terms of business, which most tourists buy goods. They travel to this city. Also, the indicators of tourism, business and learning and growth have been evaluated as lower than optimal. In examining the effects of creative tourism on sustainable urban development, it was found that the financial index had the greatest impact on the sustainable development of Al-Hindiya Dam, and the tourism index had the least impact.

The results of Pearson's coefficient showed that there is a significant relationship between creative tourism indicators and sustainable urban development. Based on the indicators of creative tourism, the greatest potential that Al-Hindiya Dam has in the field of urban tourism development is related to the financial indicator, including the existence of the free trade zone of Al-Hindiya Dam, which the city officials should use specific and operational planning to exploit these opportunities and strengths. use for the development of urban tourism and strengthen creative tourism indicators in all fields, provide the necessary and appropriate conditions for creating, nurturing and creative ideas in the city. In this context, the use of urban and urban tourism experts can, despite the high natural and tourism potentials as well as business in Al-Hindiya Dam, be used to the maximum with a principled and accurate planning in order to increase the number of tourists and also create creative plans in the field of tourism in addition to The increase in



domestic and foreign tourists provided the basis for sustainable urban growth and development in Al-Hindiya Dam, which is possible with the high potential of this city.

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Journal of Multidisciplinary Innovations

Volume 14, February, 2023. ISSN (E): 2788-0389

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