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Creative Tourism in the City of Isfahan: Challenges and Opportunities for the Hospitality Industry from a Cultural and Historical Perspective

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Abstract

This research explores the challenges and opportunities facing Iran's hospitality industry from a cultural and historical perspective, with a particular focus on creative tourism. Given the nature of the subject, the study employs a descriptive research method. In terms of data collection, a qualitative approach was adopted. The statistical population comprises managers and deputies within the hospitality industry in Isfahan province. To determine the appropriate number of participants, the saturation rule was applied, ultimately resulting in a sample of 20 individuals selected through purposive sampling. Data collection was conducted using field methods and a semi-structured interview process. The collected data were then analyzed using MaxQDA software. The findings highlight several key strategies for enhancing creative tourism in Isfahan's hospitality sector. These include developing local experiences, improving the quality of creative services, diversifying tour offerings, establishing local collaboration networks, leveraging technological marketing, and supporting local businesses.

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Introduction

Creativity and tourism are deeply interconnected, and with effective management, they can generate a powerful synergistic effect (Ardhala, 2016). Innovation and creativity serve as the foundation of a successful business, enabling growth and competitiveness in the industry. The most promising business opportunities will arise for those who can introduce novel and improved ideas to the market (Kitsios et al., 2016). In developing countries where creative tourism is the dominant form of tourism in nature and culture, the development of creative tourism leads to the growth of transportation infrastructure and the hospitality industry (Kyara et al., 2022). From an economic perspective, sustainable tourism is defined as an activity that does not destroy the physical environment and social fabric of the host community (Sørensen & Grindsted, 2021). This approach is reflected across almost all elements of the national economy that directly or indirectly engages in processes to meet the needs of tourists (Łapko & Panasiuk, 2019). Additionally, creativity has become a strategy for the development of personal skills that many cities and destinations around the world have adopted, and it is one of the most important factors for success in competing cities (Al-Ababneh, 2017). In creative tourism, tourists are encouraged to engage on educational, emotional, and social levels while actively participating in the local culture and daily life of the destination. In the third generation of tourism, visitors adopt the role of temporary citizens, immersing themselves in the community rather than remaining passive observers. Within this framework, managers play a crucial role in identifying and leveraging the diverse forms of creativity present in a city, transforming them into valuable resources and opportunities to attract and enrich the tourist experience. (Zaal et al., 2018). The hospitality industry is a vast sector within the service industry, encompassing accommodation, event planning, amusement parks, and various tourism services. As a multi-billion dollar industry, it offers a wide range of employment opportunities across different sectors. A hospitality unit—such as a restaurant, hotel, or amusement park—relies on multiple specialized workgroups, including facility maintenance, housekeeping, logistics, kitchen operations, management, marketing, and human resources. (Bazrafshan & Bameri, 2018).

The development of creative tourism in Isfahan does not require excessive financial investment in cities with existing potential; rather, it demands innovative planning and strategic projects that, when properly supported and implemented, can drive significant economic and cultural transformation. Recognizing creative tourism as a strategic approach can greatly enhance Isfahan's tourism industry and economy. The outcomes of these creative initiatives will contribute to urban vitality, increased employment and entrepreneurship, improved security and environmental efficiency, and the heightened attraction of both domestic and international tourists to creative destinations. Ultimately, these efforts will foster regional sustainable development.

It is hoped that the findings of this research will provide valuable insights into the opportunities and challenges of creative tourism in Isfahan, serving as a practical guide for industry professionals, experts, and decision-makers. By adopting strategic and innovative approaches, the foundations for the growth of Isfahan's tourism sector and economy can be strengthened, unlocking the city's potential for sustainable development and long-term economic advancement.

Given its rich history and culture, stunning historical and architectural sites, pristine natural landscapes, and diverse tourist attractions, Isfahan province holds a distinctive position in the realm of creative tourism. It is home to historic cities renowned for their unique and beautiful architecture, along with significant heritage sites such as Pasargadae, Naqsh-e Rostam, and Persepolis. These features position Isfahan as one of Iran's premier tourist destinations, offering a comprehensive representation of the country's tourism landscape. Its significance in creative tourism lies in its ability to blend cultural heritage with innovative tourism experiences. This makes Isfahan an ideal case study for exploring creative tourism strategies in the hospitality industry. The central research question of this study is: What are the challenges and opportunities facing the hospitality industry in Isfahan within the domain of creative tourism?

Research Background

Today, creativity has become one of the most critical discussions in urban development. The first coherent definition of a "creative city" is attributed to Landry and Bianchini (1995), whose ongoing work was later connected by Landry (2000) to the transformations in creative industries and urban reforms in England during the late 1980s and early 1990s. The introduction of the term "creative industries" and Florida's (2000) theory of the creative class further expanded the concept of the creative city. Since the twentieth century, the development of tourism resources and the growth of the tourism industry have contributed to higher income levels among local residents, increased job opportunities, and overall social and economic progress. However, Xiao et al. (2022) caution that the risks associated with tourism become particularly pronounced when sustainable development is pursued without the practical implementation of sustainability principles, ultimately affecting the efficiency of tourism management (Doosti et al., 2019).

The term creative tourism was coined by Richards and Raymond (2000). They define creative tourism as learning a skill that is part of the culture of a country or community being visited on holiday. This idea stems from various creative forms of tourism aimed at encouraging the production of handicrafts through tourism (Richards, 2020).

Gheribi (2017) examines the policies shaping the creative city in his article and states that over the past two decades, urban cultural policies in cities have become much more significant. Gheribi (2017)

sees art and culture as the cause of consumption and the development of assets and knowledge industries. He also points out that the concept of a creative city serves as a new policy language and justification for integrating cultural policy with urban policy programs, and in urban development, these cultural policy formulations play an important role (according to Rahimi et al., 2020).

So far, very little research has been conducted on the challenges and opportunities of creative tourism in Iran, leaving a significant research gap in this field. The most relevant studies are listed below.

Ghaderi et al. (2022) conducted a study on identifying the dimensions and components of the supply side of creative tourism (case study: Mashhad as the global city of gemstones). A semi-structured interview with 24 experts in the fields of tourism and gemstones was conducted, and thematic analysis of the data was carried out using MAXQDA20 software. Four dimensions (infrastructure, management, marketing, and creative tourism products and services), 13 main themes, and 57 sub-themes were extracted. In the quantitative section, the 13 main themes of this research were prioritized for experts in the fields of tourism and gemstones. The results obtained were weighted using the fuzzy decision-making method. The findings of this research indicate that the most important components of creative tourism in Mashhad in the supply section are management, legal, and economic issues, followed by the importance of culturalization and education, marketing strategy, promotional and advocacy activities, communications and interactions, innovation and idea generation, branding, urban services, identity and authenticity, and up-to-date technology.

Taghvaei et al. (2022) studied the elucidation of strategies for developing creative tourism in tourism services (case study: Isfahan). Given the results obtained through the fuzzy Prometea technique, Region 14, due to the lack of factors such as new technologies and low-impact, responsibility for the environment, safety and security issues, offering recyclable services and products, favorable natural conditions, increasing credibility by providing original products, a distinct and famous brand, and support and provision of facilities to companies and stakeholders, has earned the top rank in terms of lacking creative tourism services; therefore, to achieve a fairer development and better attraction of tourists, considering that Regions 14, 15, 11, 13, 12, 10, 9, and 7 are at levels ranging from deprived to very deprived, they should be prioritized in planning. An innovation of the present research can be noted in the provision of creative solutions for enhancing the status of tourism services and the expected experiences from tourism services so that a positive step can be taken to facilitate the creative process of tourism services.

Eghbal Moghadam, Saeede Zarabadi, & Zabihi (2022) examined the presentation of a model for developing creative tourism in historical contexts with the approach of startups in Isfahan. The issue of infrastructure has always been and continues to be discussed in terms of contextual factors; without proper infrastructure, the development of any industry will face difficulties or become impossible. In

the field of tourism in historical contexts, the importance and vitality of information and communication technology infrastructure, effective public transportation, social infrastructure, regulations that are more of a hindrance than a help, and limitations that accompany tourists, R&D infrastructure, etc., can be cited. Alongside all these factors, the presence of intervening factors whose effects are sometimes unpredictable and beyond control has been noted. Among these factors is the recent COVID-19 crisis as a global pandemic, the crisis of economic sanctions, the crisis of stagflation, and climatic changes, etc. Climate changes have caused unusual rainfall in various parts and outside of seasons, which intensifies the degradation of historical contexts at varying intensities. Therefore, it is necessary to develop national planning at the highest levels of the country to prevent the destruction of valuable historical contexts and buildings, and also to allocate a suitable budget for the development of the tourism industry in our country. Neglecting this sector can deliver a deadly blow to this industry, which can strengthen the foundations of our country's economic development.

Mosayebian Rizi, & Mosayebi (2021) studied the analysis of the role of urban creative tourism development in increasing social participation among citizens. The results obtained regarding the impact of creative tourism on increasing the level of social participation among residents of the Dolat neighborhood showed that the innovation and initiative index with a beta of -0.188, flexibility and acceptance with a beta of -0.214, leadership and management with a beta of 0.022, risk-taking with a beta of -0.154, and social capital with a beta of 0.431 have different effects on increasing citizens' participation in various areas such as financial participation, mental-spiritual participation, physical participation, political participation, and instrumental participation in the Dolat neighborhood of Isfahan with the development of urban creative tourism.

Izadinia et al. (2021) examined the role of creative tourism in sustainable rural development. The rural environment has been a favored location for the tourism industry, where tourists can enjoy the tranquility, simplicity, and silence of the village, which collectively represent the shortcomings of urban and modern life. Today, villages are one of the most important resources that attract the attention of tourism planners more than ever. Villages that have unique social, natural, or cultural attractions have great potential to attract tourists from nearby or distant areas, and this can play a significant role in the development of rural tourism. Rural creative tourism can transform potential natural capacities and cultural features into actual assets, and its prosperity can lead to employment, cultural elevation, environmental protection, and strengthening Isfahan's position in the international system.

Gheribi et al. (2017) examined innovation strategies in the restaurant business. The goal of the article is innovation in the provision of (product/service), organization, marketing, and processes in the food market (restaurant companies), and food as a competitive factor for service companies is examined. This study was conducted using qualitative services and interviews with restaurateurs and restaurant

owners in the Polish market, including personal restaurants from Warsaw and Łódź. Based on interviews with restaurants in Poland, innovation is evident in all aspects of managing a successful restaurant.

Jovanović & Ilić (2016) examined infrastructure as the most significant determining factor in tourism development in Southeast European countries. This article states that the future development of tourism depends on intensive investment in infrastructure and its modernization. The goal of the article is to examine the relationship between tourism competitiveness in Southeast European (SEE) countries and the level of competitiveness of tourism infrastructure. It is noteworthy that the increase in the number of hotel rooms is a crucial factor that greatly contributes to enhancing the level of tourism competitiveness in various countries.

Korez-Vide (2013) studied enhancing tourism sustainability through the development of creative tourism. The research results indicate that there is no significant correlation between per capita gross national product and the competitiveness of an economy. A comparative analysis of the international competitiveness position of Slovenia and Estonia in various fields illustrated Slovenia's weak competitiveness in various areas, while also providing an explanation for the systematic perspective needed in the field of tourism competitiveness. In this article, considering Slovenia's economic competitiveness weaknesses, suggestions for policy-making and support for cultural creativity and the development of creative tourism have been offered.

Ohridska-Olson & Ivanov (2010) examined the business model of creative tourism and its application in Bulgaria. In this research, a business model for creative tourism is analyzed within the framework of cultural tourism. Furthermore, the research investigates how small and medium-sized cities in Bulgaria can leverage their cultural and creative potential. It also indicates how creative tourism can bring sustainable and profitable development to the small communities of the country

Research Questions

This research raises questions that are inherent to its nature::

- What are the challenges of creative tourism in the hospitality industry of Isfahan?
- What are the opportunities for creative tourism in the hospitality industry of Isfahan?
- What are the appropriate solutions for improving creative tourism in the hospitality industry of Isfahan?

Research Methodology

• Research Method

Given the nature of the research topic, the study employs a descriptive methodology. Additionally, based on its primary objective, this descriptive research is considered analytical in approach. In terms of data collection, a qualitative methodology predominates. From the perspective of purpose and scope, as the research seeks to generate knowledge for practical application within a specific field, it is classified as

applied. The present research is ontologically situated in the "interpretive" paradigm and epistemologically of the "subjective" type; because in this paradigm, the relationship between the researcher and the subjects is subjective, not objective. In other words, the researcher penetrates into the subjectivities of the respondents and does not begin the research with a theory as positivists do, with the intention of testing the theory in the empirical world. The method of this research is qualitative, and the tool for data collection was semi-structured interviews guided by protocols and pre-prepared questions by the researcher. Often, additional exploratory questions were asked during the interview for clarification and elaboration. Participants were informed about the recording of the interviews, and after listening to the audio files of the interviews, the content was carefully noted and transcribed. Based on the perceptions and descriptions of the participants, the researcher carefully studied the material, and finally, the final categories were extracted and coded. Some quotes from the participants were included in the interviews. By merging the review of library studies, existing questionnaires in this field, and interviews conducted with focus groups of experts, the dimensions and statements were formed, and after open coding, axial coding, and final coding, the research model was established.

• Population and Statistical Sample

The statistical population of this study comprised managers and deputies within the hospitality industry of Isfahan province. To determine the required number of participants, the saturation rule was applied, and data collection continued until theoretical saturation was achieved. The purposive sampling method was employed, selecting individuals who could most effectively contribute to the research objectives. Ultimately, 20 participants were purposefully chosen based on their relevance to the study's goals.

Interview Questions

What are the challenges of creative tourism in the hospitality industry of Isfahan? What problems do the existing challenges create for creative tourism? What are the opportunities for creative tourism in the hospitality industry of Isfahan? What important conditions does the city of Isfahan provide for creative tourism? What is the current status of the hotel industry in the city of Isfahan? What suitable solutions are there to improve creative tourism in the hospitality industry of Isfahan?

Data Collection Method

In this research, documentary sources—including articles, books related to the studied variables, theses, and other published works—were utilized to establish the theoretical foundations through library studies. In the field method, semi-structured interviews served as the primary data collection tool.

To assess validity and reliability, measures were implemented based on the criteria outlined by Creswell and Miller (2000). These steps aimed to ensure the accuracy of the findings from the perspectives of the researcher, participants, and readers of the research report.

1) Member checking: The participants of the final research report reviewed the analysis process and the obtained categories and expressed their opinions regarding them.

2) Peer review: Several doctoral students in management and faculty members of the university who did not participate in the interviews reviewed the findings and commented on them.

3) Participatory nature of the research: Participants were consistently involved in the analysis and interpretation of the data.

4) Participant feedback: Interpretations and results were presented to the participants, and misunderstandings were identified and corrected.

5) Receiving feedback from expert colleagues: Explanations and results were reviewed by colleagues and experts, and their corrective remarks were implemented.

Data Analysis Method

In grounded theory, data analysis follows three key stages: open coding, axial coding, and selective (or theoretical) coding (Strauss & Corbin, 2008). MaxQDA software is widely used for coding and analyzing qualitative data across various research approaches. In this study, MaxQDA was employed to enhance the credibility of the research, facilitating data reduction and code integration to guide the researcher in developing the theoretical model.

Descriptive Statistics

Table 1. Summary of the results obtained from the demographic information of the sample

Percentage	Abundance	Demographic Characteristics	
55	12	Men	Gender
45	8	Women	
20	6	Between 10 and 15 years	Career History
80	14	Over 15 years	
65	14	Master's Degree	Level of Education
35	6	Ph.D.	
45	9	Between 30 and 40 years	
40	7	40 to 50 years	Age
15	4	Over 50 years old	
100	20	Total	

Findings from Qualitative Data

According to the initial coding conducted in the MaxQDA software, the findings are presented in Table 2. In the following section, we will extract the selected codes based on the research questions. It is important to note that these codes have been further developed into **detailed components** through a comprehensive review of the existing literature.

The first question is: What are the challenges of creative tourism in the hospitality industry of Isfahan

According to the conducted studies, several key challenges have been identified in the development of creative tourism within Isfahan's hospitality industry. These include insufficient service improvement, a lack of creative hospitality initiatives, limited progress in responsible tourism development, and inadequate enhancement of creative tourism destinations. Additionally, issues such as the failure to establish unique tourism experiences, insufficient development of local experiences, traffic congestion, outdated training among human resources, lack of modern technology, and weak or aging infrastructure further hinder the sector's growth.

Table 2. Findings of selective coding for the first question

Row	<i>What are the challenges of creative tourism in the hospitality industry of Isfahan</i>	<i>Number of repetitions</i>
1.	Failure to enhance creative hospitality services.	6
2.	Failure to develop responsible tourism.	7
3.	Failure to upgrade the capabilities of creative tourism destinations.	8
4.	Failure to create unique tourism experiences.	6
5.	Failure to develop local experiences.	6
6.	Traffic and congestion.	3
7.	Human resources with outdated training.	4
8.	Lack of up-to-date technology.	4
9.	Weak and old facilities	6

Question 2: What are the opportunities for creative tourism in the Isfahan hospitality industry?

According to the conducted studies, it has been shown that the components (development of religious tourism, medical tourism, cultural tourism, adventure tourism, nature tourism, cultural and historical wealth, beautiful nature, architectural heritage, and development of creative hospitality industry) were significant components observed as opportunities for creative tourism in the hospitality industry of Isfahan.

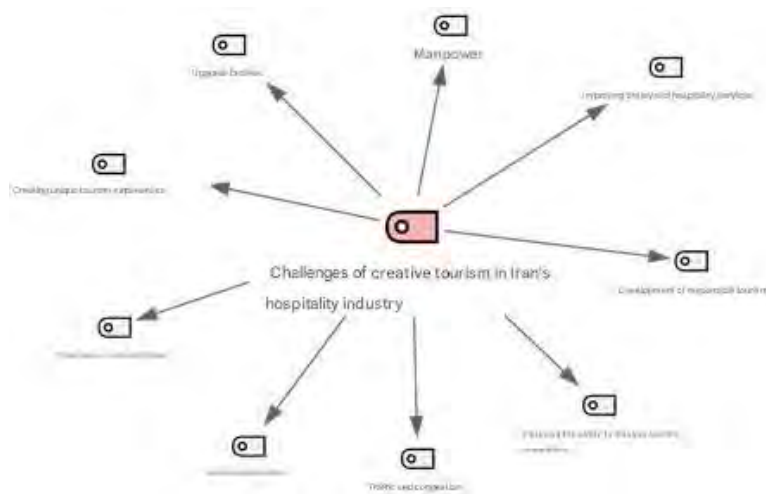


Figure 1. Model of selected codes of the first question with the output of MAXQDA software

Table 3. Findings of selected coding of the second question

Row	What are the opportunities for creative tourism in the Isfahan hospitality industry?	Number of repetitions
1.	Religious tourism	8
2.	Medical tourism	7
3.	Cultural tourism	6
4.	Adventure tourism	6
5.	Nature tourism	9
6.	Cultural and historical wealth	6
7.	Beautiful nature	6
8.	Architectural heritage	7
9.	Development of creative hospitality industry	5

Question 3: What are the appropriate solutions to improve creative tourism in the Isfahan hospitality industry?

According to the conducted studies, it has been shown that the components (development of local experiences, enhancement of creative service quality, development of diverse tours, creating local collaboration networks, promoting and marketing technology-based, supporting local businesses) were significant components used as appropriate strategies for improving creative tourism in the hospitality industry of Isfahan.

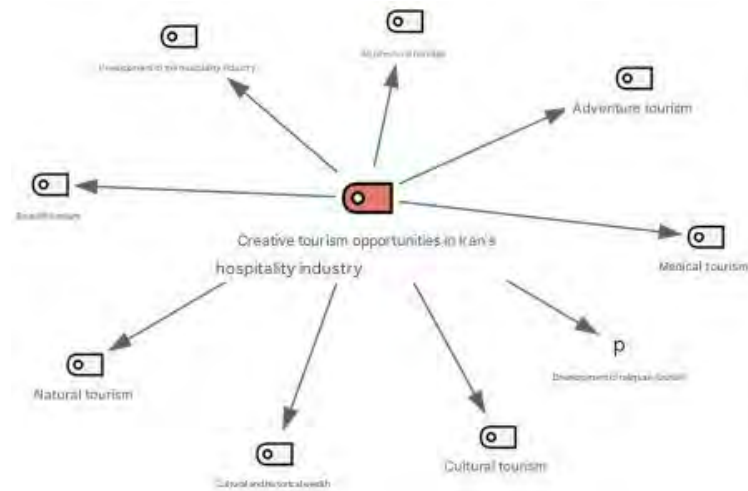


Figure 2. Selected coding model of the second question with MAXQDA software output

Table 4. Findings of the selected coding of the third question

Row	What are the appropriate solutions to improve creative tourism in the Isfahan hospitality industry?	Number of repetitions
1.	Development of local experiences	11
2.	Enhancement of creative service quality	7
3.	Diversification of tours	6
4.	Establishment of local collaboration networks	6
5.	Promotion and marketing of technological innovations	7
6.	Support for local businesses	9

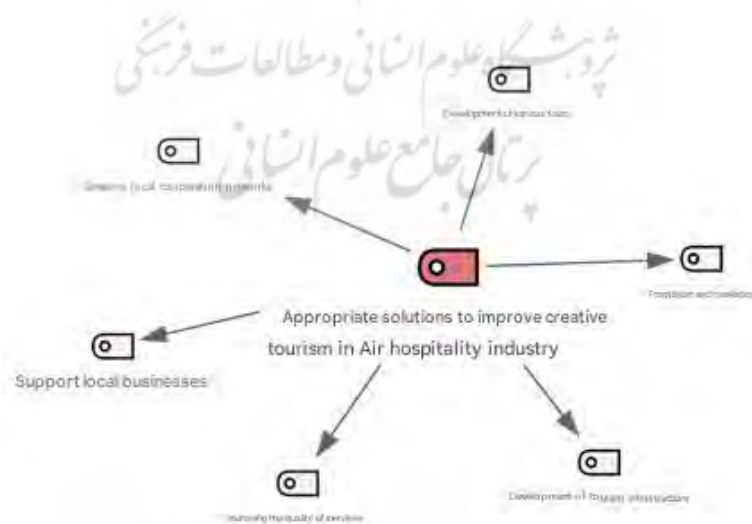


Figure 3. Model of selected codes for the third question with the output of MAXQDA software

According to the results obtained from the research questions, the final model of this research is as follows (Figure 4).

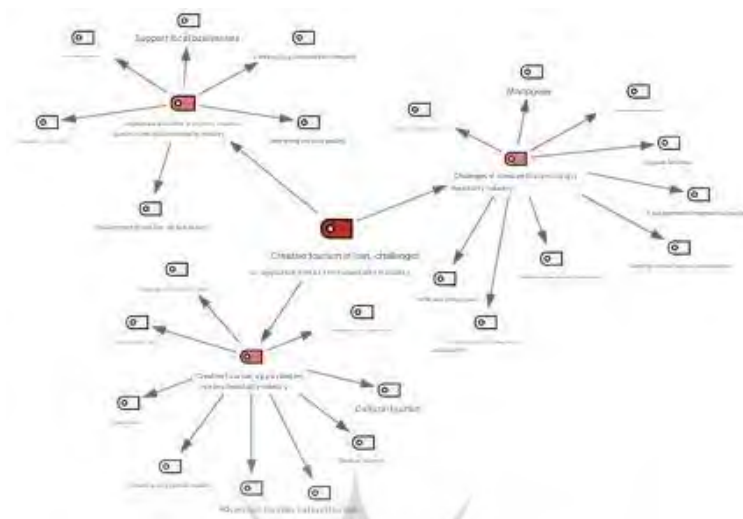


Figure 4. Final model with MAXQDA software output

Research findings

Question 1: What are the challenges of creative tourism in the hospitality industry of Isfahan?

This study identified several key challenges affecting creative tourism in Isfahan's hospitality industry. These include insufficient service improvement, a lack of creative hospitality initiatives, limited progress in responsible tourism development, and inadequate enhancement of creative tourism destinations. Additionally, issues such as the failure to establish unique tourism experiences, insufficient development of local experiences, traffic congestion, outdated training among human resources, lack of modern technology, and weak or aging infrastructure further hinder the sector's growth. The results of these findings are consistent with the research of Ghaderi et al.)2022), Taghavi et al.)2022), Izadinia et al.)2021), Zal et al.)2018), Bazrafshan and Bameri) 2018), Gharibi et al.)2017), Jovanovi and Ilić) 2016), Olson and Ivanov) 2010).

Question 2: What are the opportunities for creative tourism in the hospitality industry of Isfahan?

This study identified several key opportunities for creative tourism in Isfahan's hospitality industry, including the development of religious tourism, medical tourism, cultural tourism, adventure tourism, and nature tourism. The province's rich cultural and historical heritage, stunning natural landscapes, and remarkable architectural sites further enhance its potential for tourism growth. Additionally, fostering the creative hospitality industry presents valuable opportunities for innovation and sustainability. One of the fundamental roles of destination management in tourism is to mitigate risks, minimize potential

harm, and transform challenges into avenues for growth and sustainability (Kyara et al., 2022). Isfahan, with its numerous religious sites, holds strong appeal for religious tourists. Developing religious tour packages featuring diverse programs and activities can enrich the hospitality sector while fostering deeper cultural engagement. Likewise, Isfahan's historical and cultural wealth makes it an attractive destination for cultural tourism. Offering specialized cultural tours—including visits to museums, ancient artifacts, and historic cities—can significantly enhance the creative tourism experience, further strengthening the city's position as a premier travel destination.

The results of these findings are consistent with the research of (Izadinia et al. (2021), Zaal et al. (2018), Bazrafshan and Bameri (2018), Gharibi et al. (2017), Jovanović, S., & Ilić (2016), Korez-Vide (2013).

Question 3: What are the appropriate strategies for improving creative tourism in the hospitality industry of Isfahan?

According to the conducted study, several key components have been identified as effective strategies for enhancing creative tourism within Isfahan's hospitality industry. These include the development of local experiences, improvement of creative service quality, diversification of tour offerings, establishment of local collaboration networks, adoption of technology-driven promotion and marketing strategies, and support for local businesses. The results of these findings are consistent with the research of Ghaderi et al. (2022), Taghavi et al. (2022), Eghbal Moghadam et al. (2022), Jovanović and Ilić (2016), Korez-Vide (2013), Ohridska-Olson and Ivanov (2010).

Discussion and Conclusion

Several weaknesses affect Isfahan's tourism industry, including complex and time-consuming visa issuance processes for foreign tourists, which may discourage international visitors. Additionally, inadequate infrastructure in some tourist areas—such as deficiencies in water, electricity, and transportation—limits the city's ability to accommodate travelers effectively. Financial and banking restrictions pose challenges for foreign tourists, potentially impacting their experience and accessibility. Furthermore, insufficient advertising and marketing, particularly in foreign languages, reduces global outreach and visitor engagement. A shortage of skilled and specialized labor in certain tourism sectors also affects service quality and industry competitiveness. Security concerns, including regional conflicts, may deter potential visitors, while environmental issues at some tourist sites negatively impact their attractiveness. Addressing these challenges requires targeted efforts to improve infrastructure, advertising, workforce training, and environmental conservation, ensuring Isfahan reaches its full tourism potential.

To address these weaknesses, the government and tourism industry in Isfahan must prioritize improvements in infrastructure, advertising, visa processing, workforce training, and environmental conservation. Key challenges in Isfahan's creative tourism sector include the need to enhance hospitality services, develop responsible tourism, strengthen destination management, create unique tourism experiences, improve advertising and marketing, address traffic congestion, upgrade human resources, preserve cultural heritage, and modernize tourism facilities. Continuous attention to these areas will help foster sustainable tourism growth in the region.

Enhancing service levels for guests, developing responsible tourism, improving destination management, and creating unique tourism experiences are essential for strengthening creative tourism in Isfahan's hospitality industry. Effective advertising and marketing, traffic management, human resource development, cultural heritage preservation, and infrastructure improvements require continuous attention to ensure sustainable growth. Isfahan's numerous religious sites make it an attractive destination for religious tourists. Curating diverse religious tours and activities presents a valuable opportunity for the hospitality sector. Additionally, its rich history and culture appeal to cultural tourists, who can benefit from tours featuring museums, historical landmarks, and ancient cities. The city's natural landscapes offer potential for adventure tourism, including hiking, camping, and water sports, while immersive local experiences—such as culinary tours, traditional ceremonies, and cultural festivals—further enrich tourism offerings. Isfahan's unique historical sites can attract history enthusiasts through specialized historical tours of castles, monuments, and heritage sites. To boost tourism in Isfahan, developing a strong advertising and marketing strategy targeting domestic and international visitors is essential. Leveraging social media, digital campaigns, travel websites, brochures, and newspaper advertisements can enhance visibility and engagement. Infrastructure improvements—such as hotels, restaurants, recreational spaces, and public transportation—will further elevate the city's appeal. Expanding tour offerings across historical, cultural, religious, nature, and adventure tourism ensures diverse and engaging visitor experiences. Supporting local artists, handicrafts, and cultural exhibitions can attract niche tourists while fostering regional economic growth. Additionally, investing in the preservation and restoration of historical and religious sites, including mosques, churches, gardens, and historic mansions, will further strengthen Isfahan's appeal. By implementing these strategies, Isfahan can expand its creative tourism potential, driving both economic prosperity and cultural enrichment.

Practical Recommendation

Considering the very rich history and diverse culture of Isfahan, this city has abundant opportunities for tourism. Some practical suggestions for expanding tourism in Isfahan include:

1. Developing local experiences: Offering unique and local experiences such as artistic workshops, cooking classes, or cultural tours that allow tourists to become familiar with local culture and art.
2. Supporting local artists: Organizing exhibitions, art markets, and cultural events that provide local artists an opportunity to showcase and sell their works.
3. Creating creative tourism routes: Designing tourism routes that include artistic locations, galleries, art studios, and local workshops. These routes can help tourists familiarize themselves with local creativity and culture.
4. Using technology: Utilizing modern technologies such as augmented reality and virtual reality to create new and engaging experiences for tourists.
5. Organizing cultural events: Arranging festivals, concerts, and art events that promote local culture and attract tourists.
6. Developing creative accommodations: Creating accommodations with unique and creative designs that provide a special experience for tourists.
7. Collaborating with universities and educational institutions: Establishing collaborations with universities and educational institutions to hold workshops and courses in the field of art and culture.
8. Promoting sustainable tourism: Encouraging tourists to adopt sustainable and environmentally friendly practices in their travels, such as using public transportation or staying in green hotels.
9. Creating local networks: Forming a network of local businesses, artists, and cultural activists to collaborate on joint projects and exchange ideas

By implementing these suggestions and creating appropriate programs, it may help expand tourism in the city of Isfahan and contribute to the economic and cultural development of this region.

Future Recommendations

- It is necessary to conduct broader and more extensive research on other cities and provinces to obtain more generalizable results.
- It is suggested that in similar studies, a combination of interview and questionnaire measurement tools be used to increase the accuracy and generalizability of the results.

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