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of the central urban cultural region and  
its application in order to develop the  
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(Investigation of the boundaries of the  
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## **Investigation of the physical elements of the central urban cultural region and its application in order to develop the cultural elements of the city (Investigation of the boundaries of the cultural region of Shiraz)**

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### **Introduction**

Urban cultural area either in strengthening the position of cultural cities (providing a credible international image and providing a suitable space for promoting urban competitiveness and establishing activities related to these cities) or in helping non-cultural cities to move towards the status of cultural city They have a significant role and importance. The concept and semantic scope of the city center is more concerned with its functional and functional aspects than its spatial and geometric dimensions and examining the extent and impact of the cultural region on urban development in terms of functional and spatial areas. And identifying and determining physical and symbolic functions in urban areas and introducing the benefits and added value resulting from it. To address these questions, how can the formation of a central cultural area lead to urban development? How are the functional and spatial areas of culture in the central urban area determined? Cultural area of Shiraz city using a questionnaire identified in the analysis and evaluation stage to achieve this purpose, people from the study community and the desired characteristics have been evaluated and evaluated. And the article has two theoretical and practical (applied) dimensions and in terms of the nature of research (addressing the category of culture), is a quantitative method that in its place and due to the structure of the research, the quantitative method will be used. Finally, it is important to mention that there is no activity in the area under study that can attract citizens during the day and night, and from the last hours of the night onwards, almost no activities are carried out in this area, except for passing through. Non-cultural barriers may also create an unfavorable situation in the cultural area of the city compared to other parts of the city. These obstacles should be considered in planning for the whole city with special emphasis on the specific conditions of the city's cultural boundaries.

### **Methodology**

Effective criteria in selecting cultural cities, especially Shiraz, focusing on the cultural core of the city to determine the physical role of this part of the city that leads to prosperity, identity, prosperity, attracting tourism and urban tourism development. In the

theoretical part in order to formulate a relevant and up-to-date theoretical framework; It tries to describe and analyze the existing works, sources and literature and researches, as well as to examine the views of theorists; Use global and domestic theories and experiences related to the topic used and to achieve the goal. The present research, in terms of purpose, has two theoretical and practical (applied) dimensions, and in terms of the nature of research (addressing the category of culture), it is a quantitative method that in its place and due to the research structure of the relevant techniques (quantitative) will be used. To answer the research questions, it is necessary to use field methods, therefore, the statistical community is referred to and the required data are collected through open and closed questionnaires and their analysis is done.

Analysis of the general evaluation index of the cultural area of the city in the general evaluation of the cultural area of the city in terms of willingness to do it is more than unwillingness to do so. The score obtained from the evaluation of the cultural area of the city, which indicates the average desire of citizens to attend and pass through the city center. This amount of desire is evaluated positively because of the problems that have caused less desire. It is also crowded downtown.

Problems that have made people less inclined have been mentioned in order of impact, including car traffic, congestion, parking problems, poor quality of roads and unattractiveness. The importance of the problems among those who mentioned the problems was as follows: Citizens, the degree of willingness to attend and cross the cultural boundaries of the city was a variable that showed the degree of Considering the expectations of the activity that the citizens have from the cultural area of Shiraz, it is observed that:

## **Results and Discussion**

Cultural region in rethinking the cultural life of cities to identify and study the cultural elements and cultural components affecting their creation as a culture-based urban environment in the form of a cultural region using the internal resources of cities and trans-regional to seek the manner and extent of communication and The impact of cultural elements in the heart of urban society focuses on the location of specific areas with cultural and tourism potential. The cultural part of Shiraz is considered as a general structure in the whole city because the opportunities in the cultural area of Shiraz are opportunities that include the whole city. Organizing the cultural area of the city has a privilege commensurate with the extent to which it relates to removing existing barriers. In the city center, traditional markets, hotels, museums, travel agencies and tourism services and even tangible and intangible tourist attractions are located. The function of the cultural zone of cities is more diverse than other parts city's cultural boundaries.

## **Conclusion**

Spontaneous development of the collection and gradually in different periods in the form of coherent and efficient collections, have manifested physically, the task is to accept special and unique functions with the field of urban and extra-urban activities by accepting social duties and regulating social relations. Be. Over time, as these areas grow,

they gradually cease to respond adequately to the needs of the city, as well as tissue erosion and declining neighborhood and residential values; Damage and damage to historical and cultural values of spatial-functional duality, physical destruction and lack of security, inadequacies and defects in infrastructure and urban facilities necessary for comfortable, safe and comfortable life and activity are the problems of these areas. The concept of culture from "patterns embedded in symbols that have been transmitted historically, a set of common tendencies, values, goals and actions that define and define an institution, organization and group, as well as determining strategic issues in the opportunity stage." Strategic finding and problems are considered due to the special nature of the cultural area of the city, and in connection with the realization of strategic opportunities in the cultural area of the city, therefore, problems will be obstacles due to the connection with unique opportunities in the cultural area of the city. Not only in the whole city but also in the cultural area of the city, they have a special and different shape and are the main obstacles to the non-realization of strategic opportunities. They create an unfavorable situation compared to other parts of the city, and these obstacles should be considered in planning for the whole city, with special emphasis on the specific conditions of the

**Keyword:** cultural area, urban space, tourism, central area, Shiraz

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