

The Relationship between Urban Landscape and Tourism in the Development Process

Urbanization and tourism have been two primary development processes in Western societies and worldwide for over a century, and they have continuously and reciprocally impacted one another. In other words, the development process involves several aspects that ensure the competitiveness and attractiveness of cities, with the primary one being the promotion of urban tourism. Cities may use urban tourism as a strategic tool to support economic development, showcase their cultural, natural, and identity assets, and maintain their worldwide visibility. Tourism was once considered to be synonymous with spare time spent in natural spaces outdoors such as mountains, beaches, woods, or deserts.

Given the cityscape is the first image that forms in the minds of tourists, it is not separated from their perceptions. Thus, it must unquestionably be preserved, promoted, and improved. Every city, as Florent Hebert poses, has unique opportunities to shape its landscape, which is nourished by the patterns and rhythms of the past. To provide the users with the chance to create a distinctive image of the city, the landscape capacity that the city uses—the sea, river, forest, historical monuments, etc.—should be taken into consideration as assets and prioritized initiatives. The city leverages its unique perspective to differentiate itself and address the challenges of identity, aesthetics, functionality, and economy over the years. Since the distinctive and unique character of the cityscape becomes an influential factor in dynamism and competition, it can be argued that improving the quality of the urban landscape is considered a strategy for the development and promotion of sustainable tourism. Global experiences also highlight the importance of the role of the urban landscape in city tourism.

- The natural landscape of the city: Rebirth of the Cheonggyecheon River in the heart of Seoul, a landmark project to improve the global image of Korea.
- The industrial landscape of the city: the vast area of Emsherpark and its sensitive territory in the Rhur basin, as a bridge between nature and culture in Germany.
- The historical landscape of the city: the coastal walkway of the Gulf of Al-Jazeera, the continuation of the image of a land rich in history and its scenery in Algeria.

In Iran, however, things are a little different. In the development process, tourism and urban landscape operate separately, which has limited the development of tourism to specific historical buildings and nature tourism outside the city, and other capacities in the field of landscape have been neglected. The drawback of such an approach made social and public institutions withdraw rather than leverage the benefits of tourism development, which happen to be mostly situated in deprived and underprivileged areas. Southern tourism is one of the most obvious examples; travelers of Qeshm pay less attention to the meaningful and formative components of the land. That might explain why the local people's share of the benefits from this tourism is very limited. In terms of the landscape, in Qeshm territory, what is seen now is the supremacy of emotional space over perceptual one. Put another way, the Qeshm landscape has established separate identity groups that provide visitors with transient, emotional, visual, and fleeting attractions rather than connected identity groups reflecting the many elements of the Qeshm landscape. Such a procedure will harm tourism in cities by reducing it to individual outings and shallow examinations.

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