

Developing the Role of Social and Cultural Deputy of Tehran Municipality in the Management of Urban Tourism Development

Hossein Zabihi¹, Alireza Soleimankhani²

Abstract

Tourism and the city can be introduced as twins because the beginning of the phenomenon of tourism can be attributed to cities. The tourism sector in the current system of the international economy has been raised as one of the important indicators in commercial and cultural exchanges in various societies. But it cannot be denied that the tourism sector in Iran has been largely deprived of achieving remarkable successes compared to other countries. The most important reason can be seen in the weakness of macro policies for the development of this sector and the lack of attention to all aspects of tourism in Iran, in the meantime, urban management with human and financial resources can play the most important role in the development of urban tourism management. Since the current research tries to identify and explain the role of urban management in the direction of urban tourism development, this research is an applied one. Also, the nature of this research is to provide a model and framework to explain the role and relationships between urban tourism development management and urban management. Therefore, this aspect of the research is focused on the explanatory and interpretive aspects. Therefore, this research is mixed and uses the post-exploration strategy to achieve the goals and answer the research questions. Policies, laws and regulations, rules, budgets, and functional conflicts among urban tourism managers are considered as well. In Iran, contrary to public opinion, municipalities do not play a significant role in the development of tourism. The most important problems of the municipality's social and cultural deputy regarding tourism include solving legal issues and providing a legal basis for the development and delegation of authority related to urban tourism from the government to the municipalities. In this research, the suggested tasks for the social and cultural deputy of the municipality to realize the development of efficient urban tourism have been explained in the following four sections: Obstacles and problems in the field of urban management entering the field of tourism; the benefits of tourism development for the Cultural and Social Deputy of Tehran Municipality; suggested duties for social and cultural deputy of Tehran municipality; the results of urban tourism development in Tehran.

Keywords: Urban tourism, Urban Management, Tourism Management, Tourism Development.

1- **Associate Professor**, PhD in Urban Planning, Art and Architecture, Science and Research Branch, Islamic Azad University, Tehran, Iran. (E-mail: h.zabihi@srbiau.ac.ir)

2- **PhD candidate** in Urban Planning, Art and Architecture, Science and Research Branch, Islamic Azad University, Tehran, Iran (Corresponding Author). (E-mail: a.soleimankhani@ut.ac.ir)