

## Analysis of the Role of Creative Tourism in Sustainable Tourism Development Case Study: Isfahan City

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**Abstract :** Tourism has improved for several reasons, with the main objective of producing economic benefits, including foreign exchange earnings, income generation, employment, rising government incomes, and contributing to the financing of tourism infrastructure, which also has public consumption. Although today the interests of the tourism industry are not overlooked by anyone, the expansion and development of tourism services and products can make it competitive, and in this competition, those who bring creativity and diversity are ahead of other competitors. Developing creative tourism as third-generation tourism can help to attract visitors, increasing demand and diversifying it, achieving new markets and boosting growth. Creative tourism is a journey aimed at achieving a brand -new experience and is along with collaborative learning of arts, cultural heritage, or specific features of a place, and provides useful communication with the inhabitants of the tourism destination who is creators of the living culture of that place. The present study aims to identify and introduce the capabilities of the city of Isfahan in IRAN for the development of creative tourism and the role of creative tourism on the destination and the local community of this city. The research method is descriptive-analytical and field method, interviewing tool and questionnaire have been applied to obtain research findings. The results indicate that the city of Isfahan has the potential to develop creative tourism in the field of traditional handicrafts and traditional foods, and developing this kind of tourism will lead to the development of sustainable tourism in this destination and will bring numerous benefits for the local community.

**Keywords :** creative tourism, tourism, Isfahan city, sustainable tourism development

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