An Analysis of Socio-Economic Impacts of National Carpet Museum of Tabriz on Urban Economy of this Metropolis

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Abstract: This research has been done to identify the impacts of implementing the project of carpet museum of Tabriz from different aspects particularly economic and social dimensions on various groups of citizens and local society. It has been tried to study intrinsic, instrumental, and institutional values of this museum in the form of social and economic impacts. Combined approach of participatory and technocratic has been used and the results of both methods have been listed in research findings, conclusion, and management of consequences. Survey method has been used. 142 people are sample including inhabitants, salespersons, passengers, and experts in the field of carpet and urban management. Respondents were selected both randomly and purposefully so that inhabitants and passengers were selected randomly and salespersons and experts were chosen purposefully. The results indicate relative agreement between people's ideas and experts' about social, economic, and human impacts of the project. The findings show that building this museum may have positive impacts including employment, preparing the ground for investment, economic boom of the area, and socially positive results such as development of social interactions of ordinary people and experts together, and increasing people's knowledge about carpet industry. Crowd, traffic, discomfort for residents, and disruption of the social homogeneous texture of the neighborhood can be noted as negative impacts.

Keywords: museum, assessment of social impact, intrinsic value, instrumental value, institutional value

JEL Classification: J17, A13, D46, H43

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1- Introduction

Museums and their defined purposes, their civil and social responsibility, and the way of their interaction with local society have been changed in a continuous process in response to economic, social, local, national, and global necessities. Today, museums should coordinate themselves with social and environmental necessities including population and sustainability (Appleton, 2001), social justice and the rights of residents. Today, financial sponsors and beneficiaries of museums acknowledge that museums and their plans should demonstrate their impacts and values on local societies properly to gain more support. Today, museums experience complex processes (Van Alest & Boogaarts, 2002) caused by different factors such as weakening of economy, reducing public supports from art and culture sector, and changing human interests toward digital arts (Message, 2006; Parry & Burton, 2010), and their participation and activity in cultural products and experiences. During this period, assessment of cultural, social, and organizational impacts of museums is more difficult and relatively unintended aspects of impacts are caused by institutional reaction to unforeseen effects such as organizational, strategic, and political ones (Bedate et al., 2009). Generally, it can be claimed that the number of museums have been increased in recent decades, they have become more modern, and created changes in them have resulted in the development of their role and scope of social actions (Mozaffary, 2007). It is expected that museums play different roles in various fields. These roles can include creating areas of cooperation in local societies, providing different visitors' needs and demands, attracting tourists and financial resources, and strengthening local brands.

One of the most important and obvious features of the city of Tabriz that gives it a specific identity and always poses the name of Tabriz among other cities, is the art and industry of carpet weaving that plays an important role in urban economy along with the intrinsic and artistic value of this industry (Marsoosi and Kahni, 2011). It is a considerable source of revenue among average and low classes of this city. It seems that economic function of this industry, at least in the lower part of the community, has been moderated in the last decade due to lack of support from relevant institutions. If it continues, it can disconnect the future generations contact with this art and industry, leading to forget an important part of identity and history of city of Tabriz; therefore, one of the most important functions of constructing Tabriz Carpet Museum can be strengthening knowledge and information, and related interactions with carpet industry to preserve this important cultural treasure. Constructing Tabriz Carpet Museum, like other urban plans and projects, can have hidden and unforeseen effects and consequences in addition to having obvious and planned impacts indicating the necessity of such project. The results may create positive or negative impacts in local societies or related beneficiaries to the project. Thus, the main purpose of this research is to

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identify possible latent and unplanned impacts of constructing Tabriz Carpet Museum aiming to remove defects, prepare necessary ground for greater efficiency of this plan socially and culturally before its full exploitation.

This research aims to assess social impact for the results of development plans and not merely identify their positive and negative impacts. Helping to local societies and other beneficiaries in recognizing development goals and ensuring to maximize positive impacts are as important as reducing possible risks and damages caused by it. The process of social impact assessment helps local societies to determine type, size, positive and negative effects of plans, and the probability of their occurrence. Strategies are introduced in order to reduce and avoid possible negative impacts as well as to present strategies to strengthen positive ones. However, there is an opportunity to monitor and evaluate projects in the future (Barrow, 2000; Kimble, 2014). In this research, the main purpose is to reduce negative consequences of implementing Tabriz Carpet Museum on people and society around the project and to create a more favorable environment for citizens' living.

Secondary objectives of the plan are:

1. Identifying impacts of implementing Tabriz Carpet Museum from different aspects particularly cultural and social ones on different classes of citizens and society (identification of current situation and presenting typology of socio-cultural impacts)

2. Identifying an area that implementation of Tabriz Carpet Museum affect citizens and society (determining the scope of project impact)

3. Presenting strategies in order to reduce socio-cultural impacts caused by implementation of Tabriz carpet museum

Introducing the Project

The building of Tabriz Carpet Museum will have dramatically stylish architecture that the decoration of its exterior view is similar to carpet frame. The museum covers an area of 3400 square meters including four floors. It will be used for displaying different types of hand-woven carpets and rugs. The hall of ground floor will be permanent exhibition; the first floor will be dedicated to contemporary hand-woven carpets; the second floor to beautiful and unique carpets in Tabriz; the third floor to centenarian's carpets; and hand-woven carpets and rugs considering their age and quality in terms of their color, design, pattern, and texture from variety of carpet weaving areas will be kept at conference hall of this building. However, films and slides in the field of carpets, rugs, and Iranian handicrafts will be displayed at display hall of museum for visitors. In the traditional context of Tabriz, this museum is being built at Khaghani Avenue beside Kaboud Mosque (Aliqarib, 2007).

Geographical Range of Impacts

The project has been located in one of the central areas of Tabriz connecting the east and west of Tabriz together located in one of the main roads of this city. One of the most important features of the location of this project is bustle and traffic of pedestrians and cars in this area

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caused by different offices, including Tabriz Municipality, Power Department, banks, fire station, Zakariya Hospital, registration offices, historical and cultural buildings, municipality building, museum of Azarbaijan, Kaboud Mosque, different commercial-service centers, and a part of residential area. This area is one of the oldest regions in the city of Tabriz that narrow alleys and old buildings beside modern buildings give an outstanding feature to this area in terms of urban considerations. The conflict between tradition and modernism can be seen clearly in this area; therefore, it is predicted affected range of Tabriz Carpet Museum in the neighborhood and organizations in charge. The main winners and losers of this project should be in the geographical area of the neighborhood, mainly residents, shopkeepers, professional and cultural institutions, and the public.

Beneficiaries of the Project: Implementation of Tabriz Carpet Museum affect different people and groups because of its socio-cultural impacts. At the individual level, residents, shopkeepers, experts, artists in the field of carpet, investors, businesspersons, and the public can be referred. At regional and urban level, entities associated with urban management i.e. municipality, police force, union organizations can be named as the beneficiaries.

2- Literature Review

Tuck (2015) studied economic impacts of museums in England. He examined direct impact of museums on places, organizations, employment, revenue, economic output, and indirect impacts of museums on tourism, locating, marketing, locally economic development, learning skills, social development along with Islamic issues, the environment, and diplomacy.

Piekkola et.al (2014) in a research examined economic impact of museums in Fenland. Input-output method was used in this study. Data collection tools are questionnaire and direct interview. In their opinion, museums are culturally important destinations that affect museums themselves and their environment economically. Museums play an important role in increasing the share of tourism industry of each country. Along with economically direct impacts, museums may have side and indirect effects on other economic sectors including transport and traffic facilities.

Javaheri (2004) in an article studied special works of museums. He believed that museums affect greatly on the economy of developed and developing countries by their new functions through attracting tourists and there is a direct relationship among economic development, number of museums, investment, variety and expansion of the museums, considering some of museums' functions such as creating self-confidence in the present and future generations, factor in attracting tourism, increase in national revenue, and promoting values and beliefs of nations.

3- Theoretical Principles

Assessment of socio-cultural impacts is a comprehensive framework through which positive and negative impacts of

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urban development plans on people and local society can be assessed in economic, socio-cultural, and biophysical fields. By assessing of socio-cultural impacts, local societies have the opportunity to challenge projects and policies affecting their quality of life. Despite environmental and economic assessment, many urban development projects lack economic and cultural assessment (Foster, 2006).

Assessment of social impacts include following issues:

- People's life style: how people live, work, and interact with each other routinely
- Culture: beliefs, customs, values, human common language
- Society: social solidarity, stability, features, services and facilities
- Political systems: participation and people's influence in decision-makings and programs related to their lives, amount of democratization of society, and applied resources for these goals
- The environment: quality of water and air that people use, availability and quality of the consumed food, amount of environmental threats, crowd and noise, the adequacy of sewerage systems, physical security, and access to natural resources
- Health: physical, mental, social, psychological health, and without illness
- Individual rights and ownership: Are people influenced financially? Do people face difficulties that endanger their civil liberty?
- Fears and hopes: idea of security, fear of the future or hope about themselves and children in future.

In the last decade, the dominance of economic paradigms on assessment of museums' impacts have been criticized, and social changes related with job, leisure time, family and society's structure, values, organizations, and technology have been considered (ICOM, 2007); therefore, in order to create sustainable development plans in line with social needs and demands, social, environmental, and cultural factors have been reaffirmed (Culture Heritage Consortium, 2002). The study of theoretical literature related to social impacts of museums specifies their three main values for the society including:

Intrinsic value: Museums are related to the content of their art considered as an important part of a cultural experience and they are valuable by themselves. However, intrinsic value has subjective impacts on people, and it affects their thoughts, feelings and emotions (Lampi & Orth, 2009). Assessing these kinds of values is a bit difficult and it is impossible to assess them by quantitative tools and measures.

Instrumental value: It refers to a situation in which culture is used as a tool to achieve to other goals particularly in social and economic fields including health, urban reconstruction, social inclusion, job creation, tourism expansion, and so on (Hooper-Greenhill, 2007). Generally, policymakers pay less attention to instrumental value of cultural phenomenon since they focus more on public and general consequences of them, and they want to know more that under what circumstances and what costs should be

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spent in order to take advantage of these cultural phenomenon for public interest.

Institutional value: It considers interaction methods of organizations to each other and particularly when this interaction is done with the public. Museums' relations and interactions are different from visitors. They are in a situation that they can create necessary opportunity for growth, learning, and belonging to a society (Ashrafi, 2010). In this concept, assessment means to estimate and measure a value that people consider it to public aspects of culture (Ayatollahzadeh Shirazi, 1992). The important point is that all three aspects should be considered simultaneously and a balance should be established among them about museums i.e. dominance of one of these aspects on the others and too much attention to instrumental aspect of culture should be avoided since museums are counted as a part of society's public capital; therefore, their benefits should consider people's needs rather than a specific person or group to be included. If too much attention is paid to the intrinsic value of the culture, the art will be changed into a valuable phenomenon that it will be only monopolized by a small group of elites. When instrumental value of the art is emphasized more, artists and experts may experience alienation and they may feel that their arts are used as a mean to redress social disadvantage. If more attention is paid to institutional aspect of art, it will hurt vision of art, but if all aspects to be considered simultaneously, it can be said that, the chair of culture will be on three strong pillars (Holden, 2013). In figure 1, the triangle of triple values to Holden (2013) has been shown shown.

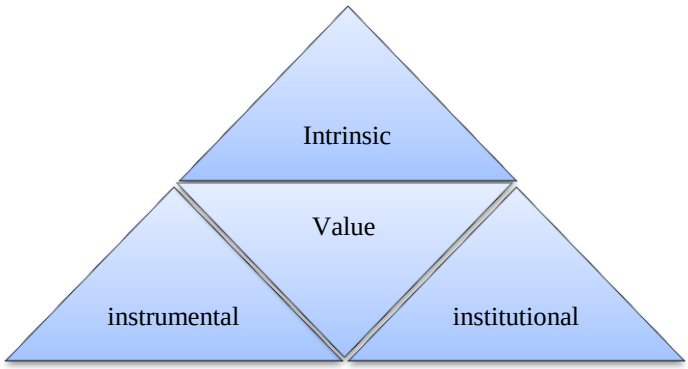


Figure1. Triple values of museums
Reference: (Holden, 2013)

In order to represent multi-dimensional values of museums, researchers have proposed various models and issues including Garnett (2002), Selwood (2010), Scott (2006), and Throsby (2006). Although same issues have not been used in these studies, but many of them have mentioned concepts such as economic, cultural, and social values. Social value can be regarded as a

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macro issue (Esteves et al., 2012) including a wide range of values that it can potentially influence both individual levels (cultural, educational, and individual growth) and social levels (health, inclusion, social capital, citizenship, charitable activities, and so on) (Plaza, 2010).

Distinction between cultural and social aspects is not often clear about assessment of impacts and values of museums. Selwood (2010), considered cultural value as a distinct form of socio-economic values. Particularly, the difference is that main activities of museums (collections, programs, and exhibitions) provide the capacity to understand the world around for people and organizations. It is obvious that conceptually, the terms of "value" and "impact" are structures that they share high sense with each other (Butler, 2007). In fact, they are two sides of the same coin. The model of figure2 shows a chain that includes inputs, strategies, values, outputs, and impacts indicating a relationship between different effects.

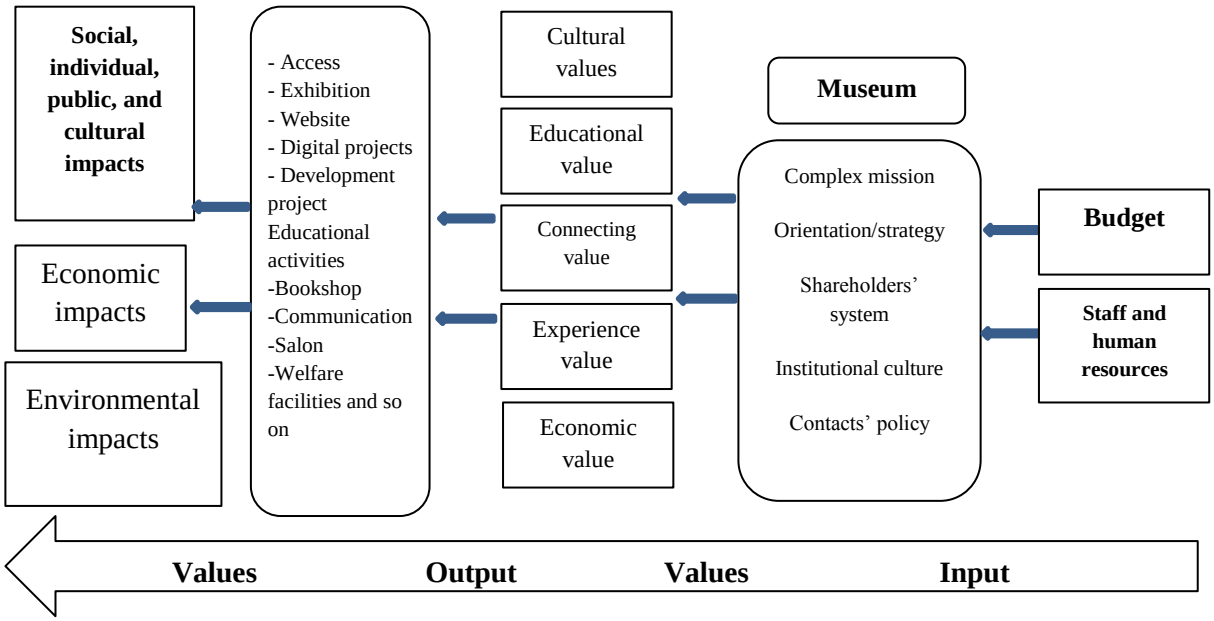


Figure2. Analytical model of museums' impacts

Reference: (Researchers' findings)

In figure2, output means resources that are required for beginning of a phenomenon such as employees, materials and supplies, financial resources etc. Value means the type of activities and functions that are defined for that phenomenon. Output is direct results of activities calculated quantitatively. Impacts are long-term results of activities on people and local society. Economic impacts refer to museum's effects on economic factors including direct or indirect employment through tourism growth and boom caused by tourists' purchase from local markets, creating new occupational

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opportunities, economic growth and development (attracting new capital and creating new jobs in the area), individually economic impacts (payments and business boom), and costs that visitors spend for food, residence, services, and hobby. Social impacts are those that they have continuous and direct impact on human's social life (Plaza & Haarich, 2009). Social impacts include society's health improvement, self-confidence and self-esteem, ability to express feelings, understanding and tolerance, national identity and pride, social coherence and identity, social reconstruction, reducing social isolation, and development of local entrepreneurship (Rodriguez & Blanco, 2002). Intrinsic impacts of museums can be considered as a part of museum organization's social impacts. Intrinsic impacts means art is considered as a tool to provide emotions, social links, aesthetic growth, motivating creativities and cognitive skills.

4- Research Method

There are two approaches in assessing social impacts; technocratic and cooperative ones. These approaches are different from each other due to the type of data collection resources, collected data, and assessment techniques. Fundamentally, technocratic approach relies on objective and measurable reagents and assessment are done by experts in the field of social impacts while cooperative approach emphasizes on local knowledge in assessment of perceived impacts (Fenton, 2005). Major features of inputs of each mentioned approach have been shown in table1.

Table1. The comparison of input features in technocratic and cooperative approaches

Feature of Inputs	Technocratic Approach	Cooperative Approach
Essence	Devoid of value (objective)	Full of value (mental)
Resource	Experts	Local society
Type	Quantitative	Qualitative
Goal	Law-oriented (finding the process of variables because of fixed pattern)	Monographic (according to specific political and cultural collections)

Reference: (Macfarlane, 1999)

Given that, economic aspects, because of their dominance, have been considered more than before in the last two decades in assessment of museums' impacts, functions, and their objective and concrete criterion and they were proposed in quantitative reports, there has been much criticism about inadequacy of quantitative indicators in assessing the complexity of museums' activities and goals, its difference and constructive elements, and their relationships with social values (Schrijvershop, 2007; Frateschi & lazzaro, 2009; Frey & Steiner, 2012; Black, 2005).

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Thus, it has been tried in the recent assessments to use quantitative and qualitative approaches simultaneously (Hartz-Karp, 2011) & Pope). Both technocratic and cooperative methods have been used in this research. The method in this research is so that, considering technocratic approach, a number of experts were selected in the field of carpet industry and urban development, and a number of residents, shopkeepers, and passengers were selected to answer research questions according to the cooperative approach. Closed questions were designed for research questions. An open-ended question was designed in each part in order that respondents raise their opinions in addition to other available responses. Finally, the abundance and quantitative distribution of responses were extracted from closed questions, qualitative analysis was conducted from open questions, and its results were used in conclusion and consequence management. The total number of respondents is 142 people. Purposeful sampling method and simple random sampling were used to select respondents in technocratic approach and cooperative approach respectively.

5- Research Findings

In this research, 142 people were interviewed; 85 men (60 percent), 57 women (40 percent). The minimum age of respondents was 24 and 70 was its maximum. The average age of respondents was 46. 88 people (62 percent) were married and 54 people (38 percent) were single. 32 people (23 percent) of respondents were local shopkeepers, 47 people (33 percent) residents, 42 people (30 percent) passengers, and 21 people (15 percent) were experts in the fields of urban management and art. Table2 represents possible positive and negative impacts consequences in economic aspect. As the figures of these table shows, according to the 5-point Likert scale, that its figures are between 1 to 5, with average of 2.5, respondents received a score higher than the average in all options of economic impacts. One-sample T-test shows that all figures are higher than the average with high confidence level. This indicates that respondents are certain about the effects. All of them considered tourism development, preparing ground for foreign investment, carpet industry boom, employment, preparing ground for business development and related services, local business boom, increasing credibility of commercial premises, innovation of properties, and development of related industries as positive impacts, and land price and rent increase, increase in cost of living, high taxes and duties, high expenses of creating related infrastructures were considered as negative impacts of this project.

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Table2. Economic impacts of Tabriz Carpet Museum

Economic structure	Mean	T statistic	Significance
Tourism development	3.82	14.03	0.000
Foreign investment	3.46	10.71	0.000
Carpet industry boom	3.72	14.02	0.000
Employment	3.78	13.47	0.000
Goods and related services	3.57	12.11	0.000
Business boom	3.71	12.93	0.000
Land price increase	3.50	11.39	0.000
Rent increase	3.44	1.42	0.000
Local business credit	3.34	9.35	0.000
Renovation of properties	3.59	11.47	0.000
Related industries	3.62	12.25	0.000
Increase in cost of living	3.41	10.00	0.000
Tax and duties	3.52	10.94	0.000
Cost of creating infrastructures	3.38	9.36	0.000

Reference: (Researchers' findings)

Table3 shows possible positive and social impacts and consequences of the project in social aspect. As the figures of these table shows, according to the 5-point Likert scale, that its figures are between 1 to 5, with average of 2.5, respondents received a score higher than the average in all options of social impacts. One-sample T-test shows that all figures are higher than the average with high confidence level. This indicates that respondents are certain about the effects. All respondents considered increase in knowledge and information in the field of carpet industry, giving identity to local residents, improvement of residents' mental image toward living place, residents' attachment to living place, shopkeepers' attachment to their jobs, increase in social interactions and cultural knowledge, social solidity increase, reducing social crimes, strengthening ethnic identity, experts' interactions with each other, creating a space for spending leisure time, creating a sense of interest towards art and culture, and changing people's mind toward culture and art as socially positive impacts, and traffic and crowd, shopkeepers' discomfort, and heterogeneous context were considered as negative points of the project.

Table3. Social impacts of Tabriz carpet museum

Social Structure	Mean	T statistic	Significance	Social Structure	Mean	T statistic	Significance
Knowledge and information	3.70	12.95	0.000	Ethnic identity	3.75	13.28	0.000
New identity to residents	3.35	9.20	0.000	Traffic and bustle	3.44	9.83	0.000
Mental image	3.48	10.10	0.000	Specialized interaction	3.52	12.20	0.000
Place attachment	3.49	10.57	0.000	Free time	3.50	10.93	0.000
Job attachment	3.66	12.37	0.000	Interest in culture and art	3.74	13.30	0.000
Social interactions	3.61	12.56	0.000	Discomfort	3.32	9.77	0.000
Cultural knowledge	3.87	14.88	0.000	Heterogeneous tissue	3.20	7.32	0.000
Social solidarity	3.57	11.54	0.000	Change of attitude	3.33	8.99	0.000
Reducing crime	3.56	11.03	0.000				

Reference (Researchers' findings)

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6- Conclusion and Suggestion

In the last decades, created managerial changes in administration and financing museums have leaded that assessment of museums' impacts include not only financial aspects but also social ones. Determining museums' impacts is of great importance. Museums should legitimize their positions through doing their social roles better among the public. This research aims to identify socio-economic impacts of Tabriz carpet museum. Generally, these impacts can be summarized in table4.

Table4. Socio-economic impacts of Tabriz carpet museum

Social Impacts	
Carpet museum as conciliator	-Locally social reconciliation with cultural heritages of the society -Non-natives and natives' cultural reconciliation
Carpet museum as social inclusion factor	-Specifying cultural differences and creating mutual respect among them -Creating a sense of pride and belonging to the community -Creating the possibility of recognizing cultures from each other -Improving the sense of group's cultural identity through introducing unknown aspects of culture
Social awareness growth	-Highlighting new social issues -A mirror against society reflecting the community
Human capital	
Creating networks and social interactions	-Joint activities leading to create joint interactions among society members -Expanding voluntary activities -Expanding social networks
Making insight	-Presenting insight in the field of history and society's status -Recognizing that we are part of a bigger picture -Helping to understand attitude and insight changes
Creation of individual inspirations	-Inspiration from the life and achievements of others -Motivating the sense of curiosity and attempt to obtain more information -A unique resources for creative inspirations for artists and designers
Economic Impacts	
Employment	-Creating job for employees and contractors -Projects related with carpet museum lead to investment and create job in this field.
Tourism attraction	-Existence of carpet museum will lead to spend more money by visitors such as buying staffs, food, transport, and other issues like souvenir
Development of local economy	-Building carpet museum prepares the ground for new economic infrastructures in the place -Boosting local businesses -Existence of different exhibitions will lead to inject more money to local economy

Reference (Researchers' findings)

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Consequence management: Even though continuous monitoring may not be needed, it is necessary to monitor environmental impacts in different stages of the project. Through systematic comparison and assessment of environmental changes instead of basic information, project administrators can assess the amount of their impacts and adjustment based on it. Furthermore, supervision helps them to investigate application of words and approved conditions during construction and implementation phases, to monitor project impacts and effectiveness of monitoring adjustment indices, to do necessary measures to improve problems, and to provide required documents and assessments to improve future social and economic assessments, if necessary. Table5 shows some related suggestions, measures, and beneficiaries with better management of project impacts according to research findings.

Table5. Consequence management of Tabriz Carpet Museum

Suggestions	Measures	Beneficiaries
Creating new opportunities of employment in carpet industry	-Searching necessary facilities to create related jobs - Facilitating cooperation among locally trained groups and companies - Necessary supports of activists in carpet industry	-Technical and professional organization - Social Security Organization - Culture and Guidance Ministry - Organization of Cultural Heritage, Handicrafts and Tourism
Facilitating transportation networks around the museum	-Creating active transport networks from different parts of the city - Creating traffic restrictions - Creating parking - Reducing distance and time to access to services - Improving connecting roads to central parts of the city	-Municipality - Police - Private sector
Creating a place for resting around the museum	-Creating green space -Developing resorts and hotels around the project -Creating restaurants and coffee shops -Developing facilities and means of comfort - Creating spaces and facilities for the disabled people and veterans	-Municipality -Organization of Cultural Heritage, Handicrafts and Tourism - Welfare Organization - Private sector
Creating spaces and educational programs	-Building conference hall -Building library and publications hall - Holding workshops and training seminars -Communicating with universities and technically training centers	-Culture and Guidance Ministry - Universities and educational centers - Consulting firms
Creating collaborative activities and meeting spaces for cultural and generational interaction	-Development of public spaces - Holding competitions and voluntary collective activities	-Municipality - Ministry of Sport and Youth
Maintaining current identity of the place	-Protecting of buildings and monuments in the neighborhood -Ensuring whether the value of historical buildings are kept	-Organization of Cultural Heritage, Handicrafts and Tourism

Reference (Researchers' findings)

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