

## Afterword: Reflection of Project in Relation to Discourse

European cities, with a long history of urban life, have as much sustained self-sustainment as early as roads and squares. Numerous political conflicts and social conflicts have sought ways to co-exist with foreigners, while at the same time making the background of their daily lives have seen in European cities.

Cities in the America and Asia are practicing the rediscovery of streets. In the early 19th century, in search of the rebirth of a decaying urban center in the United States, the old but ill-formed idea of 'shopping street life' is being highlighted. Literally, favorite space in urban regeneration in the future is street regeneration with the idea of financial, socially, and environmentally sustainable. The culture of old town's 'Main Street' has evolved quite differently from what was once a nostalgic space under the commercial backdrop of Disneyland or simply a luxury street in a shopping mall.

Street, which existed as an official 'square-street-plaza' in American shopping malls, is now rediscovering and improving the value of street life in everyday life. In this respect, this contribution was made in conjunction with the culture of shopping to improve the value of Gibraltar, the Old Town through the street.

The Main Street of the Old Town is literally the center background of locals, daily and tourists. This space mainly consists of people's consumption and leisure life. It is a space where people pass quickly, someone who stays for a while and purchases duty-free goods, and mundane life environment for locals. However, the flux of these dynamics is concentrated only in a temporary period from morning to evening in the summer season, and the rest of most periods is the bleakness of the empty city without vibrantly.

This contribution suggests the new types of programs and architectural spaces for local residents and tourists to coexist in order to continue to grow in the city. This is called luxury tourism. The introduction of this luxury brand is not just about selling expensive products, which is seen in the past.

The future commercial strategy model is to shape potential customers through the provision of services. In addition, consumers will enjoy the enhanced value of their lives by receiving high-quality services at affordable prices. In addition, these services can create jobs for local residents, thus enabling economic independence in the region.

In other words, the shops on Main Street finally offer other services and added-value to the street, public life, and identity of the territory. These commercial optimizations of the city center, serving a very transitory population, can create a quality, complex, living-and-working environments for permanent populations in Gibraltar. Authenticity and novelty have become key vectors in luxury-tourism: Gibraltar is one-of-a-kind.