



Role of urban management in development of seaside tourism with an emphasis on people participation Case study: seaside city of Juybar

Sadredin Motevalli¹, Omid Bakhshi² and Seyyed Hassan Rasouli³

1Faculty of azad university of Nour, Mazandaran province , Iran

Sadr-m1970@yahoo.com

2Masters of geography and urban planning, Islamic Azad University of Chaloos

Omidbakhshi222 @yahoo. com

3M .A, Geography and Urban Planning, University of Payam Noor in Mazandaran, Iran

Hasanrasoli63@Gmail.com

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ABSTRACT

Today, tourism as one of the most important industries of sustainable development, brings a huge cultural, social and economic opportunity for cities. Sustainable development tourism industry has such a role on economic and social development of countries that economists have described it as the engine for development of seaside regions. Development of this industry in the world, needs efficiency of the management system, development of the infrastructure, and improvement of the required capacities. Necessity of strengthening the factors, citizen participation in order to achieve sustainable development tourism, requires providing the basic needs for presence of people in public areas. As city is considered as a system and people's participation is a part of the system, and one of the influencing factors in the system, in this research, we seek to explain the subjective and objective setbacks and obstacles that are on the way of citizen's participation in urban management, and the effective solutions in increasing people's participation in ideal and innovative urban management by using analytic-descriptive and statically and presumption method. The relation between people's and managers' perspective and people's participation and qualitative and quantitative characteristics influencing people's participation are identified through questionnaire and calculating the relation between these characteristics and people's participation. Static population are residents of city of Juybar with a population around 31820 people, which according to Cochran's formula, 384 people were selected. In current research in order to describe and analyze data and examine hypotheses Spearman correlation coefficient and one sample T-test were used in SPSS software. Results show a positive and meaningful relation between urban management function and citizen participation in tourism development.

Keyword:

urban tourism, urban management, seaside city of Juybar, participation.

*** Corresponding author: Sadredin Motevalli**

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INTRODUCTION

Urban management system, according to the definition and according to its practical tasks, is ought to plan urban development and civilization and perform plans, designs and related projects. Doing these tasks determines a type of performing planning identity for it. In fact, urban management in form of economic, social and judicial planning system ruling over the country, Proceeds to prepare urban development plans for cities, and then turns those plans into operational projects in the dominant official operational framework ruling over the country and brings them to the performance level. But besides this issue, management without the support of people's participation doesn't neither have a good performing guarantee nor a considerable success. Sustainable growth and development of a country in all national and international levels depends on consideration of civil rights. In the modern urban management and in a world which is moving fast towards urbanism, citizen participation has a high position. Managerial decentralization, assigning planning responsibilities from governmental organizations to local organizations and finally making people participate in urban development processes by making rules and official processes to take people's opinions in planning and urban development task in developed or developing countries is seriously paid attention to. In Marks Weber's opinion, being a citizen means people's ability to participate in decision making, setting regulations, and also participating in selection of leaders, and their special privileges includes civil rights along with market monopoly, free trade rights, transfer certificate, right to decrease competitive trade, participation in judicial tasks and special positions for aims such as army. From economic rights the most important civil privileges in the form of superficial rights doesn't mean the right of having semi-free citizen conventions, but the guarantee to have ownership over the city. Therefore, Weber has paid more attention to citizens' political right such as right to vote and selection of candidates and considers citizen participation as a fundamental matter in this context (Ghanbari et al, 2011: p 10-14).

In exchange for the civil rights, modern citizen must accept some commitments too because citizenship has a wider concept than urbanism and we consider passive citizens as lacking a civil characteristic. Based on the participation which is present in the process of society's civilization, has the basics of right and responsibility. Participation plays a fundamental and determining role in a person's identity. Participation is a base for turning a person into a citizen. It has two dimensions, active and inactive. Active participation is citizens' right and inactive participation is their responsibility. The process of urbanism culture maturation takes place in this procedure (Rahmani, 2012: p 203).

Urban management system

Object of urban management system, as a part of governmental system, is to govern city's tasks. Definition clarifies this object. There is no doubt that this definition, whatever it is, is the goal of urban management system towards national goals and is on the same direction and follows its generalities. That's the reason why plans of this system for organizing city's task, are generally made in the

framework of master plans and current regulations of the country and its actions don't deny the regulations of the country. Numerous definitions of urban management have been presented and each of them explain a systematic perspective towards urban management: urban management is to govern city task in order to improve sustainable management of city districts, while considering and following national political, economic and social goals. Urban management is a vast organization consisting of effective and relative official and un-official elements and parts in various social, economic and physical dimensions of city liveliness, with an aim to govern, control and direct the all aspect and sustainable development of the related city. In addition to two general definitions above, another special definition is, urban management is organizational framework of city development to policies, plans and designs and operations which seek to assure accordance of population growth with access to main infrastructures of housing and employment.

Based on this, efficiency of urban management has a particular attachment to context factors such as political consistency, social unity, and economic prosper and also other factors such as expertise and motivations of politicians and people using these policies. Under these circumstances and organizational characteristics of government and urban management especially operational, governmental and public sections of it, have a determining role in its success.

From another perspective, the most important sources of urban tourism which should be paid attention to and planned in city spatial pattern and construct, consists of three parts. The first part of these resources are the primal elements of tourism which actually are the main potentials of attracting tourists. Existence of natural potentials such as seaside, historical monuments, gardens and greeneries, cinema, theatre, artistic and cultural collections, and the second part of these elements include accommodation and shopping facilities and others, and the third part are other elements which do the task of guiding and tourism services, such as cultural management, information and tourism. Besides that, if urban management doesn't have the support of people's participation for performing and achieving its plans, will never be able to gain a considerable success. City of Juybar is a city neighboring to seaside lands and has high potentials of attracting tourists, and in order to develop this industry, requires more attention. Under right, powerful and efficient management and also by making use of people's participation, maximum use of these resources can be made and can present city of Juybar as a tourist attracting city and use the economic benefits and interests of this industry towards continuing developmental goals and increase of citizen's lives level. This research introduces this city in tourism section comparatively.

Tourism and Tourist

The term tourism was first used in an English magazine name *Sporting magazine* in 1811. At that time this word meant seeing historical monuments and visiting natural sceneries to gain enjoyment (Mahalati, 2001: 3). In Webster dictionary, tourism is defined as a trip which is made to a destination and then includes a return to the place of residence. In Longman dictionary, tourism is translated as travel and recreation for entertainment (Papli Yazdi and

Saghaei, 2006:19). In Persian dictionary tourism is defined as, travelling to different parts of the world and cognition; travel for recreation and entertainment, a trip in which a traveler goes to a destination and then returns to his place of residence (Alvani and Dehdashti, 1994:18). Gardeshgari (in Persian) is translation of the word tourism from English, French and German languages. Root of this word is taken from Greek word *Tornus*, that one of its meanings is to tour or seek, and by adding *ISM* suffix to it, is provided as the verbal noun (Armaghan, 2006). According to the definition of world tourism organization, a tourist is one who travels to a country other than his home country for a while, at least a night and not more than a year, and his goal is not to work or making money in that country. This definition includes those who travel for recreation, touring, and spending holidays, visiting family and friends, trading and professional tasks, health, pilgrimage or to provide other goals (Ghee, 1998: 205). Eric Cohen defines tourist as a voluntary and temporary traveler who hopes to enjoy a varied and fresh experience of a two-way trip, almost long and un-repeated (John Lee, 1999: 5). Holden, knows tourism as an activity which includes human works, making use of resources, interaction with others, economy and environment (Holden,2000:3). Smid (2002) acknowledges tourism including all activities which are done by a tourist during the time he is somewhere outside his place of residence, due to personal or professional reasons (Smid. S and. Zwart.P, 2002: 23). In a more general definition, tourism is defined as anything that is related to tourists or their respective services. This definition includes all activities related to attracting tourists and hosting them, travel organizations, governments of origin, hosing government and local people (Zahedi, 2003:1). Burkart & Medlik present tourism as a temporary travel in which tourist goes to places outside his residence for a journey (Burkart & Medlik, 1981:8).

Rural Tourism

Rural tourism includes all various activities which are done by tourist in rural areas. Although various types of it are divided and categorized under titles as natural tourism, cultural tourism, ecological tourism, village tourism, agricultural tourism (Mitchel, 2006).

Agricultural Tourism

Agricultural tourism is a special type of tourism in which local people's houses are rented by the owner and visitors participate in agricultural activities, a supplement to income, and is increasingly used to describe a wide range of tourists' participation in agricultural activities (Marques, 2006:151). Therefore, any rural financing which a combination of the two agricultural and trade tourism work place, is called as agricultural tourism (McGhee, 2007:111). Which includes providing services to tourists in the farm in order to participate, observe or educate (Ollenburg, 2006: 52). It also includes hospitality activities done by agricultural entrepreneurs and their family members, which supplement agricultural activities (Sonnino, 2004:286). Barbieri and Mshing suggest that agricultural tourism is any activity which is done in order to attract tourism in the farm (Barbieri & Mshing, 2008: 168).

Ecotourism

It is a type of tourism in nature (tourism in natural and untouched lands) which actively promotes environment survival and is beneficial for local community and cultures

directly and provides a beneficial and educational experience for tourists. This type of tourism is practically a type of sustainable tourism but is dependent on rural environment (Taghadosi, Zanjani, and Daneshvar, 2007).

Seaside Tourism

Seaside tourism is described as set of recreational and entertainment activities which are done in seaside regions by tourist (Porvakhshori, 2001: 2).

Geo-tourism

Geo-tourism or tourism geology is a modern solution for edit and explain earth sciences and recognizing natural capitals of each region which in addition to playing educational- scientific role results in touristic development of the region and attracts people who are interested and geo-tourist scientists to geologically attractive regions and this attraction, in addition to constructing economic geology sources, results in motivation in other scientists to visit this type of regions which by combining geology studies and their other applied studies, in addition to advertising tourism and developing it, recognizes region's scientific and economic axis and finally clears the pass for social development (Taheri, 2011: 556).

Urban Tourism

One of the popular types of tourism, is urban tourism. According to tourism researches all over the world, tourism has started firstly with urban tourism and has developed, because the highest level of a culture's maturity happens in city and in other words in urban spaces. Functional role of urban spaces as the place for public activities and in the most general interpretation as physical reflection of public arena in current cities for creation of face to face suitability, shared space experience, human relation with urban physic and organizing group and public and of course spending spare time and suitable and efficient recreation (Anvari and Nasaj Ghazani, 2007: 298).

Cultural Tourism

This type of tourism takes place in order to get familiar with artistic and cultural heritage, traditions and ethics, historical monuments with educational and research purposes. Cultural tourist tends to get familiar with the culture of different regions, wants to search in cultural sceneries of human communities and understand them. In this type of tourism, cultural attractions are paid attention to. These include museums, exhibitions, art crafts, architecture and ... (Shams and Amini, 2009:84-85).

Research methodology

This research has descriptive- correlation method which is done by survey and through questionnaires. It's descriptive, because from one hand it pays attention to describing characteristics of the society and is correlation because it tries to examine level of relation between independent variable in tourism with dependable variables (people's participation pattern in urban development plans) and determine type of relation between them. In descriptive method library studies method, analyzing texts and contents and also field methods such as questionnaire, interview and observation are used. In correlation method it has been tried to form a relation and correlation between two or more groups in people's participation patterns in urban tourism development plans of city of Juybar.

Current research, includes urban families residing in city of Juybar. According to the statics given by the center of statics of Iran, population of city of Juybar is 31820. In

order to determine sample volume of static population Cochran's formula was used, which 384 people were chosen as static sample and questionnaires were distributed between them.

Data collection tools

Using acquired set of information and by paying attention to aims, hypothesis and research questions, options and required questions are edited and made in form of research questionnaire. It should be mentioned that mentioned questionnaires, due to necessity of accuracy and precision in collecting information and commitment to reliability of collected information, all questionnaires are filled by researcher, and direct contact with required samples.

Validity

In order to answer the above question, few numbers of the questionnaire were given to specialist in this field, they were requested to narrate their opinion about the questions provided in the questionnaire. After receiving their opinions, using the corrective ones, final version of the questionnaire was prepared. After doing required edits, edited questionnaire was prepared for validity assessment.

Reliability

In order to determine the reliability of the mentioned questionnaire, a number of 30 questionnaires, which their validity was determined and required edits were made, in a region similar to case study (city of Juybar) were filled by performing pre-test. After completing mentioned questionnaires, answers were collected and examined and finally, using SPSS software, Cronbach's Alpha coefficient was calculated and based on that, mentioned coefficient was calculated for questionnaire, which according to Openham,

Factors	Number	Average	SD	Z statistic	Significance
Role of urban management	384	2.86	0.50	0.84	0.487
Citizen's participation	384	2.99	0.62	0.70	0.720

Table 2: Variables' Normality test outcome (K-S)

Results of the test show that, decision criteria are greater than 5 percent, thus all variables of the research are greater than normal distribution, therefore, parametric test was used for analysis.

Correlation test

Regression model of basic role urban management with variable below	β (level of influence)	Determination coefficient	Adjusted determination coefficient	T	Decision making criteria
Tourism development	0.494	0.161	0.153	4.487	0.000

Table 3

According to calculated results (table 3) of T statistic, determination coefficient, adjusted determination coefficient, orderly are equal to 4.487, 0.161, 0.153. In the analysis done, P-value is equal to 0.000, which is smaller than 5 percent. As a result, hypothesis one is confirmed. Meaning that basic role urban management in planning has

above reliability coefficient means an acceptable validity for the questionnaire.

Number		Role of urban management questionnaire	Citizen's participation questionnaire
Total Sample	Number of samples for validity	Questions: 17	Questions: 13
384	30	Cronbach's Alpha: 0.837	Cronbach's Alpha: 0.912

Statistical analysis methods

In this research, two statistical methods, descriptive and inferential, are used. Descriptive statistics describe current conditions, in such way that by calculating frequency, average, variance and standard deviation, studied variables are described. In inferential statistics section, in order to determine the effect of each pf independent variables on dependant variables, Pierson's correlation coefficient and Regression and also one sample T-test were used. All statistical calculations of this research was used version 22 of SPSS software.

Normality test

In order to examine the normality of variables, data for questions of each variable, average was taken for each member of the sample and Kolmogorov Smirnov Test was used. While performing, if decision criteria is greater than 0.05, variables are normal, and Parametric tests can be used for analysis of relations, otherwise un-parametric tests are used. Results of the test are as below:

Analysis of first secondary hypotheses of research

Basic role urban management in planning is related with development of urban tourism in city of Juybar.

If: $H_0: \mathcal{M} \leq 3$

If: $H_1: \mathcal{M} > 3$

a relation with tourism development in city of Juybar, and this relation is significant.

Analysis of second secondary hypothesis of research

There is a relation between people's participation with advancement of tourism plans of managers and local organizations.

If: $H_0: \mathcal{M} \leq 3$

If: $H_1: \mathcal{M} > 3$

Table 4: Regression model of second secondary hypothesis of research

Regression model between advancement of tourism plans with below independent variable	β (level of influence)	determination coefficient	Adjusted determination coefficient	T	Decision making criteria
Advancement of tourism plans of managers and local organizations	0.284	0.165	0.157	4.549	0.000

According to calculated results (table 4) T statistic, determination coefficient, adjusted determination coefficient, are orderly equal to 4.549, 0.165, 0.157. In the analysis done, amount of decision criteria is equal to 0.000 which is smaller than 5 percent. As a result, second hypothesis is confirmed. Meaning that there is relation between people's participation and advancement of tourism plans of managers and local organizations.

Conclusions

Assigning affairs to citizens requires participation and team work spirits which hasn't had suitable conditions in our society so far. Place of participation in urban planning rules of Iran is performed in numerous rules and regulations framework. These rules and regulations are made and confirmed by resources of Islamic parliament, government, supreme council of urbanism and architecture and ministry of roads and urban development. Regulations related to determination of people and board's position in process of urban planning, consists of two groups of regulations related to determination of responsibilities and authorities of boards and regulations related to determination of limits of urban planning includes process of preparation and approval. In these two groups of rules, role of people and boards, and necessities of interaction between planning body and approval of urban plans and people organizations such as boards are pointed to. Results of current research show that among factors that fast spread of participation has, is attention and preparation of a plan that provides the context of participation and facilitates its understanding and eases metropolitan management. If we seek to find a suitable tool for creation of active participation of citizens, we can consider winning the trust of citizens by city officials as the most important tool. In fact, today, we cannot act upon past developmental strategies, urban issues have reached a level of content and function complexity that require use of every citizenship forces in process of metropolitan management and in all levels of plan (before performance, while performance and after performance) citizen's participation plays a very important role. Also, all urban specialists and planners agree on this fact that lack of enough expertise in city and municipality affairs in combination of boards, is one of the most important challenges of urban planning and development, that unattainability of issue of people participation is amongst one on them. Truly, a requirement of success of all of participation plans, is belief and faith of policy makers, planners and urban managers in positive influence of citizen's participation in solving issues and problems that provides the context of improving their quality of living.

Suggestions

Identification, information exchange and attracting participation from civil based groups and data bases by holding general conferences and professional meetings and zonation of their capabilities for their active participation in governing city affairs

Identification, cooperation and effective participation with non-government organizations, boards and elites about required subjects by municipality by organizing public conferences and professional meetings and zonation o their capabilities for active participation in governing city affairs and tourism plans

Supporting useful plans in context of education and citizen participation presented by civil based groups and databases
Justification and awareness of citizen of benefits that tourism plans and programs will have for city and citizens
Creating civil based and media structures and groups which peruse the interest of each citizen and report to them about the level of providing these interests

Education and internalization of necessity and commitment that each person has towards his urban society and responsibilities that he should take for living in city and making use of its facilities.

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