

Assessing the Impacts of human needs on Enhancing of urban Tourism development (Case study; Shahrekord, Iran)

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Abstract— Human beings have a special importance as a main element in developing tourism, and meeting their needs as an inseparable part of tourism is one of the most fundamental factors in developing tourism industry. Human needs are defined by ten elements of: size, degree of safety, contrast, humanistic scale, distance, texture, color, odor, sound, and the variety in physical environment. So far, numerous studies have been carried out on the sense of belonging to place, but a few number of them has ever studied the effect of the ten above-mentioned elements of belonging to place on the tourism development as a progressive industry. Therefore, it was hypothesized that there is a positive relationship between these ten elements of belonging to place and the Development of Tourism Industry. This effect was studied in a descriptive-analytic survey.

The main research method is to study the effect of this sense as a basic need on the Development of Tourism in the Shahrekord as tourist site in Iran., the satisfaction of tourists of ten factors proposed by Fritz Steele as physical, social and environmental factors creating a sense of belonging to place were evaluated. The results revealed that there is a positive and meaningful relationship between any of these elements and tourist attraction in a way that elements like environmental contrast, sound, odor, materials, visual variety, humanistic scale, distance to tourist attraction, size, color, and security of the place, cause an increase in satisfaction of place and Development of Tourism Industry in the cities, respectively

Keywords: sense of place, tourist, tourism development, Fritz Steele's ten factors, cities

I. INTRODUCTION

Going on tours and spending free time is an inseparable part of industrial life. In industrial countries such as France, Italy, Turkey, Thailand, Greece, Singapore, and Malaysia, tourism obtains more foreign exchange than the oil export. As UNESCO declared, Iran is among the top ten countries with a good variety of tourist destinations and the development of this industry would be a suitable alternative for oil export in future [12].

All activities in the system of tourism are based on supply and demand. Supply is defined with regard to the facilities

offered by tourism agencies and demand is based on the needs of tourists. Hence, paying enough attention to the needs of tourists as one of the two main communicative branches of tourism system, has turned into one of the most important fields of tourism management [4]&[9].(figure1)

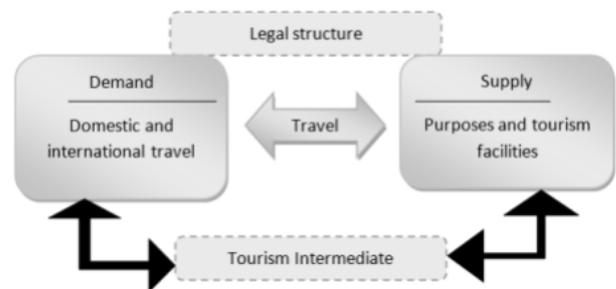


Figure 1-Management of Tourism System

According to Maslow's pyramid of needs, one of the most significant needs of tourists as human beings who travel for a special purpose [8], is the need of environmental and social belonging. To meet such a need, the human being perception of the environment is necessary and such a perception relies on an understanding of the sense of place [5]. In Cantrill's view, place is a technical term including activity, physical environment, and some other elements [1]&[2]&[21].Based on Cantrill's theory, Gustafson defines place as a tripolar including person, environment and others. An effective relationship between person, environment and others in this tripolar in perception of environment is an important element in forming the communicative bases of users and the environment which will ultimately lead to creating environments with higher qualities. As Jennifer Cross puts it, there are 7 different levels to the sense of place including indifference to place, belonging to place, attachment to place, unification with goals of place, presence in place, and dedication for place. So before getting to the level of attachment to place as a factor of development of place in tourism industry, a tourist should reach the level of belonging to place so as to be aware of

names and symbols of the place in addition to having a common feeling of appreciation of the place. In this way, the symbols of the place and whatever happens to the place would be important to the person [5]&[6]&[17]. The elements constituting the sense of belonging to place are 1) cognitive perceptual factors, 2) social factors and 3) Physical environment factors. Cognitive perceptual factors are concerned with the appreciation of the person from the environment in a way that human beings can distinguish between different environments based on the clarity of environment and create a sense of belonging to more qualified ones. Such a clarity is subordinate to physical factors of the environment like privacy, safety, possessions, and neighborhoods. As about social factors, Rapaport refers to social and cultural issues as well as common cultural patterns which he calls the basic factors of creating a sense of belonging to place. And when it comes to physical environment factors, the environment itself has a determining role in establishing a sense of belonging to environment because physical elements which form the environment such as form, color, texture ,etc. cause a sense of belonging to the place [16]&[18]&[19]. Fritz Steele in the book " the sense of place" has summarized the most important elements of creating a sense of belonging to place in ten points as: 1) size of the place 2) degree of safety 3) contrast 4) humanistic scale 5) distance 6) texture 7) color 8) odor 9) sound, and 10) visual variety [21]. In his view, the constituting elements of a sense of belonging to place are physical character, possession, originality, residents, comfort facilities and nature including water, plants, sunshine, private and public spaces(Salvesen, 2003).Therefore, the present paper aimed at studying the effect of Fritz Steele's ten factors as social factors creating a sense of belonging to place on the tourist development in the Shahrekord as a city which has high capacity in attracting tourism and has located in the south-west of Iran.

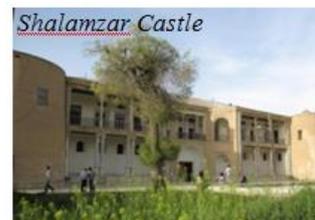
In this respect, Shahrekord has recognized as the second city of Iran which has a lot of tourist sites such as the

Dezak castle - Paul Zamankhan - Shalamzar Castle - Shams Abad Castle- Chalesh tar castle- Sourak Castle – Mohammadiyeh Ineh Khaneh -Bonn Whirlpool.(figure2&3)



Figure 2-location of Shahrekord

Source: Author



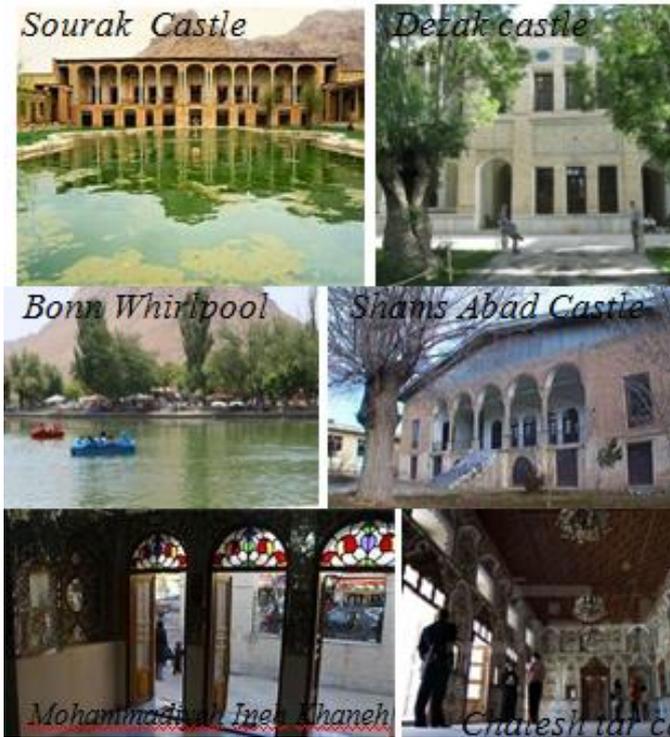


Figure 3-Shahrekord Tourism Places

Source: Author

II. METHODOLOGY SELECTING A TEMPLATE

As it was referred to in the introduction, considering the tourists' needs is a fundamental factor in developing tourism industry. Since according to Maslow's pyramid of needs, one of human needs is the sense of social and environmental belonging, in order to study the effect of this sense as a basic need on the Development of Tourism Industry in the Iran cities, the satisfaction of tourists of ten factors proposed by Fritz Steele as physical, social and environmental factors creating a sense of belonging to place, were evaluated. To do so, first of all the number of the resident tourists of New Year 1394 (2015) as the statistical society was obtained from Tourism Organization of Iran. They were estimated to be 500 people. To define the sample population, Cochran method was carried out and with regard to confidence level (%95), the sample population was obtained as 81 people.

In this study, has made use of the Cochran method as test which is a non parametric way to find number of samples because The Cochran formula allows you to calculate an ideal sample size given a desired level of precision, desired confidence level, and the estimated proportion of the attribute present in the population

Cochran's formula is considered especially appropriate in situations with large populations. A sample of any given size provides more information about a smaller population than a larger one, so there's a 'correction' through which the number given by Cochran's formula can be reduced if the whole population is relatively small. [24]

$$z=1.96, p=q=0.05, N=\text{total number of people} "500"$$

$$d=9.96 \times 10^{-3}$$

$$\frac{NZ^2 pq}{Nd^2+z^2pq} = n \longrightarrow \frac{500 \times 1.96^2 \times 0.05 \times 0.05}{500(9.96 \times 10^{-3})^2 + 1.96^2 \times 0.05 \times 0.05} = 81$$

A number of 100 questionnaires (nearly one and a half time as much as 81) were distributed among tourists of Shahrekord tourism center with equal ratios for men and women as a random sampling. To confirm the validity and reliability of the questionnaires about Fritz Steele's questions and rate of attraction, Alpha factor was measured for both questionnaires and according to the results in the following table, (above 0.7), the questionnaire was proved to be valid.(table1)(table2)

Table 1-Alpha for the ten-factor questionnaire of Fritz Steele

number of samples	100
Alpha	0/784
Alpha based on 10 factors of Fritz Steele	0/788

Source: Authors

Table 2-for the three-factor questionnaire of tourist attraction

number of samples	100
Alpha based on 3 factors of Satisfaction	0/809

Source: Authors

Then to confirm or reject the hypothesis on the effect of Fritz Steele's ten factors on creating the sense of belonging to place in tourist attraction and Development of Tourism Industry in the cities, Wilcoxon's comparison of mediums of nonparametric data¹ was used in which, according to the following table, a meaningful level of zero was obtained (less than 0.05). In addition, |z| or critical level was more than z/05 or 1/645, so the null hypothesis (H0) was rejected and as a result, there is a mutual and meaningful relationship between Fritz Steele's ten factors and tourist attraction.(table3)

Table 3-Wilcoxon's table for data obtained from Fritz Steele's ten factors and tourist attraction

N	100
z	-8/686
Sig.(2-tailed)	0/000

Source: Authors

To confirm or reject the hypothesis on the effect of gender on Fritz Steele's ten factors, Wilcoxon's comparison of mediums of nonparametric data was used again for the data obtained from ten factors and factor of gender. Based on the following table, a meaningful level was obtained for each of

¹ In this study make use of Wilcoxon's analysis Because both groups of data are independent and type of information are Ordinal

the ten factors, separately (more than 0.05). As a result, the averse hypothesis was rejected and main hypothesis or "the effect of gender on these ten factors was accepted.

Table 4-Wilcoxon's table for the data obtained from gender and Fritz Steele's ten factors

Wilcoxon's table	Sig.(1-tailed) ²	Z ³
1- size of the place	0/225	-1/213
2- degree of safety	0/862	-/174
3- contrast	0/800	-/254
4-humanistic scale	0/201	-1/279
5- distance	0/164	-1/279
6- texture	0/228	-1/205
7-color	0/892	-/135
8- odor	0/096	-1/662
9-sound	0/651	-/453
10- visual variety	0/057	-1/905

Source: Authors

III. RESULTS AND DISCUSSION

Although it is predicted that tourism industry, as a basic issue in different countries, will overcome the most profitable industry, oil by the year 2020(Annual statistics of tourism, 2003), the majority of studies on the development of this industry and tourism attraction, have mostly been concerned with development of infrastructures [15], propaganda and advertisement [7], facilities of accommodation [13], improving the services offered by terminals [20], Studies on Macro economy or Micro economy [14], or social studies [22]&[23]. In Iran, some studies have been carried out similar results.

[1]& [10]&[11], but such studies are limited to economical, social and cultural impediments of tourist attraction. The needs of tourist as a fundamental factor in Development of Tourism Industry in the Shahrekord have been covered in a few studies and never dealt with deeply. Since the sense of belonging to place as a basic need has been studied by researchers like Christian Norberg-Schulz, Rappaport, Fritz Steele and Dr. Sadegh Falahat in architecture, so the present

² One-way meaningful level Which indicates a meaningful relationship between the two pairs of data in this regard if sig be more than .05 , meaningful relationship between information is stronger .

³ Z show degree of freedom between data and if this deal be less than of the 1/645, The data are homogeneous and have a normal distribution, and ultimately they have a meaningful relationship

study, as a new research, dealt with the effect of Fritz Steele's ten factors offered as the basic ones in creating the sense of belonging on Development of Tourism Industry in the Shahrekord and tourism attraction. Therefore, as it was mentioned in methodology, after carrying out Wilcoxon's analysis, there was a meaningful relationship between data obtained from the effects of hypothesis based on Fritz Steele's ten factors and tourist attraction and Development of Tourism Industry in the Shahrekord. To study the effect of any of these ten factors separately, Spearman's Correlation was done for two sets of ordinal data(from two questionnaires) the results of which are presented in the following table:(table5)

Table 5-The results obtained from Spearman's Correlation for correlation between Fritz Steele's ten factors and tourist attraction

Spearman analyze ⁴	correlation ⁵	Sig.(1-tailed) ⁶	N ⁷
1- size of the place	0/489**	0/000	100
2- degree of safety	0/649**	0/000	100
3- contrast	0/149**	0/006	100
4-humanistic scale	0/407**	0/000	100
5- distance	0/413**	0/000	100
6- texture	0/326**	0/000	100
7-color	0/563**	0/000	100
8- odor	0/305**	0/001	100
9-sound	0/300**	0/001	100
10- visual variety	0/387**	0/000	100

Source: Authors

According to the results, the meaningful level of correlation for data obtained from Fritz Steele's ten factors namely 1) size of place 2) degree of limitation 3) contrast 4) humanistic scale 5) distance 6) texture 7) color 8) odor 9)

⁴ in this study has used the Spearman correlation between groups because both groups are equal and discrete ordinal variables

⁵ The correlation between the data due to which if deal of correlation be greater, a relationship between data will be stronger

⁶ this item shows a Significant relationship between data, and if this deal be less than of the .05 .not only is a powerful relation between data, but also data have a correlation with each other

⁷ N is the number of sample investigated in this study

sound and 10) visual variety was between 0 and 0.006 which is less than .05 at the confidence level of %95. Therefore, the meaningful correlation of all ten factors with tourist attraction was confirmed and regarding the levels of correlation, the amount of correlation with tourist attraction for any of Fritz Steele's ten factors from top to bottom was as shown in the following pyramid.(figure4)

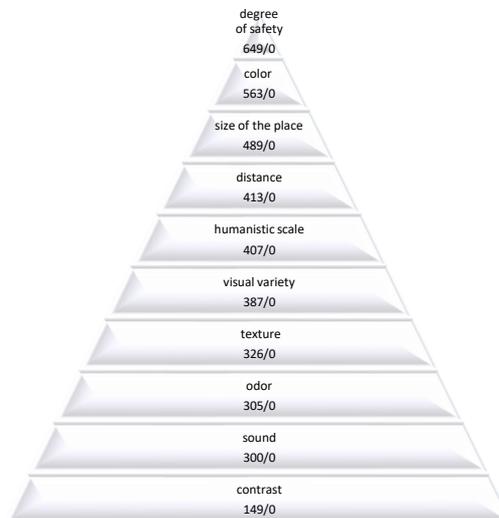


Figure 4-The amount of correlation for any of Fritz Steele's ten factors with tourist attraction

IV. CONCLUSION

According to the results of the present study, Fritz Steele's ten factors have a meaningful effect on tourist attraction as basic factors, but there isn't a meaningful difference between these factors and gender, so these factors serve as fixed factors for both men and women. Among all these factors, security has a higher coefficient with tourist attraction and sense of belonging to place can be increased attraction. Such a distance should be estimated according to the capacity of the tourist destination for attracting populations of tourists. Visual variety and the contrast between the destination and other existing tourist destinations are two other factors in tourist attraction. In addition, the existence of a particular texture, odor, or sound in the environment can create a common memory and sense

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