INVESTIGATING EFFECT OF URBAN PLANNING ON DEVELOPMENT OF TOURISM INDUSTRY IN IRAN

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ABSTRACT

Tourism industry of every country consists of different forms of tourism, for which matching and adaptation of strategies with the nature of destination is necessary, because provided policies and strategies for development of any form of tourism in any country are different and even opposite sometimes. Urban tourism as the most important form of tourism is not an exception and preparing strategies for its development would be impossible without considering its specific and extraordinary environment.The present study has applied ideas of scholars in field of urban planning in order to investigate effect of urban planning on development of tourism industry. In this regard, alternative questionnaire has been applied in order to evaluate ideas of these experts to test research hypotheses. The mentioned questionnaire was distributed among 200 experts of urban planning in Tehran. In order to select sample, simple random sampling method was applied. Since planning of urban land use is one of the most important and difficult urban planning and programs in the change of the city future, evaluating uses is one of the most important principles of urban reorganization. There are several Factors in Formation patterns of urban areas. One of the efficient factors is the development of tourism activities and creating its associated structures.

Keywords: Urban Planning, Tourism Industry, Development, Attraction, Sustainable

INTRODUCTION

Tourism industry is the third industry for producing job and capital after oil and automotive industries. Hence, many states, economic officials and scholars have recently considered development of the industry with more sensitiveness and are trying to gain more proportion of global market of this industry. Over the decades, tourism has been changed into one of the most important sectors of economic activities of countries. According to prediction of World Tourism Organization UNWTO, till 2020, income induced by international tourism can achieve 6.1 billion dollars. The industry has possessed considerable portion of world gross production as a global system.

At the current world, tourism is a reason and an outcome in globalization process and is also a motivation for global development. Today, tourism has been changed into a main element for commerce and business and has caused high income rate for countries with tourism attractions. Currently, different states around the world use natural gifts, antiquities, old civilizations or even modern technologies, touristic towns and entertainment facilities in order to become tourism hub. Through this, they attract many people from different points and regions of the world, so that high rate of wealth and capital can enter their country annually through selling goods and services **(Ashley, 2001).**

Development of tourism industry can promote expanded dimensions of economics such as supplying job opportunities, income, decrease in poverty and developing social justice and welfare in the society, in addition to have effect on expressing national identity and providing social security . In addition, development of tourism industry is an introduction on developing investment on other economic sectors, which is depended on attending in global tourism chain and organized large systems **(Gunn C. , 2002)**.

Different factors have affected evolution of tourism directly and indirectly as follows:

- Emergence of cities and growth of urbanization
- Improving infrastructural structure and motorization of transportation
- Codifying desirable labor regulations and enhancement of incomes
- Promoting level of social culture and attitude
- Emergence of tourism institutes and agencies
- Publishing and providing journals, brochure and advertising plans

- Exploring ancient and natural works and places (**Koen, 2008**).

Tourism industry in Iran has been established since more than half a century ago through establishment of an administration named "Tourism Affairs" in the Internal Ministry by 1935. The administration was replaced by "Supreme Council of Tourism" by 1941. After victory of Islamic Revolution, arrival of tourists in international level to Iran was decreased and the main reason for the decrease after revolution should be deformation of dominant values and relevant effects and outcomes.

In Iran, tourism industry has not been developed properly and as a result; no considerable success has been gained for purpose of attracting tourist and also achieving economic, cultural, and political advantages. In this regard,manyfactors should be considered and also limitations and barriers against development of tourism. Considering urban planning and implementing them properly can help significantly development of tourism industry.

Urban planning can achieve success in field of sustainable tourism, when ecologic, economic, social and cultural factors have been perceived and identified properly. In ecologic domain, environmental criteria should be perceived and effects of tourists on environment should be evaluated, so that required measures can be taken in order to decrease the effects. In economic domain, occupation and income rate should be considered for purpose of reducing poverty and in regard with marketing and advertisement and also development of tourism facilities, required measures should be taken. In regard with cultural domain, culture should be considered as inseparable part of sustainable development of tourism and its long-term effects should be also considered. In social terms, reaction of local residents against tourists and migrations and also crimes in regard with tourism and satisfaction of tourists by host society should be investigated (**Ryglova, 2007**). Urban planning plays its role properly through recognizing tourism basis and studying those places that can motivate tourism for travelling. Many factors can make different places attractive for passengers and tourists. Some of these factors are as follows:

1- Political limitations and motivations (such as some policies in regard with taxation, foreign investment and imports)

2- Existence of required resources, equipments and motivations (such as attractions, transportation, hospitality,

services, medical cares and price of accruals)

3- Market properties (preferences of passengers and tourists, disposable income, intention for travelling and being close to the destiny)

4- Political stability

5- Allocation of officials, human force and decision makers (in both private and public sectors) in regard with marketing, advertising, and supplying products and services

Urban planning in regard with the application of urban lands should consider allocated uses of tourism and hospitality and even adjacent applications should be also designed exactly, so that tourists can have easy access to them. For example, good adjacent applications adjusted with tourism are as follows: urban service centers, taxi and minibus stations, public parking lots and green spaces **(Brown, 2003).**

Urban planning and sustainable urban tourism

One of the spaces that tourist visit in different countries is urban space. Effect of tourism on cities and urban structure is to some extent that has opened currently a modern season in tourism known as "urban tourism". Tourism can cause renewal of cities, establishment of required facilities for tourists, motels,

entertaining places and providing equipments and income. Here, role of urban planning can be significant for development of cities **(Lewis, 2003)**.

Infrastructures and equipments and also facilities for tourists would be achieved in urban spaces. In urban planning, specific studies should be conducted in this regard, so that interests of host can be also considered, in addition to providing welfare facilities for tourists. In addition, required and desirable filed should be also provided in order to motivate tourists for another trip. Studies in field of tourism have no long background and their new concept, especially in urban planning, turns back to 1990. Before the decade, the mentioned issue was rarely considered in urban planning, so that Ashtoreth states that about 60 years tourism have been ignored in urban space models **(Miller, 2010).**

Increasing development of urban planning and comprehensive development of urban information and also abundant studies in this domain and economic motivation and high profitability of tourism has made scholars in this field and investors in this sector to conduct study in this regard and have more investment in this domain. In general, it should be noted that in urban projects and plans and in every kind of action in regard

with studied city, facilities of the desired urban space should be considered in physical and economic terms and also intention of people in regard with logic of development projects **(Smit, 2002)**.

Research hypothesis

Main hypothesis;

Urban planning can affect development of tourism industry in Iran.

Secondary hypotheses;

1- Enhancing accessibility of urban attractions in urban planning can affect development of tourism industry.

2- Maintaining cultural and natural attractions in urban planning can affect development of tourism industry.

3- Empowering social and cultural livability potential can affect development of tourism industry.

4- Empowering economic livability potential can affect development of tourism industry.

RESEARCH METHODOLOGY

The present study has applied ideas of scholars in field of urban planning in order to investigate effect of urban planning on development of tourism industry. In this regard, alternative questionnaire has been applied in order to evaluate ideas of these experts to test research hypotheses. The mentioned questionnaire was distributed among 200 experts of urban planning in Tehran. In order to select sample, simple random sampling method was applied.

Applied techniques in the study

According to nature of questions and research objectives, inferential statistics have been also applied for statistical tests in addition to descriptive statistics for frequency tables and graphs. Pearson coefficient of correlation has been applied in order to determine existence or inexistence of correlation between studies variables and regression analysis has bee applied for purpose of determining effect of independent variables on dependent variable. For this purpose, SPSS software has been applied.

Validation of questionnaire

As in most recent studies Cronbach alpha has been applied for purpose of validation of instrument, the present study has applied same method in order o validate the questionnaire. The mentioned method can be applied in order to measure internal adaptation of measurement instrument such as questionnaire. In order to determine Cronbach coefficient, SPSS software has been applied, in which alpha coefficient for the questionnaire has been obtained to ra=95.8

Descriptive statistics

Characteristics of respondents

According to findings of **Table 1**, it could be found that 37.0% of respondents are female and 63.0% are male.

According to results of **Table 2**, it could be found that maximum frequency of respondents (32.5%) has been in age range of 50 and above and minimum frequency (16.0%) has been in age range below 30.

According to results of **Table 3**, it could be found that maximum frequency of respondents (43.5%) has had MA degree and maximum frequency (16.5%) has had PhD degree.

Descriptive results of research variables

As it is obvious in **Table 4**, variable of developing tourism industry has mean value of 52.548 and SD of 7.77814. Variable of accessibility to urban attractions has mean value of 41.258 and SD of 5.08822. Variable of maintaining cultural and natural attractions has mean value of 39.251 and SD of 5.39740. Variable of empowering social and cultural livability potential has mean value of 34.124 and SD of 4.48486. Finally, variable of empowering economic livability potential has mean value of 40.512 and SD of6.98585.

Inferential statistics

Hypothesis 1: Enhancing accessibility of urban attractions in urban planning can affect development of tourism industry.

H0: Enhancing accessibility of urban attractions in urban planning can't affect development of tourism industry.

H1: Enhancing accessibility of urban attractions in urban planning can affect development of tourism industry.

Table 5 has presented relations between enhancing accessibility to urban attractions and development of tourism industry. In **Table 5**, simple coefficient of correlation between independent variable and variable "development of tourism industry" is equal to 0.632. Determination coefficient (effect and prediction) of independent variable is relatively equal to 0.37 and squared determination coefficient based on DOF is equal to 0.36.

In **Table 6**, weighted coefficients of independent variable on dependent variables, separated for standard and non-standard values, t-values, and sigma level of the independent variable with dependent variable have been presented. Accordingly, due to standardized weighted coefficients and also t-value, factor of enhancing accessibility to urban attractions can be predictor of dependent variable (development of tourism industry).

Hypothesis 2: Maintaining cultural and natural attractions in urban planning can affect development of tourism industry.

H0: Maintaining cultural and natural attractions in urban planning can't affect development of tourism industry.

H1: Maintaining cultural and natural attractions in urban planning can affect development of tourism industry.

Table 7 has presented relations between maintaining cultural and natural attractions and development of tourism industry. In **Table 7**, coefficient of correlation between independent variable and variable "development of tourism industry" is equal to 0.573. Determination coefficient (effect and prediction) of independent variable is relatively equal to 0.26 and squared determination coefficient based on DOF is equal to 0.526.

In **Table 8**, weighted coefficients of independent variable on dependent variables (betas), separated for standard and non-standard values, t-values, and sigma level of the independent variable with dependent variable have been presented. Accordingly, due to standardized weighted coefficients and also t-value, factor of maintaining cultural and natural attractions can be predictor of dependent variable (development of tourism industry).

Hypothesis 3: Empowering social and cultural livability potential can affect development of tourism industry.

H0: Empowering social and cultural livability potential can't affect development of tourism industry.

H1: Empowering social and cultural livability potential can affect development of tourism industry.

Table 9 has presented relations between empowering cultural-social livability potential and development of tourism industry. In **Table 9**, coefficient of correlation between independent variable and variable "development of tourism industry" is equal to 0.777. Determination coefficient (effect and prediction) of independent variable is relatively equal to 0.57 and squared determination coefficient based on DOF is equal to 0.55.

In **Table 10**, weighted coefficients of independent variable on dependent variables (betas), separated for standard and non-standard values, t-values, and sigma level of the independent variable with dependent variable have been presented. Accordingly, due to standardized weighted coefficients and also t-value, factor of empowering social and cultural livability potential can be predictor of dependent variable (development of tourism industry).

Hypothesis 4: Empowering economic livability potential can affect development of tourism industry.

H0: Empowering economic livability potential can't affect development of tourism industry.

H1: Empowering economic livability potential can affect development of tourism industry.

Table 11 has presented relations between empowering economic livability potential and development of tourism industry. In **Table 11**, coefficient of correlation between independent variable and variable "development of tourism industry" is equal to 0.647. Determination coefficient (effect and prediction) of independent variable is relatively equal to

0.39 and squared determination coefficient based on DOF is equal to 0.38.

In **Table 12**, weighted coefficients of independent variable on dependent variables (betas), separated for standard and non-standard values, t-values, and sigma level of the independent variable with dependent variable have been presented. Accordingly, due to standardized weighted coefficients and also t-value, factor of empowering economic livability potential can be predictor of dependent variable (development of tourism industry).

Table 1: frequency distribution based on gender

gender	frequency	percent
male	126	63.0
female	74	37.0
total	200	100

Table 2: Frequency distribution based on age

age	frequency	percent
below 30	32	16.0
30-40 years old	55	22.5
40-50 years old	38	19.0
50 and above it	65	32.5
total	200	100

Table 3: frequency distribution based on education level

education	frequency	percent
BA	80	40.0
MA	87	43.5
PhD	33	16.5
total	200	100

Table 4: descriptive values of research variables

variable	mean	median	SD
development of tourism industry	52.548	20.4331	7.77814
enhancing accessibility to urban attractions	41.258	18.1969	5.08822
maintaining cultural and natural attractions	39.251	14.8386	5.39740
empoweringsocial and cultural livability potential	34.124	11.4488	4.48486
empowering economic livability potential	40.512	18.0906	6.98585

Table 5: estimating summary of regression model

row	simple regression coefficient	determination coefficient	squared determination coefficient
1	0.632	0.37	0.36

Table 6: regression weighted coefficients

model factors	non-standard B	standard B	t-value	sig
constant coefficient	-0.81	-	-1.940	0.058
enhancing accessibility to urban attractions	8.785	7.884	10.053	0.000

Table 7: estimating summary of regression model

row	simple regression coefficient	determination coefficient	squared determination coefficient
1	0.573	0.27	0.268

Table 8: regression weighted coefficients

model factors	non-standard B	standard B	t-value	sig
constant coefficient	-0.133	-	-1.096	0.278
maintaining cultural and natural attractions	0.808	0.365	3.177	0.000

9: estimating summary of regression model

row	simple regression coefficient	determination coefficient	squared determination coefficient
1	0.777	0.57	0.557

Table 10: regression weighted coefficients

model factors	non-standard B	standard B	t-value	sig
constant coefficient	-0.75	-	-1.674	0.023
empowering social-cultural livability potential	7.345	6.657	8.563	0.000

Table 11: estimating summary of regression model

row	simple regression coefficient	determination coefficient	squared determination coefficient
1	0.647	0.39	0.38

Table 12: regression weighted coefficients

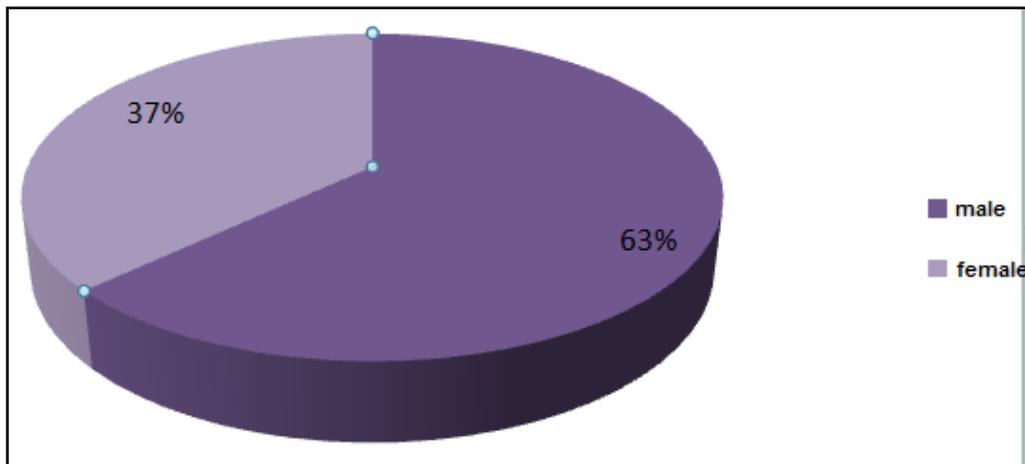| model factors	non-standard B	standard B	t-value	sig
constant coefficient	-0.75	-	-1.564	0.000
empowering economic livability potential	7.467	6.946	4.675	0.000

Figure 1: diagram of frequency distribution of respondents based on gender
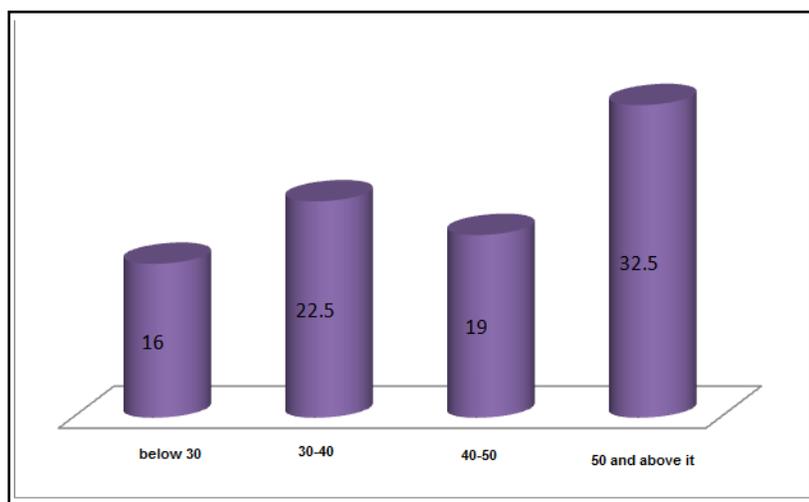
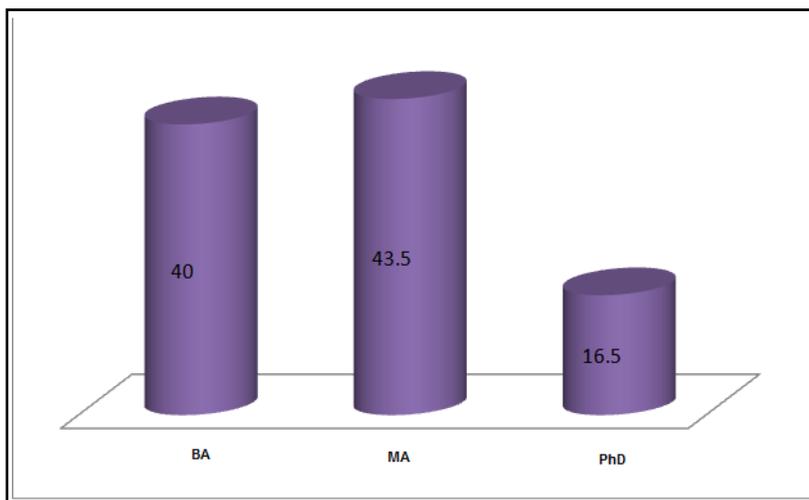**Figure 2: diagram of frequency distribution of respondents based on age**

Figure 3: diagram of frequency of respondents based on education

DISCUSSION

Obtained results from testing hypothesis indicate that all independent variables of the study can affect dependent variable. Hence, variable "accessibility to urban attractions in urban plans" could predict 0.37% of changes in dependent variable. In addition, the variable has affected development of tourism industry to 7.884. Moreover, variable "maintaining cultural and natural attractions in urban planning" has predicted 0.27% of changes in dependent variable. In addition, the variable has affected development of tourism industry to 0.365. Variable "social and cultural livability potential in urban planning" has predicted 0.57% of changes in dependent

variable. Moreover, the variable has affected development of tourism industry to 6.657. Variable "empowering economic livability potential in urban planning" has predicted 0.39% of changes in dependent variable. Moreover, the variable has affected development of tourism industry to 6.976.

CONCLUSION

According to high importance of tourism industry in development of countries, it is important to consider this issue. Such importance may be more in developing countries like Iran than others. In order to present the most important reasons for considering tourism industry in Iran, two factors can be mentioned as follows:

1- The first factor is that Iran has taken advantage of domestic talents and resources in order to develop the industry and in general, Iran has taken advantage of a lot of natural, cultural, social, and historical attractions.

2- The second factor is also dependence of Iran economically on a non-renewable resource (**Oil**), which would be finished one day.

Hence, investment in this field can cause an economic evolution and leaving the current situation, in which tourism industry has undesirable situation. In this regard, managers, politicians, and decision makers in metropolitan areas have more sensitive and important role than others. Certainly, through applying domestic facilities and equipments properly and considering wide aspects of the industry, one can act better in order to improve tourism and use high income rates for purpose of development.

SUGGESTIONS

Finally, it should be mentioned that several items of the most important policies in this regard are as follows:

- Training human force and training specialized forces in field of tourism
- Providing conditions evolutionally for self-employment in tourism industry
- Making balance between policies of attracting tourist and other regional policies
- Activating private sector more and more in this field under control and supervision of the government
- Attempting for investment in field of residential facilities and improving quality of existing places
- Developing and empowering advertising programs in regard with introducing tourism attractions of Iran.

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