

EFFECTING FACTORS OF CITIZENS SATISFACTION IN MESHKINSHAHR FOREST PARK

Faramarz Qazali¹

Department of Geography, University of Applied Sciences, Ardabil, Iran

Maryam Zare'ian

Department of Geography, University of Applied Sciences, Ardabil, Iran

Abstract

The present study has been performed with the aim to investigate the factors influencing the citizens' satisfaction with the performance of Forest Park of Meshkinshahr from the utilities and security services perspective. The research population is Meshkinshahr native visitors of forest park, Given that the study population is infinite, using Cochran formula and with 95% of confidence and the error level of 0/05 the sample is obtained 384. A questionnaire was used to collect data. Due to time constraints, only 320 questionnaires from statistical samples were collected using simple random sampling. After the pre-test procedure for reliability of the test using Cronbach for each of the main indicators, the alpha 0/87 welfare services and 0/81 for social security was calculated respectively. To do this test in the diagnosis of citizen satisfaction on welfare and social security one- variance t-test was used. The findings suggest that the level of citizens' satisfaction with the services offered at the park assessed as poor and unsatisfactory.

Key words: *utilities, citizen satisfaction, security services*

INTRODUCTION

Meshginshahr city is located in northwestern Iran and is 839 kilometers away from Tehran and its population is over 164,007. The city's climate is temperate mountain. Sabalan Mountain is located 25 km to the city. Evidence derived from the ancient Shahar yeri, indicates a civilization dating back six thousand years BC in the Meshgin city. Forest Park of meshkinshahr besides of Khiyavchayi is raised with dense trees on the riverbank because of the proximity to the city and having a pure nature, each day is a host of great interest.

Its entrance road was begun from Ardebil to Meshkinshahr road and leads to Sabalan square of the city. This beautiful park is located in the Khiyav river valley in southeastern Mshkynshhr which is very sightseeing. meshkinshahr Beautiful Park because of tens of thousands of fruit trees such as walnut, cherry, cranberry and supply thousands of head of cattle feed, has provided fresh and pleasant place for recreation of thousands of travelers.

¹ Correspondence author



Figure 1: Geographical location Meshkinshahr and Forest Park

Growth and rapid expansion of science interact with changes of human societies. One dimension of this interaction is the influence of human relationships within a community and that each individual is faced with world-changing events and other is the scientific advances which has undeniable role in this transformation. Looking at the developed countries, we find that the main factor in the massive growth and cultural, economic, industrial evolution is due to regard to the investigation and evaluation of executable projects and programs (Kamyab, Rahim, Bahroloumi, 2006: 1). Nowadays, social needs are under the direct impact of the economic and social factors and take new forms. And what might have been forgotten are the psychological welfare needs of citizens in the cities through the acceleration of industrialization and technological revolution (Colachi, 2006: 14). However, attention to the urban environment in order to civilians usage depend to various variables such as age, social class, cultural issues, past experiences, goals and lifestyle of the people (Majnoonian, 1995). Urban green spaces (parks and recreation) as an important part of city life structures which are very important in today's world of wonder of cities. And due to their formation and variety and continuing to improve their performance has fundamental role in reducing anxiety for increasing citizens in cities (Byrne & Neil, 2010: 2), which their design and performance in a variety of provided services should be in line with the needs of urban life and meet the needs of citizens and gain valuable patterns with concepts derived from inside of the community. So that, this issue should lead to creation of a healthy environment and should be used within an urban values (Tashour et al., 2006). So if the city is the cradle of modern man, as the cradle it should be happier, denser, and more prosperous so that it provide the safety and comfort of normal and harmonious development of more and more human (Mikaili and Kiazadeh 116: 2007).

Rating the parks and recreational zones is an important step towards greater protection of natural resources that in addition to this, due to factors such as comfort for the citizens from the perspective of the services provided in them and the security of recreational zones

because of allocated budgets of urban management should provide recreational needs of individuals (Samir and Yarolin, 2001: 237). Urban green space is said to a series of open and greenery spaces within the urban environment, with clear objectives, plans and specific actions have been undertaken by them (Matlabi, 31: 2004). In Another definition of green spaces it says that it is in the city as part of widespread or limited available spaces which are in the range of urban function which are chosen to add variety and beauty, and enhancing the quality of life, human welfare and provide special services to citizens and covered with a variety of native and non-native vegetation, under the supervision and management of the urban man (Zarrabi and Tabrizi, 16: 2006). From the perspective of urban planning, urban green space means some part of the city morphology. In other words, the green space next to the physical structure of the city, determines the fitness and overall appearance of the city. That's why if the design of the city is performed correctly and implemented carefully, Logic dictates that between these two factors, namely the inanimate and animate part of the urban morphology will develop balance (Hosseinzade Dalir, 5: 1993).

Including urban green spaces and parks are spacious play area for recreational use of the public in the towns (Majnoonian, 34: 1995) is the Public spaces and services that combine the performance and visual forms and plays a crucial role as a beautify of the urban landscape and can be considered as a liaison between the beautiful and functional spaces (Hosseinzade Dalir, 1993: 11). Basically the nature of these spaces is so that all classes of people can use it. In public parks the all the try is so that all entertainment and recreation things, for almost any taste, think and age become available (Ghorbani and Hekmati, 2010: 48). Undoubtedly, today green spaces and urban parks are considered to be among the most fundamental and enduring nature and human life in urban areas (Esmaili 11: 2002), If planned properly, they will have a good impact on the health of body and soul. Urban Parks as one of the most important public spaces in service did much to promote the social, cultural, economic, and environmental of the urban areas. These areas as growing denser of urban areas are considered more in different countries the various strategies developed and applied for localization and distribution in urban environments (Ghorbani and Teymoorian, 50: 2009). Scientists have found that green spaces can relax, rejuvenate and reduce violence and help people. Aside from the social and psychological benefits, nature and urban green spaces can have economic benefits, both for city managers and for its citizens. For example, air purification, as the trees are doing, can lead to low levels of lead contamination and reduce costs. In addition, the aesthetic, historical and recreational values of the parks in the city have increased the attractiveness of the value of tourism and thus income (Cheisura, 2004: 129). Man needs to silence for a few hours each day. This need due to overpopulation in the residential and apartment living becomes more pronounced (Ghorbani and Teymoorian, 2009: 50). Thus, from the perspective of urban green spaces where people can spend at least an hour a day in peace and away from the commotion, as the real needs of urban life is glaring (Marsalek, 2009: 213). Along these issues, the park design and classification based on the provided service can also reveal their strengths and weaknesses and accelerate their improvement of in the welfare, security and psychological aspect (Orian & Sisan, 2006: 22).

The basic frame or design of the parks are identified by streets lines or connected lines (Sultan, 1975: 12). In other words, main plot lines that makes up the park design. For ease of operation and identification, the main lines are formed into various categories (Majnoonian, 17: 2006).

1. Regular Parks: Parks of straight lines and geometric design of this type and is used quite regularly. Parks are usually regular, regular geometric shapes and symmetry decorative designs are quite characteristic. Exhibitions Parks variety of sports and some of these projects will be used (Behbehani, 59: 2007)

2. Non-regular parks; in these parks, main and subordinate lines non-regularly, but are related to each other and the resulting shapes are irregular and with a specific asymmetry (Manhar, 2000: 11). And diversity in design so close to nature and are inspired from it (Falamaki, 63: 2005).

3. Mixed Garden: A variety of parks today are constructed which obey of special laws of complex parks. These parks have a set of criteria of regular and non-regular parks and are combination of the two styles of regular and irregular parks (Soltani, 12: 1975).

4. Parks Fantasy: These Parks mostly are designed to show materials or business combinations by creating harmony and diversity between the different parts. In fact is an open space which partly is subject of the offered subject. Markets on Mobile exhibitions are made by this method (Mooreh, 107: 1994).

5. Modern Parks; design features of these Parks don't follow a certain specified criteria. But actually design feature of these parks consist mixed parks design. Often this style of design is used to decorate and create green spaces surrounding multi-storey buildings (Barati, 29: 2003).

The approach to the green area in the European metropolises is integrated approach of modern buildings and creating a sense of nostalgia in the host environment. Construction of green space, have become away from the sheer physical space so that the space is as suitable place that can impact positively social, cultural and psychological stress (Madani Poor 2000: 88). The psychological and social impact of urban landscape to the citizens became one of the most important topics applied in other countries, So that each year a large area of urban land is allocated to this very important issue. In Chile, for example, each year 20 million hectares are covered by green space, because its importance and impact on the society and culture of the people have been found (Shahverdiyan, 2004: 14). Thus, urban parks and green spaces in different countries must be recognized as one of the main topics of social and psychological development and social mobility of citizens in this century (Salehifard et al, 2008: 21). This raises the need for research on urban parks and green spaces and knowing the importance of this issue on citizens' satisfaction and meet their needs in nowadays crowd and stressful society As well as having a good and relaxing space for leisure and recreation should be done according to the needs of the population so that it become possible to meet needs and respond the demands of rising population Finally, the results of these studies needs to be mentioned to the demands and needs of recreation and leisure of population. With regard to the matters mentioned, the present study aims to and analyze the issue of welfare and social security as two important issues in modern urban parks, especially in Meshkinshahr due to the large fluctuations about the volatility and decline in the provision and development of the topic in the parks issue as a sample work in this area from the perspective of local citizens.

Methodology

The present study aimed to investigate the factors influencing the citizens' satisfaction about the performance of Meshkinshahr Forest Park from the security and welfare services dimensions. In order to the evaluation in the issues of welfare and social security in the park field method of research is used. The research population is native clients of Meshkinshahr forest park, given that the study population is infinite using Cochran formula with 95% confidence and the error level of 0/05. The sample size is obtained 384. A questionnaire was used to collect data. Due to time constraints, only 320 questionnaires from statistical samples were collected using simple random sampling. After the pre-test procedure for reliability using Cronbach relation to each of the main indicators, respectively, the alpha 0/87 to welfare services and 0/81 for social security was calculated. In order to test for the diagnosis of citizen satisfaction survey of welfare and social security t-test was used and to analyze the data SPSS software is used.

4- Findings

The first question: how is the satisfaction of the citizens about the welfare services offered in Meshkinshahr Forest Park?

For this purpose, indicators such as health care, water, shopping, maps, guides, children's play equipment and other items that come in Table 1 were evaluated.

Table (1): T test statistic for citizen satisfaction variables about welfare services

	Indexes	n	sd	Mean difference	Range
welfare services	Satisfaction of services such as health services	320	1.17	.117	4
	Amount of availability of drinking water in the park	320	1.06	.106	7
	Provision of welfare services such as buffets and shopping centers	320	1.08	.3108	3
	The environment variety in terms beauty and lighting	320	1.12	.112	1
	Quality grass and tree planting and environmental design	320	1.05	.105	2
	Condition and quality of equipment and children's playground	320	1.02	.11	9
	Near the bus station in the park	320	1.01	.116	6
	Quality furniture offered at the park	320	1.04	.118	8
	Located in Help Map in different parts of the park	320	1.21	.102	5

Satisfaction of services such as health services

Amount of availability of drinking water in the park

Provision of welfare services such as buffets and shopping centers

The environment variety in terms beauty and lighting

Quality grass and tree planting and environmental design

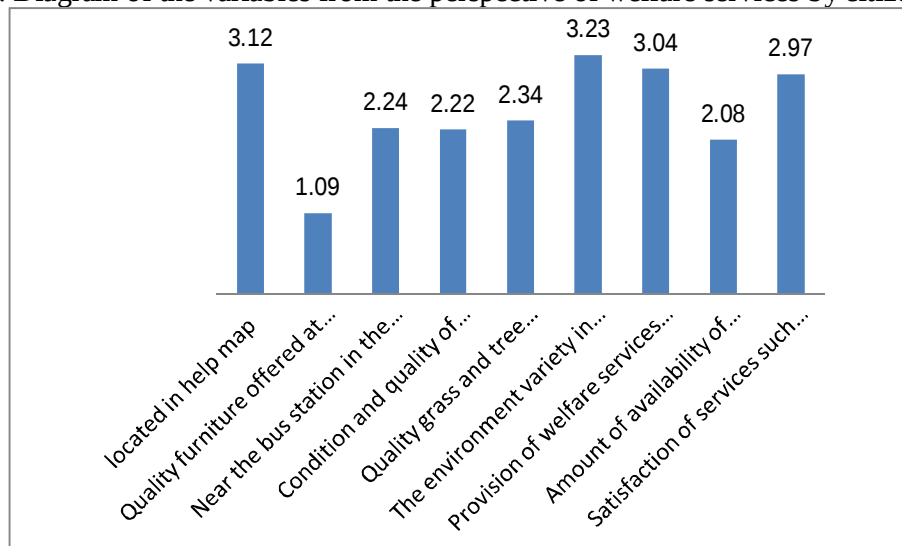
Condition and quality of equipment and children's playground

Near the bus station in the park

Quality furniture offered at the park

Located in Help Map in different parts of the park

Figure 2: Diagram of the variables from the perspective of welfare services by citizens



The results showed that people's most satisfaction was respectively as follows; due to the mean value obtained from a variety of environments, especially in terms of beauty and light

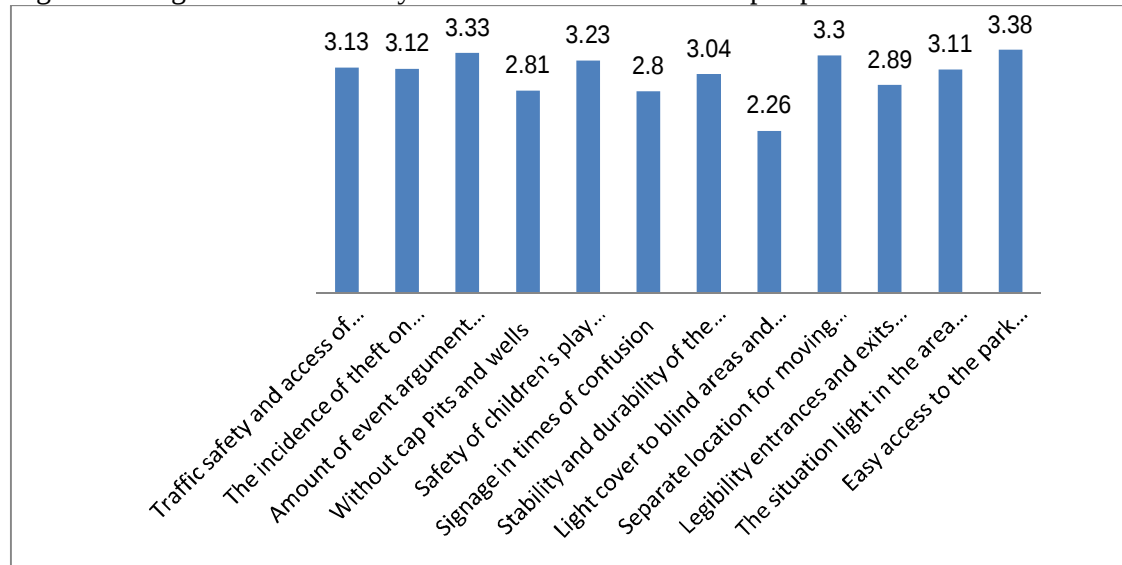
3/28, quality of trees and design of the environment 3/12, Welfare service provision, such as the provision of Buffet services and the shopping centers 3/04. The satisfaction of the citizens of provided furniture quality in the park was poor and unsuitable.

The second question: how is the satisfaction of the citizens about Security Service of Meshkinshahr Forest Park?

Table (2): T test statistic for citizen satisfaction variables about Security Services

	Indexes	n	sd	Mean difference	Range
safety services	Easy access to the park entrance and exit	320	.95	.095	1
	The situation light in the area of the park	320	.97	.097	6
	Legibility entrances and exits of the park	320	1.04	.104	9
	Separate location for moving sidewalks	320	.97	.979	8
	Light cover to blind areas and Quiet Park	320	1.02	.102	12
	Stability and durability of the furniture park	320	1.08	.108	7
	Signage in times of confusion	320	1.01	.101	11
	Safety of children's play equipment	320	1.12	.112	2
	Without cap Pits and wells	320	1.06	.106	10
	Amount of Contention and controversy in the park	320	1.18	.118	2
	The incidence of theft on Campus Park	320	1.16	.116	5

Figure 3: Diagram of the security services variables from the perspective of citizens



In the study of citizen satisfaction about the index of security services variable can be seen that citizens having easy access to entrances and exits of the Park is rated 3/ 38 of particular mean value, the disputes and conflicts in the park rated 3.33 and children's play equipment safety with rated 3/23 as variables which have a good condition in the park. In the Continue, to realize the general satisfaction of the citizens of the selected indicators and the relationship between selected indicators of welfare and security with the improved performance of the park from the perspective of citizens, using T tests in Table (3) These two objectives are examined.

Table (3): T test statistic for indicators of this research

	t	df	Mean difference	Min	Max	Sig
Welfare services	4.38	320	1.43	.99	1.64	.000

Safety services	5.14	320	1.51	1.23	2.27	.001
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According to Table 3, the difference between the averages obtained for indicators of citizen satisfaction survey shows that the security services of the park is more satisfactory than welfare services. Because, divergence from the base average for the welfare service index is less than security index. It is also shown simultaneously at t value obtained. Next discussion is the relationship between welfare and security to improve the performance of the park from the perspective of citizens which due to the Significance with respect to both measures, the relationship between these two indexes to improve the performance of the park is confirmed. The main point with regard to the welfare of citizens with less impact on the improvement of the park t obtained is in the future that shows the citizens are less satisfied of this index that naturally its status will affect the performance improvement meshkinshahr Forest Park.

5. Conclusions and Recommendations

Green spaces and specifically urban parks are as part of today's cities which because of their direct involvement in the ways of life and human society impact the quality of life of the people. In fact the growing population makes the need for green spaces will be felt more each day. The importance of the subject Due to the large volume expansion of physical and space factors and air and noise pollution is clearer than ever before. The basic design of public spaces and relaxing environment for the citizens of the city is viewed by providing a quiet and away from the hubbub for the citizens that naturally urban green spaces and urban parks are of the important areas in the field. Creation of beautiful landscapes along with various services, welfare, social security and urban cultural park between noise and congestion is placed on different cities. In this study due to the importance of welfare and security, particularly in urban green spaces and specifically here the Meshkinshahr Forest Park as a public park located in the tourist area of Meshkinshahr, is evaluated from the perspective of citizens. The research objectives of the study of citizen satisfaction index for welfare services and security services that at first, it was determined that the citizens are more satisfied of the security services. According to the results obtained from the analysis of data obtained from citizens about the park facilities and safety offers would be as follows;

- Attention to improving the quality of children's play equipment in the park area
- Improvement of the quality of welfare services provided by the park, especially in the field of quality furniture in the park.
- Strengthening and install the water valves in park area for the welfare of citizens.
- Acceleration in solutions for the construction of the bus station for the welfare of citizens.
- Respect and protect the natural green space park and practice in the use of lighting facilities and lighting in the park.

In the field of security services with respect to the satisfaction of the citizens of this category in the Park, the research proposals are strengthening the strong points in this field for citizens' satisfaction

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