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Investigating the effect of space users'
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Investigating the effect of space users' satisfaction with tourism in the urban environment and capital creation

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Introduction

The importance of an organization is as much as the people trust it, and this important thing cannot be achieved unless it satisfies the citizens and the clients and provides appropriate services to the citizens. Gaining people's trust and increasing it, is one of the basic principles of social capital, and in general, the amount of social capital in each group or society indicates the amount of people's trust in each other. In this way, governments can strengthen the foundations of public trust and strengthen their popular support by strengthening social capital through transparent and responsible accountability to the people as clients. On the other hand, the structure of the country's administrative system indicates the fact that the issue of citizens' satisfaction has been less considered in the planning of organizations and general administrations. In many cases, there is no defined feedback on the services provided in the executive apparatus, and the collection and classification, analysis of views, suggestions and criticisms of clients, and finally its use as a monitoring tool in the process of activities, in order to optimize things did not have a proper place. The pathology of the executive management system of the country shows that the bureaucratic system suffers from the effects of lack of participatory spirit, participatory seeking, lack of accountability to the people, uncriticism, centralism, inflexibility, prioritization of personal interests in public institutions over public interests. Work is the overcoming of indifference to the result of work and the dominance of the demanding spirit in dealing with the client as citizens.

Methodology

The present research is descriptive-survey according to the applied purpose and in terms of method and implementation. Which studies the characteristics and traits of people in the community and examines the status of the statistical community in the form of several traits and variables. Therefore, the research method is a practical method: because it is used to meet human needs and to improve and optimize tools, methods, and models and programs to develop the well-being and comfort and improve the standard of living of human beings. On the other hand, research is descriptive because descriptive research is research in which we seek to find a detailed description of a phenomenon that we know but do not understand all its dimensions, the opinions of individuals and groups about a phenomenon is also an example of description. Which is called descriptive research. In collecting information in the present study, two main methods will be used, library and field studies. Thus, to study the project field and collect information about organizational performance, citizen satisfaction, tourism, tourists, planning performance ... from library studies and to assess the satisfaction of citizens and tourists from the tourism planning performance of the General Directorate of Cultural Heritage and Handicrafts And Tourism: A case study of the General Directorate of Cultural Heritage, Handicrafts and Tourism will use a researcher-made questionnaire.

Results and Discussion

Univariate T test was used for the measurement. Because the p-value in this test is less than 0.05, then the null hypothesis that the mean is equal to 3 is rejected. To answer the question of

whether the community average is less than or greater than 3, one must look at the mean difference. Since the average difference is $-.45926$ and this value is less than 3 and also the lower and upper bounds are both negative, so the score of the satisfaction index of planning a comprehensive tourism plan is lower than average.

Conclusion

Today, tourism development is considered as one of the potentials of regional development along with other activities and studies have shown that there is a positive and significant relationship between the growth and development of the tourism industry and the economic growth and development of countries. In this regard, the field of tourism planning, comprehensive city plans in Iran have been prepared and coordinated in order to coordinate tourism measures and projects in the territorial space. The aim of this project is maximum productivity and providing the most desirable services to citizens / tourists. But in fact, like many other types of projects prepared in the country, there is a lack of attention to the main shareholders (citizens) in the preparation and implementation of these projects. In such a way that in the preparation of the plan, in practice, there is no special place for citizens to participate in the preparation and implementation of the plan, and citizens are seen only as a group of passive people who have no expertise, ideas or tools to be involved in the planning process. . In such a situation, paying attention to the opinions of citizens / tourists paves the way for achieving strategies and key points, which will ensure the achievement of the goal of tourism development as much as possible. With such a premise, the present study studied the levels of citizens' satisfaction with the comprehensive plan. In this regard, sample b of 390 citizens was studied. In this regard, five indicators of participation, social services, physical-environmental, cultural and economic (which included a total of 27 items) were considered effective in the level of citizens' satisfaction with the performance of the comprehensive plan. Based on the results obtained from the research journal (descriptive statistics), it was found that citizens had moderate satisfaction in the field of economic performance, low satisfaction in the field of social and physical-environmental services and very low satisfaction in the field of participation and culture. In order to examine the research questionnaire more accurately and comprehensively (in line with research questions and hypotheses), analytical statistics and factor analysis test were used. The purpose of using this model was to achieve the most determining factors related to citizen satisfaction (regardless of the category of the questionnaire), which is calculated based on the indicators of standard deviation and variance. In general, you found that the set of indicators considered for this study has identified a total of 56.682% of the factors affecting satisfaction.

Keyword: Tourism, Satisfaction, Urban Environment.

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