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**ASSESSMENT THE AMOUNT OF SATISFACTION OF QUALITY OF LIFE IN COASTAL CITIES WITH EMPHASIS ON SOCIAL DIMENSION  
CASE STUDY: THE CENTRAL PART OF THE BAZAAR IN BANDAR ABBAS CITY**

**\*Seyed Ahmad Reza Yekani Fard<sup>1</sup> and Roya Honarkhah<sup>2</sup>**

<sup>1</sup>*Department of Geography and Urban Planning, Islamic Azad University of UAE, Dubai, United Arab Emirates*

<sup>2</sup>*Department of Architecture, Islamic Azad University of UAE, Dubai, United Arab Emirates*

*\*Author for Correspondence*

**ABSTRACT**

The quality of life is a complex concept Nowadays, so that quality index life is largely is associated with the concept of sustainable development And many social scientists are incapable of providing a comprehensive definition. The quality of life has been meaning satisfaction in this research And have been attempts, amount of satisfaction of social dimension of quality of life be measured in the central texture of Bandar Abbas city. Therefore, we've identify the social criteria and was designed questionnaire with Likert scale and 157 people be responded to the questionnaire. That results was Analysis using SPSS statistical test and t-test. The results show that the satisfaction of the citizens of social dimension is under the average line in the central texture of Bandar Abbas.

**Keywords:** *Quality of Urban Life, Satisfaction, Sense of Belonging, Bandar Abbas City*

**INTRODUCTION**

In overall, the aim of discuss the quality of life has been modification and evolution of the concept of development than quantitative expenditure development to sustainable urban development. Initial studies on the quality of urban life, has been serious consideration in the city and countries of developed, developing and the new industrializing from 1970 onward. Basically, quality of life is, the complex word, multidimensional and qualitatively in relation to the situation and conditions of the population in a scale of specific geographic. The lack of collective agreement on the definition of the phrase quality of life in dealing with this concept is the first reality that it brings ambiguous and the researchers have acknowledge to the lack of agreed and also some of them have considered factors. In general, the concept of life quality means attention to social, cultural, economic, environmental and psychological indexes in both objective and mental aspects in urban planning, main essence of urban life quality, providing and satisfying physical and spiritual needs of man at the same time. In this study, due to the shortage and lack of secondary data, Quality of life is considered as a subjective concept based on the values and aspirations of the individual in relation to life satisfaction. In other words, "satisfaction of life "is emphasized as a key component of quality of life. Assessment of residents' satisfaction of quality urban life can be help to improve the quality of the environment and the quality of life in the city.

In coastal cities, natural elements and index called the "Sea", Is decisive Identity and the main feature of these cities. In fact, presence of nature in the city is a gift, and by recognizing and giving roles to the natural categories of their beds, cities will be able to reach sustainability, the coastal cities; too, enjoy this natural gift of the complex of sea and coasts; and since coast is the memorable and historical space of the city with important place in the mental picture of people, and as the formation of core and historical center of the city are in its major; and as city development usually is affected by coastal age to a part of city structure that has placed the center and main spaces of the city along its side with special capacities to both help in growth of people and improving the quality of environment; hence, attention to their coastal capabilities distinguishes them from ordinary areas- as it would be done with any land. However, a series of factors such as increase in population and flow of migrants, density of population in coastal margin and risk to valuable natural resources of this region, lowering biological variety and loss of vulnerable species

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of sea and land, irregular utilization of resources, expansion of various environmental pollutants in all coastal regions, development of activities that are not compatible with environment, lack of coordination among activities in coastal banks, etc. have imposed pressures to coastal cities that have put the coasts capabilities in risk, followed by lack of sufficient satisfaction of their life quality in habitants of those region.

Bandar Abbas city; too, is one of the most complex cities of the country and has placed a combination of all environmental, economic, social, political, military and cultural characteristics and for that reason, it is affected by a great complex of inner and outer factors of development; and this factor has generated both opportunities and threats for the city, low quality of life in some parts of Bandar Abbas is one of those threats since Bandar Abbas contains the highest number of migrant population. Nearly twelve thousand migrants usually arrive Bandar Abbas city for residence and for that reason, usually all of them look at Bandar Abbas as a city for earning money. Warns that presently, some parts of Bandar Abbas city have changed into untidy regions, dense population, traffic suffocated zones, poor and ugly buildings, a bad-shape city who has pushed away its constant population and has accepted low income and rural migrants in their place, who live in low life quality. This heterogonous urban phenomenon has exposed the habitants of those regions and the entire city to many defects and complications in aesthetic, social, economic, cultural and structural aspects. One of the regions that contain these characteristics is located in the middle texture of Bandar Abbas city, the market (bazaar) limit. This limit is also in the central texture, and the central texture connects the center of the city (or downtown) with the new texture and/or urban countries and most institutes and organizations are located in the new texture, which emphasizes on the necessity of showing more attention to this texture. That texture is both affected by the surrounding activities and environmental functions; and in turn, the texture has effects on them; therefore, having suitable urban life quality could play a significant role in aesthetic, economic, social and cultural of the city. Therefore, it is necessary to assess the life quality in the central texture of Bandar Abbas City to think about measures to improve urban life quality proportion to the social situation. Thus, recognizing textures with low quality needs criteria to measure the high or low quality life in order to have re-planning if as such is needed. Hence, after recognizing the limit of middle texture of Bazaar range, we present criteria for social dimension of urban life quality and by using indexes, try to assess those criteria in the bazaar scope texture.

**Definitions of Quality of Urban Life:** The life quality is observed so extensive since 1970, the quality is the Latin word, means extraction and it is lexeme for the phrase of life quality and has individual difference. Life quality has vast meaning links to prosperities on societies and its goal is to capable people reaching their goals or achieving the idea life. So by this means life quality has spectaculars.

1. The life quality has determined by people's life condition.
2. Life quality is multi-dimensional concept.
3. It could study by both objective and subjective criteria.

The World Health Organization (1993) introduces life quality by Personal understanding of position life in the field of culture and value systems that lives in which the individual, and are done in relation to their goals, expectations, standards and their dependencies. Passion (2003) defines life quality as: The term quality of life overall Environment Status in which people are live (like pollution and housing quality) as well as some of their attributes and characteristics (eg health and education). Yozel (2004) has claimed, Quality of life is a multifaceted concept, relative and influence of individual and social values, it has both sided of subjective and objective dimensions at the same time. Kstanza *et al.*, (2007) define life quality as creating human needs regarding to their understanding from coexistences. DOS in (2008) in this regard states that: "Quality of life refers to the well-being of people in an environment where they live."and he is defines the quality of life as welfare or not welfare of people in the living environment of them, Thus the quality of life depends on the quality of the environment.

**Objective and Subjective Indicators of Quality of Life:** Politicians are increasingly agreed on this topic that is suitable Two quite distinct types of social indicators to assess the social welfare and individual (quality of life) "The first species that refers to the objective conditions or environmental and Activity, are

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the objective indicators and The second species to describe the ways in which people understand and assess the situation, are called Subjective indicators (Pshyvn, 2003). Lee suggests that quality should be subjective and the most appropriate way to discover the quality of life, asking the public perception of their life (Lee, 2008). Fu said that the objective indicators alone cannot show the actual quality of life, because this indicator has high validity, but low reliability in the assessment of human welfare (Fu, 2000).

#### **Overall Quality of Life is Measured by Two Indicators**

1. The first procedure, the objective indicators used to measure the quality of life, he objective indicators, social and economic indicators, can be measured to reflect amount of needs of human that are examined Using reports and official statistics. These indicators show the status of the visual and real life. This method uses the indicators such as GDP, the progress indicator, indicators of social well-being and human development index used to compare national and international.

2. In the second method, there are subjective indicators that evaluated The level of satisfaction of individuals and groups that "in terms-called subjective well-being" (Kstanza, 2007). These indicators are based on reports from their Perception of various aspects of life. The indicators are complement the social, economic and environmental variables, that shows Perceptions and evaluations of people than status of objective their life. Subjective indicators obtained to Perception gauging, assessments and satisfaction of inhabitants from urban life, whereas, the objective indicators are as to inhabitants visible facts, which often are obtained from secondary data (Khademal *et al.*, 2010). Regard the concept of subjective dimension, one of the approaches that are used in research related to quality of life, It is famous to the American approach of the quality of life, that has been proposed the Scandinavian approach. Most of the research that has been done in America for quality of life, Most researchers have focused on the subjective experiences of their lives and have an emphasis to the Reagent of mental. The effectiveness of this approach can be Noted a social psychologist, W, L Thomas. In this approach, satisfaction and happiness be remembered as the main reagent of assessment.

**The Concept of Subjective Welfare and Satisfaction:** subjective welfare is a branch of the behavioral sciences, in which the people are studied judgment of their lives. In the performed research, subjective welfare is perusal and perception of things that it can cause people be have a good feel about their own standards and values. The ultimate goal, the psychology of human life quality improvement, Through the study of the process and the mechanisms of the mind and human behavior (Sternberg, 2001). Subjective welfare is the method and style that individual is defining the a good life and its usually referred to Happiness. People who have a high sense of subjective welfare, they behave great pleasure Feel and a little inconvenience and they are feel satisfied of their lives. Subjective welfare consists of two separate components:

- The first component is the emotional component that is divided into positive and negative emotions.
- The second component is the cognitive component. Usually refers to life satisfaction (Pavt and Daynr, 1993).

Initial studies related to more satisfaction have been followed based on one-dimensional approach. At study that was conducted by Lansing and Maranz in 1969, Satisfaction has been raised One of the key criteria for assessing the quality of the environment and consequently the quality of life And thus the quality of the environment was defined as: An environment with high quality, sense of welfare and satisfaction of its population, be transferred by the features that maybe are physical, social or symbolic (Lysng and Maranz, 1969).Cutter also defines quality of life as the individual Satisfaction of life and surrounding environment That will included the needs, Demands, preferences of lifestyle and other tangible and intangible factors that have an impact on the comprehensive welfare(Cutter, 1985).

**Quality of Life and Social Indicators:** There is a little basic theoretical for quality of life dimensions recently Which is also reflected in the speeches and have been presented in the field of Hygiene & Health. However, many scholars and experts believe in the field that the quality of life includes the following aspects:

- Physical dimensions: the physical surroundings is the symbolic and subjective aspects of quality of urban life that providing The content and meaning connection with social, cultural and in general, public

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life of the citizens, can do reduce feelings of alienation At urban surroundings and improve citizens' sense of belonging and beauty.

- Economic dimension: Quality of life from the perspective of citizens, more than any other factors and indicators influenced by their living conditions. So Attention to this index is necessary and unavoidable in improving the quality of urban life.
- Aesthetic dimension: This index is more monitoring conceptual and psychological aspects of the human. This index is located more in urban design thinking.
- Environmental dimension: This indicators more monitoring pollution and air quality and will help to sustainable urban development. This index has closely linked with land use and traffic index.
- Social dimension: The order of this indicator, Preparations to enhance in the urban spaces and consequently in downtown. Social index is an very important factors to forming the quality of life.

Formulation of criteria and indicators of quality of life is necessary and unavoidable in order to priorities modeling, expectations and needs of the residents in Bandar Abbas. The formulation of criteria and indicators for defining, determining and explaining the quality of urban life is a complex and difficult task At This research and we should be used the relevant and appropriate criteria and indicators pay attention to the basic requirements. On this basis To Suit An Array theories and studies conducted, measured of quality of urban life has been done based on social criteria. This index is contains three sub-indices of identity, sense of belonging and the desire of presence in space in order to measure the quality of life in the city of Bandar Abbas.

*Identity:* City is handmade which it is pay memories registration (Schultz, 2005). The city is places where people have roots in it. A good city has a good mental image and a good reputation and credibility. So to have a good and sustainable city must be answered the needs of people in the urban space, so people can tag their own label on a place where live. And create a sense of belonging to a place with them (Mahmoudi). Followed by, the identity normative and value issue, that results from correspondence of the one phenomenon by it identical image in the minds, and people minds have this expectations to see it again in next his next visit. The more the image being memorial, its identity will be stronger. In each visit the image will be clearer in his mind. As human mind has propensity toward make correspondent the observed image to its own behavior, the identity of one area will increase its mobility and its life. In one sentence, the identity area is the area that has stable essence in this past future and now, and it could be changeable during the time.

One successful area, which its life's quality will be increased, is the one that residents have feeling as they belong to that and see that of it seeing their own existence the common identity in coast side areas will be imaginable. The first, the identity of recreational place which will be next to the sea. The second, the harbor identity and sea communications especially in IRAN climate that most of the time is hot and has shortage of rain. Their approximation to the sea has a lot with determining their restages.

As the theorist and famous construction planner Alexander in his book by the name of the Patters language declared.

The people need to the area that has identity which they belonging to them. We mean the small cent proportion of by these areas of the city, means local.

In coast side cities, the coast comes up as an activated populated area, which the communications will prone to forming the communicative identities and having charming potentials, or created one of the main areas in coast side cities.

One of the most vivid identifies of coasts, is its natural and geographic essence, that it's feasible to access the identity and other related dimensions as feeling sameness.

*Sense of Belonging to Place:* Sense of place and a sense of belonging to place is one of the topics discussed in different science, including architecture, human geography, urban planning, Rural Planning, sociology, and especially the Political ethnological. This phrase is compounding of two words, the one is sense and the second is place. The word sense in oxford dictionary has 3 meaning: the first one is one of our five senses, the second Emotion which it backs to mental image in psychology, and means judgment you made after you understand the meaning of the some certain objects, it could be good, bad or

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interesting judgment. Third capabilities in judgment about an abstract object, like the sense of finding direction which means capabilities of one individual in finding and showing direction to others. Finally, it means the total understanding of objects by human. The conceptual area could be recognized by the earth, sea, sky, areas (Rolph, 12, 1946). Mathur wrote about it: “We don’t understand the space with my aware, we are living in space, will design my character in it, we are tied to the feel interests. Space is not merely perception, Will be lives In it”.

Tend Presence in the Urban Spaces: Nowadays, human aspects and the need to improve the quality in urban public space are more attention than before in urban planning. Therefore this moot point is causes to tend of people presence in the city. Areas and public spaces favorable and coordinated, Features and social needs and appropriate with environmental conditions can be considered the undeniable value in Desirability urban living space (Yan, 2002). Various cities have adopted different policies concerning the activities in the city centers and design concepts of public spaces. Tybaldz says: Places should have variety for users in space. It is necessary that places have special features and also the different from the other places (Tybaldz, 1992).

**Research Methodology:** The method of this research is descriptive - context survey. Firstly, done exploratory studies in library and preliminary visit, And indicators is presented for measuring quality of life, Then have been analyzed the collected data via questionnaires. 158 persons have participated randomly as the subjects In this study that they have responded to a questionnaire with likert spectrum That will include a range of 1 to 5. The sample size was determined using the formula Cochran In sampling method. In order analysis and verify of the question of questionnaires, we using the reliability analysis method, and Cronbach’s Alpha coefficient of all of questions is calculated. Reliability of that is 0.83, based on the Cronbach’s Alpha coefficient. The results of this questionnaire after interning in SPSS, they Have been analysis By using the mean method and the T-Test analysis, that they are to form descriptive statistics and including abundance tables and percentages.

Introduction of Bandar Abbas City: Bandar Abbas is provincial capital of Hormozgan and it Is located in the north of the Strait of Hormuz. The area of Hormozgan is 27316 square kilometers. This city is limited from north to Haji Abad, the west to Bandar Lenge, the east to Minab and Rodan and from the south to Gheshm Island and Persian Gulf. The area of Bandar Abbas is 45 square kilometers and the height of sea is 10 meter. we can’t say the exact population of this city because it is establishment from Immigrants and natives and it is varies the number of immigrants according to the seasons. The majority of people are Muslims and followers of Shia and Sunni sects. Bandar Abbas city of population is approximately 600,000 Currently. Native of Bandar Abbas speak by Bandar Bandari dialect. It is one of Persian dialect, which has maintained an archaic Persian's Features.

Thanks’ to the commercial ties, On the other hand, because of the commercial relations can be seen also, a number of European words and Arabic, Hindi. Due to Ethnic and racial variation, these dialects have spoken in small suburbs by different dialect. The city's climate is hot and humid. Summer continues nearly 9 months of the year in this city.

Temperature of Bandar Abbas city is on the hottest days to 44 ° C and 2 ° C in the coldest days. Pivotal role of Bandar Abbas is based on business services, office, recreation, transport and tourism. Bandar Abbas has become one of the major metropolises currently. According to privileged position of Bandar Abbas in the Persian Gulf and the the Strait of Hormuz, it will appear Bandar Abbas important role as a most important port and the largest commercial port.

**Identification the Middle Texture of Bandar Abbas:** Development and become to the important port city Has caused, the different parts of Bndar Abbas have significant changes in the different aspects: social - economic – physical, But an important part of the development processes will be necessarily notice the center of Bandar Abbas. Today an old center of Bandar Abbas is the place which is called coastal boulevard.

The coastal Boulevard is in the heart of Bandar Abbas and the interaction of various urban activities. the number of activities and communications from the sea or air is so it would know as an environment which is so important. The coastal blvar of Bandar Abbas because interference activities, the confluence of land

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and sea is the focus of several issues that These issues are becoming more complex and more problematic. The most important of these issues include:

1. The difficulty of vehicles and pedestrians traveling around the boulevard and related and connected street to it.
2. Severe shortage of parking around the Boulevard
3. Congestion and crowd
4. Lack of recreation and leisure and very low capacity of public spaces
5. Unworthy landscape in urban spaces And confusion in the public image and physical in Boulevard
6. No Identity in mage of Bandar Abbas city Due to disregard the values of urbanism- architecture. Bandar Abbas don't have outstanding physiognomic as a largest port in Iran and Entry and exit gateway of gateway.

Therefore, the assessment of quality of life in this area and benefit from the features and capabilities of spatial Blvd, it can help in upgrade quality of urban life and creating a favorable environment and creating a favorable environment for working, living and communication.

**The Coastal Boulevard Location:** Location of research is the coastal Boulevard in Bandar Abbas That is middle core and the heart of the city. This boulevard is terminated from the West to the Market Sayadan (posht shahr neighborhood) and from the East to the Gor Susan estuary (Hormoz Hotel). This part known as a coast Bulvard from the inception to recent days.

This Bulvard is the width street with length of 2.5 kilometer in the vicinity of the sea, and disconnect via the coast. The coast Bulvard is the center of Bandar Abbas. Markets, commercial centers, stores or even the fishmongers markets and other building are constructed there.

**Examined Indicators in this Research:** According to topic research " assessment the amount of satisfaction of quality of life in coastal cities with emphasis on social" it attention on social indicators in this the study and because the attention is belonging of sense indicator Therefore social index has been named sense of belonging. Accordingly, the remainder of indicators was eliminated from the process and Determine sense of belonging been questioned. That is composed of three subgroups criteria:

Three indicators were measured in this the research includes: The sense of belonging, identity and desire presence in space. In the following is examined separately.

**Sens of Belongin:** Citizens in the answer to the question " Do you have sense of belonging to this area", as it is marked in Figure.1.,85 person, the amount low and very low have a sense of belonging. In fact, as the table.1.less or equal to 3 numbers are much more than numbers with more than 3 and it will be meaningful in 0.001 ( $p < 0.001$ ). In other words the People believe that they have little sense of belonging to the area.

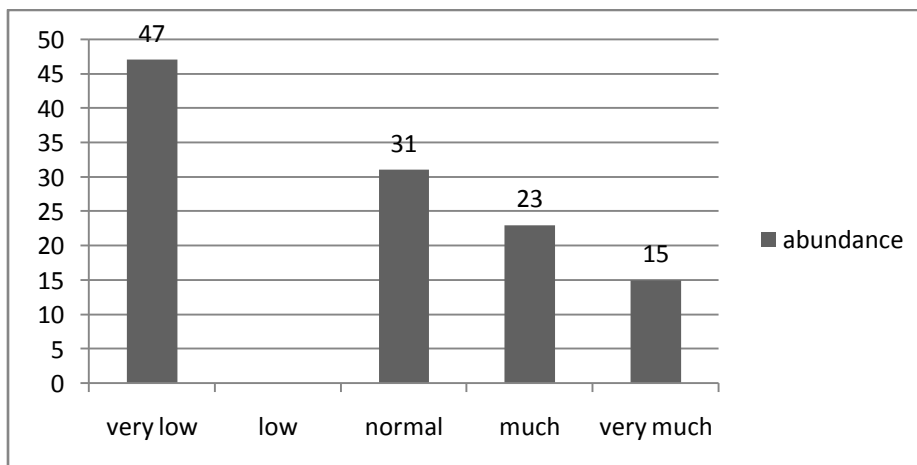


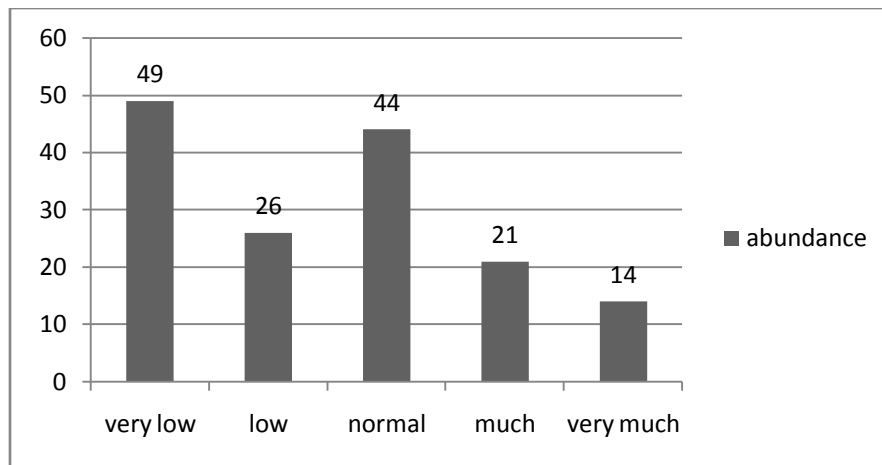
Figure 1: Abundance the satisfaction residents of Sense of belongin to place

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**Table 1: Alpha significance level of satisfaction in terms of the sense of belonging**

amount	number	The observed probability	The comparative criteria	The meaningfulness of Alpha
Less than 3 or equal to 3	119	0.76	0.50	0.001
More than 3	38	0.24		
Total	157	1.00		

**Identity:** Citizens in the answer to the question “This area is part of your identity”, as it is marked in Figure.2.,35 person, the amount much and very much have identity. In fact, as the table.2. The amount of less than 3 numbers is much more than numbers that are more than 3 and such difference are meaningful in 0.001. In other word the people believe the area with fewer amounts is part of their identity.



**Figure 2: Abundance the satisfaction residents of identity**

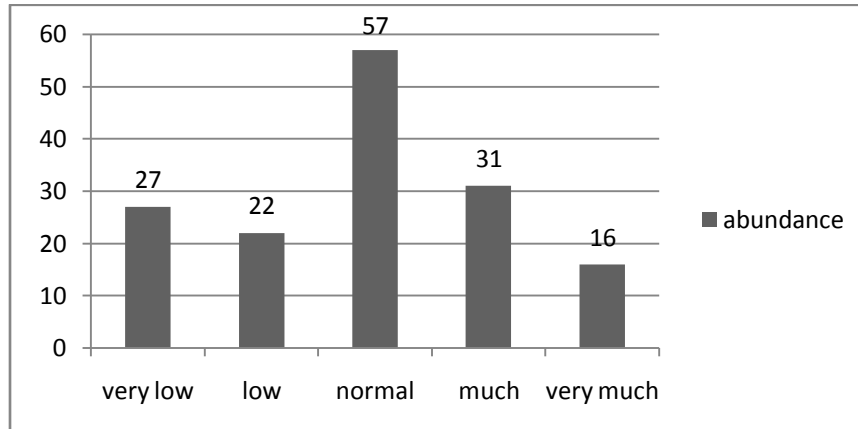
**Table 2: Alpha significance level of satisfaction in terms of identity**

amount	number	The observed probability	The comparative criteria	The meaningfulness of Alpha
Less than 3 or equal to 3	122	0.78	0.50	0.001
More than 3	35	0.22		
The total number	157	1.00		

**Desire Presence in Space**

Citizens in the answer to the question “I have attended by my own consent in this place” as it is marked in Figure.3.,75 person, the amount low and very low have a sense of belonging as is clear from the table.3. The number equal to 3 or Less than 3 are a lot more than the numbers which are more than 3 and this will be meaningful in 0.001. In other words, most people believe that have not attended the desire and interest in this area.

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**Figure 3: Abundance the satisfaction residents of desire presence in space**

**Table 3: Alpha significance level of satisfaction in terms of desire presence in space**

amount	number	The probability	observed	The comparative criteria	The meaningfulness of Alpha
Less than 3 or equal to 3	109	0.70			
More than 3	47	0.30		0.50	0.001
The total number	156	1.00			

**Measuring the Social Dimension of Quality of Urban Life in the Middle Texture of Bandar Abbas**

In general, the average value of the social index shows that Considering that we was used 3 question to measure this dimensions, And opinions of respondents has been by using Likert 5 scale. That number 1 indicates satisfaction is very low and number 5 indicates satisfaction is very high. Therefore a responsive can get the highest score that is 15 and the lowest score that is 3. Also theoretical average score for this question is  $(15 + 3)/2=9$ . If the observed values are greater than 9 indicates agreement and If the theoretical observed values is less than 9 indicates no agreement. The mean scores for this dimension is 7.356 (Table 4), this score is lower than the mean score. The quality of life in social dimension is in the average under line.

**Table 4: Average of social dimension of quality of life**

157	number	2.433	Question 1: Do you have Sense of belongin in this area
7.356	theoretical average	2.465	Question 2: This area is part of your identity
0.42	Standard deviation	2.859	Question3: I have attended by my own consent in this place

**RESULTS AND DISCUSSION**

Quality of urban life is Complex and multidimensional word In relation to the lives of people in a particular geographic scale. We can Classified the criteria of quality of urban life in five main arena of



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aesthetic, social, economic, physical and environmental. Obviously measure each of the listed criteria, it requires Codification Variables that should be chosen According to specific circumstances of each community.

In this study the level of life were assessed in the coastal boulevard of market area of Bandar Abbas city, according to social criteria based on 3 criteria. The results indicate that the quality of life in the coastal boulevard of Bandar Abbas city, given the existing realities, is below the average. Or in other words majority of citizens have considered, the quality of life in the social dimension in this area is low and they don't have satisfaction. Exit out of this situation, it requires the formulation of principles policy and optimized in order to achieve the goal of improving the quality of urban life. So Measurement the quality of life is the perfect tool t achieves this objective.

In the this research according to the studies and surveys conducted, following suggestions Is mentioned:

- Identification risk factors in the change or transformation of identity and image of the Old the city and also Definition new landscape of the city developed
- Saving land uses which have consistency during different years and have huge effects on appearance of the city (Shohada library).
- Khor Goor Soozan plus and the coastal strip area of market are parts of identity of city and need some specific Designing.
- Identification of visualizations of travelers and citizens has high impact on city's identity.

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