

Strategy Study of Urban Management for Sustainable Development in the Historical Texture (Case Study: Historic Texture of Yazd City)

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Extended Abstract

Introduction

Since the early 1990s the use of indicators to measure and evaluate the performance of programs and projects of government agencies have increased and urban management is not deprived of this wave. Since urban management attempts to raise the citizen's welfare and achieve sustainable development in neighborhoods, in fact, assess performance is one of the basic principles of management tools for achieving the goals, strategies and programs. It is also one way to evaluate performance and satisfaction of people. Creation of a sense of satisfaction and participation of citizens in the city administration requires a regular and comprehensive planning. The planning should enable urban management to present a desired image and create effective interactive and more hopeful citizens. The first step in this regards is to design an appropriate mechanism to identify and understand people's attitudes for the performance of urban management. Measurement of citizen satisfaction from municipal services can evaluate the performance of urban management from citizen's viewpoint. It can be considered as one of the best mechanisms to achieve this. Accordingly, this study is seeking to answer the following questions:

1. How is satisfaction rate of urban management performance in the neighborhoods of historic texture of Yazd city?
2. What is the optimal strategy for management of historic texture of Yazd city?

Methodology

This study was conducted through a survey method and the required Information was also collected by the library and through a survey method. The statistical population is citizens living in the historic city of Yazd. As it was not possible to refer to all of them, we selected a group as sample. At the beginning, with the use of Cochran formula, 380 samples were selected and the share of each neighborhood was estimated according to their population. Then, Cronbach alpha was calculated. Since calculated alpha coefficient was 0.725, the validity and reliability of the

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questionnaire is approved. Research operating model from the Michael Walker's model, satisfaction / importance matrix, is implemented.

In this present research, questionnaire was designed according to urban management tasks for the neighborhoods sustainability and the distribution and survey of citizens. In this questionnaire satisfaction and the importance of services provided by the urban management were determined from the perspective of citizens. Finally, based on the importance of each of the indicators and the degree of satisfaction of services provided and inspired by the model proposed by the Institute of advisers Berkshire, the optimal strategy has been set for each of the indicators.

Results and Discussion

The results of the citizens' satisfaction level in performance of urban management studied in four dimensions of socio-cultural, environmental, economic and physical. This has indicated that in all neighborhoods of the historic texture of Yazd city, the urban management from citizen's viewpoint is not acceptable. It is essential that urban management with promoting Strategy try to improve sustainability and concentration of the programs, resources and activities to provide better services for citizens.

The results of the study show that the facts are as follows:

- Comparison of the performance of urban management in the socio-cultural dimension in the current situation indicates that the situation in satisfaction of all neighborhoods is lower than average.
- In terms of the environmental statements, except Fahadan and Godale-Mosalla neighborhoods, other neighborhoods have a statistically average satisfaction with the performance of urban management that is lower than average.
- In terms of economic dimension, all neighborhoods are lower than average. This indicates that respondents negatively assessed the performance of urban management in this item and not satisfied with the performance of managers.
- According to the physical dimension, only in the Fahadan neighborhood the situation is suitable and in other neighborhoods of historical texture urban management performance is weak and lower than average. In Gazargah neighborhood, with 2.258- difference from average, we see most dissatisfaction with the performance of urban management.

Conclusion

Poor performance of urban management has created dissatisfaction and instability in the historical texture. We can see its appearance in reluctance for residence in this area, with poor people. Although in our country due to lack of integrated urban management, we cannot say that urban management is solely responsible for sustainable development; but look at the services provided by urban management, can be seen as an important criterion. Therefore, urban management should make attempt to provide better performance indicators, especially indicators of neighborhood sustainability and concentration on the programs, resources and activities. Promotion of strategy in all neighborhoods can provide better services for citizens.

In fact, the offers are moved from the current capacity towards ideal capacity to achieve goals and objectives. In this study, the results and assumptions in planning and executive management (strategic) are offered as below:

- Trying to persuade local residents and increase the sense of belonging to stay in the neighborhood in order to combat the negative growth of the population;
- Trying for collection and disposing of waste in order to increase citizens' health and improve the quality and visual appeal;
- Protection of historical buildings in order to increase the identity and legibility of the neighborhood;

- Trying to increase the ecological desirability and environmental sustainability through green spaces and increase in the per capita of green space in neighborhoods;
- Walking-base in the Mesjed-Jame streets for the maintenance of mosque as well as the security of residents and tourists;
- Establishment of councils at local level as a link between the management / council and citizens;
- Promotion of citizenship culture and in particular the historical context through education.

Keywords: historic texture of YAZD City, neighborhood sustainability, optimal strategy, satisfaction / importance matrix, strategy study, urban management.

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