



Studying and Identifying the Effective Elements on Developing Social Interactions Between Tourist and Citizen in Order to Design a Residential Complex (Case of study: Rasht)

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Abstract: *Considering the fact that today there is a significant increase in using public communication devices and social network, the communication and interaction among people in a community is decreasing and concept culture transfer is being done slowly. Meantime tourism as a factor of creating and improving resorts is a suitable context. The resorts in a suitable context that possesses the potential needed to reach this goal would create communication and interaction among tourist and citizens of the host community and apart from creating occupational, financial and other opportunities it would have a chance for culture and social interactions. The goal of this research is to create a suitable context in order to reach the intended goals. So that would be appropriate to study such context in Rasht and in Guilan province which have always possessed a high amount of tourism potential and culture. The present research, in order to answer the question of the study, has considered the effective factors on interaction between tourist and citizen in architecture. The method of research was analytic-descriptive that after preparing questionnaires and distributing them among 160 tourists and citizens was analyzed by SPSS and Fridman and deductive tests. It showed that all the hypotheses are accepted and by ranking independent variables existence of public spaces in structure was chosen by the responders as the most important factor, and after that creating local and traditional context and architecture, the area of cultural works of the region, developing the structure in the site, and availability of roads to other cities, were the next factors. Hence, it can be concluded that designing according to the variables which have been studied can be a proper element to improve social interaction among tourist and citizens.*

Keywords: *tourism, Rasht, social communication, residential complex*

INTRODUCTION

Today tourism has been noticed by experts, scientists, managers, and planners as one of the most important industries in the world which has a major effect on improving economical situations of countries and developing their economy. The increase in population, progress in science and technology, having more free time, and many other factors caused people to pay attention to tourism. Therefore, the experts of this industry regarding their own knowledge and awareness acknowledge that developing tourism is not possible without developing its substructures.

Tourism has always been one of the elements which have bonded cultures and civilizations and through this bonding it has created a kind of exchanging ideas and cultural dialogues. Guilan province and specially the city of Rasht possesses a lot of potential to attract both local and exotic tourists. But these potentials alone do not seem sufficient to attract tourists. Hotels, especially multi-star hotels are rare in this city, and the ones that exist suffer from problems which dealing with can change the future of tourism in this province. This research has studied Iranian structures in this land and by discovering the potentials of those structures in describing the world today, has tried to apply it in the art of architecture. Particularly to design a residential center having a thorough knowledge about potential and actual capacities in Rasht can help us provide facilities to introduce the rich and ancient culture of this country.

1-1-1 Statement of problem

By mechanizing the life today and the tendency towards a modern life and the increase in individualization, social interaction and cultural connections has been strongly decreased. This can be applied to tourism as well. Social interaction between two people with two different cultures and from different societies is of a great importance. Tourism today is more than an economical action, and as a social and global phenomenon it has a special complexity which occurs when people from different cultures move around and communicate in the period of peace. [1].

Culture and tourism have a dual and beneficial connection which can reinforce attractiveness and competition among areas; as culture has always been an important element in tourist production which has made a variety in tourist market. In the meantime, tourism as an important tool to improve culture can create a strong connection between the tourist and the culture, and can help reaching the goals of converting to a more attractive and competitive place to live in, visit, work, and invest (the organization for economic cooperation and development, 2009). Although culture plays a considerable role in every kind of human interaction such as interaction among the people in the same country or interactions among different countries, but it is usually due to the cultural differences among countries that a large number of studies have concentrated on the interactions between international tourists and local areas, social-cultural life of local areas, renovating of local architecture, dual social influence, and influencing the recognition of cultural values. Below it will be discussed that in countries with strong religious beliefs ,converting the social values by tourists can cause a sense of discontent in national level. Hence creating interactions between the tourists and the host society would be necessary [2].

Tourism would have desirable and undesirable effects. Social effects seem subjective and intangible, but in fact their effect on local culture would directly affect the economy of the area. In the contrary decreasing social interactions in society will make people feel unfamiliar and therefore due to the concerns they would retreat interactions and co. Operations in different levels of the community so individualism and following that taking advantage would grow in the community and in such a situation the connection in and outside of the country will decrease.

1-1-2 Questions, hypotheses, and goals of the research

1-1-2-1 Questions and hypotheses of the research

Hypotheses:

Creating urban space in order to create connection between tourist and local people will improve social interactions.

Components of interaction between tourist and citizens can be identified and transformed into parameters for designing.

Urban space has always had considerable effect on identifying local culture

Questions:

How can creating an architectural frame with traditional features make tourist accustomed with the culture?

How can creating more interaction between tourist and citizens be a solution to create intercultural exchange?

What are the urban parameters of interactions between tourist and citizens?

How is it possible to encourage citizens to interact more applying urban designing?

General goal of the research:

Reaching parameters to use in designing in order to increase the level of interaction between tourist and citizens as much as possible.

Partial or minor goals:

Architecture can be responsible to the plan by identifying and measuring the parameters.

Identifying and presenting a suitable context in order to attract tourists and create their interactions with citizens.

The work of architecture in a particular place helps introducing culture to tourist

The work of architecture being responsible to the needs of its visitor

Reaching the design appropriate to native culture of the area

1-1-3 Importance and necessity of research

One of the necessities which put the researcher through this study is: to design a complex in order to introduce the rich culture of the area which is inherited from the past. On the other hand tourism can be considered as a two-way route, it means a country can earn by attracting tourists just the same way as it loses when its people travel abroad. Hence, the pure advantage of tourism is related to the relation between its income and cost which is counted in balancing payment in invisible import and export. This invisible payment, especially for the countries with no considerable development would be a valuable benefit, Therefore it is another necessity to attract more tourists and so helping local and national economic situation. Hence programming for a desirable and correct system can be an effective step on national and cultural progress of the country. The idea of making a residential complex is one of the solutions that can be considered for residing tourists and providing their other cultural needs.

1-2 A review on literature of the subject (the history of the research).

About social interactions, several studies have been done in and outside of the country such as:

Daneshpour and Charkhchain, [3] in their research have considered the process of socialization and increasing collective life in public places based on acceptance of the place for various individuals and social groups, providing mental and physical comfort, enjoyment of people and social groups of being in that atmosphere, and constant and active presence in it regarding those they mentioned some other space factors such as inviting, safety, desirability, and responsibility towards their goals. Kashanijou, [4] in his research titled as recognizing theoretical attitudes to public spaces knows these spaces as the third place which plays the main role in creating social interactions .he considers three eras based on subject trend to urban spaces. in the era after the industrial revolution to the main emphasis was most on space and visual understanding .in the second era from 1960 to1990 it was on reinforcing social interactions, expanding pedestrianism, and environmental-space effects of urban space, and in the recent era from 1990 to the present time, most actions and theories were based on natural environment, stability and security, and humanism in public zones. Torabi, [5] considers framework properties of open public spaces effective on increasing social interactions and behaviors, the three factors attractiveness and beauty, security and calm, and availability and hierarchy are known as being effective on increasing social interactions.

Amos Rapaport is one of the great behavior theorists who have been interested in urban issues. He, presenting the issue of contrast between human and environment denied the passive role of human in urban space and considers movement in space as the most important factor in recognizing environment and mind design. John

Lang has studied the role of behavioral science in environment designing as well. in his work titled as creating architectural theory has studied the understanding of people about space and effective environmental elements, and believes that imaginations of people about environment is in fact a kind of mental schema that forms their behaviors and actions in public spaces in the city [4].

Lang, in his book named theoretical creations says if people need social connection they would create the context in each environment. Dual social interaction for answering human needs for connection and the sense of belonging to the place is a necessity which indicates suitable social interaction. Therefore any opportunity to reach such a goal has been recorded and evaluated. Another reason is that activities such as interaction with others and watching people act, help individual development by creating contexts for socialization and socializing. Alexeander, christipher, [6] considers occasional and informal meeting as context to improve friendship and daily connections. Social connection makes the attitudes of people from different mental background and various properties to come closer to each other [7].

In some other documents Jafar Hezarjaribi [8] in his research titled as social trust and tourism development, says that trust is one of the most important aspects of human interactions and it prepares the context for cooperation and interaction. Life is driving on trust and the importance of trust in interaction and social connections is the way that can be considered as the main element of social life that expands the conditions for cooperation and interaction in different aspects in the community.

1-3The method

The method in this research is descriptive-analytical in both qualitative and quantitative ways. First an interview on the literature of the subject was done. To do that, books, articles, and researches both in and outside of the country were searched and the information was gathered. Some field data was gathered by interviewing citizens and people randomly chosen in cultural, business, educational, and recreational buildings around the site and also by visiting the area under study. This data was the base of making the questionnaire. So the questioned were formed and categorized in a comprehensible form. The statistic population was chosen in the city of Rasht and it included 160 people who were randomly chosen among the citizens and the passersby in the area, and in order to gather the data needed to reach the goals of the research 160 questionnaires in both open-ended and close-call in lickert scale including very much, a lot, average, a little, and very little were distributed among people. After gathering the questionnaires, row data was analyzed in two steps and then the data was analyzed by Spss and finally the results were derived.

1-4Analyzing the data

This part of the research, after presenting reliability and validity tests, was divided into three parts including analytic and descriptive statistics, and ranking independent variables. In descriptive statistics part the indexes of frequency, central tendency, and distribution of independent and dependent variables were reported in analytic statistics part, the hypotheses of the research were studied by statistical tests such as one-sample t-test, and in order to grade independent variables Friedman test was used.

1-4-1 Validity and reliability test

To test the reliability first the questionnaire was surveyed by the professors in a few sessions and after being confirmed by them it has distributed among the sample population. To measure validity Chronbach alpha has used. To survey Chronbach alpha 40 questionnaires were distributed among the population and result of analysis by the software showed an 8.68 for alpha which indicates a high validity for the questionnaire.

1-1 Validity coefficients of variables of the questionnaire

Case Processing Summary			
%	N		
100.0	40	Valid	Cases

.0	0	Excluded	
100.0	40	Total	

Reliability Statistics		
N of Items		Cronbach's Alpha
25		.868

1-4-2 Discriptive statistics

Marital status	Gender	Age	Education
single:87	Female:85	Under120	Diploma:27
Married:73	Male:75	20-30:79	Associate's degree & bachelor degree:75
-	-	30-45:55	Master & higher:48
-	-	Above45:7	-
Total:160	Total:160	Total:160	Total:160

1-4-3 Analytic statistics

1-4-3-1 First hypothesis: the existence of independent variables of the research is effective on creating interaction between residents and citizens

(Table1_6)The effect of independent variables of the research on creating interaction between the residents and citizens

Population score						
Standar deviation	mean	frequency	Significance level	Degree of freedom	T. test coefficient	
.083	4.32	160	.000	159	15.822	Existence of public and collective space in the building
.086	3.42	160	.000	159	4.859	Creating Traditional and native content and architecture(total volume of structure and fronts)
.078	3.89	160	.000	159	11.408	Presenting cultural and traditional works of the area
.109	3.76	160	.000	159	7.010	Access to the roads around the city

.090	4.13	160	.000	159	12.503	Expansion of plan in site
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As it is shown by mean comparing test , all the variables of the research are effective on creating interaction between residents and citizens, in another words the reported means for all the independent variables were above the assumed mean for the population(3). Therefore the mean comparing test also indicates that the differences mentioned above are significant($p>0.05$) and with a significance level of 95 percent the effect of the existence of public and collective spaces in the building, creating native and traditional context and structure(total volume of the structure and the fronts), presenting cultural and traditional works of the area, access to the roads around the city, and expansion of the plan in site on creating interaction between residents and citizens is accepted.

1-4-3-2 Second hypothesis: existence of independent variables of the research is effective on creating gathering in the complex.

(table1_7)The effect of independent variables of the research on creating gathering in the complex

Population score						
Standar d deviatio n	mea n	frequency	Significan ce level	Degree of freedom	T. test coefficien t	
089.	4.11	160	000.	159	12.548	Existence of public and collective space in the building
080.	3.31	160	000.	159	3.838	Creating Traditional and native content and architecture(total volume of structure and fronts)
082.	4.16	160	000.	159	14.230	Presenting cultural and traditional works of the area
073.	3.47	160	000.	159	6.463	Access to the roads around the city
103.	4.09	160	000.	159	10.580	Expansion of plan in site

As the mean comparing test shows all independent variables of the research are effective on creating gathering in the complex, in other words, the reported mean for all independent variables were above the assumed mean for the population(3). than mean comparing test also are indicates that the differences are significant ($p<0.05$) and with a significance level of 95 percent the effect of the existence of public and collective spaces in the building, creating traditional and native content and architecture (total volume of building and fronts), presenting cultural and traditional works of the area, access to the roads around the city and expansion of plan in site is accepted.

1-4-3-3 Third hypothesis: existence of independent variables is effective on creating the sense of calmness.

(table1-8) The effect of independent variables of the research of creating sense of calmness'

Population score						
Standard deviation	mean	frequency	Significance level	Degree of freedom	T. test coefficient	
.072	3.42	160	.000	159	5.793	Existence of public and collective space in the building
.085	4.22	160	.000	159	14.408	Creating Traditional and native content and architecture(total volume of structure and fronts)
.069	3.56	160	.000	159	8.049	Presenting cultural and traditional works of the area
.060	4.06	160	.000	159	17.729	Access to the roads around the city
.078	3.94	160	.000	159	11.996	Expansion of plan in site

As the mean comparing test shows all independent variables are effective on creating a sense of calmness, in another word, the reported means for all independent variables are above the one assumed for the mean of population (3). Hence mean comparing test also indicates that the differences are significant ($p < 0.05$ and with a significance level of 95 percent the effect of variables including existence of public and collective spaces in the building, creating native and traditional context and architecture (total volume of the building and the fronts), presenting cultural and traditional works of the area, access to the roads around the city and expansion of the plan in the sit on creating a sense of calmness is accepted.

1-4-3-4 Forth hypothesis: existence of independent variables of the research is effective on creating a sense of security.

(table1-9) The effect of independent variables of the research on creating a sense of security

Population score						
Standard deviation	mean	frequency	Significance level	Degree of freedom	T. test coefficient	
.083	4.08	160	.000	159	13.076	Existence of public and collective space in the building
.083	3.36	160	.000	159	4.371	Creating Traditional and native content and architecture(total volume of structure and fronts)

.070	3.55	160	.000	159	7.891	Presenting cultural and traditional works of the area
.077	3.43	160	.000	159	5.593	Access to the roads around the city
.101	4.03	160	.000	159	10.180	Expansion of plan in site

As the mean comparing test shows all independent variables are effective on creating a sense of security, in other words, the reported means for all the independent variables are above the one assumed for the population(3). Therefore mean comparing test as well indicates that the differences are significant ($p < 0.05$) and with a significance level of 95 percent the effect of existence of public and collective spaces in the building, creating native and traditional context and architecture (total volume of the building and the fronts), presenting cultural and traditional works of the area, access to the roads around the city, and expansion of the plan in the site is accepted.

1-4-3-5 Fifth hypothesis: existence of independent variables of the research is effective on creating attraction and enthusiasm.

(table1-10) The effect of independent variables of the research on creating attraction and enthusiasm

Population score						
Standard deviation	mean	frequency	Significance level	Degree of freedom	T. test coefficient	
.094	3.80	160	.000	159	8.533	Existence of public and collective space in the building
.070	4.18	160	.000	159	16.756	Creating Traditional and native content and architecture(total volume of structure and fronts)
.087	4.04	160	.000	159	12.056	Presenting cultural and traditional works of the area
.071	3.78	160	.000	159	11.042	Access to the roads around the city
.081	3.62	160	.000	159	7.666	Expansion of plan in site

As the mean comparing test shows all independent variables of the research are effective on creating attraction and enthusiasm, In other words, the reported means for all independent variables are above the mean assumed for the population(3). hence mean comparing test as well indicates that the differences are significant ($p < 0.05$) and with a significance level of 95 percent the effect of the existence of public and collective spaces in the building creating native and traditional context and architecture (the total volume of the building and the fronts), presenting cultural and traditional works of the area, access to the roads around the city and expansion of the plan in the site is accepted.

1-4-4 Freadman test

To compare the means of grades of independent variable, Freadman non-parametric statistic test was applied. The hypotheses of Freadman test are:

Null hypothesis: there is no difference among independent variables regarding their importance.

Alternative hypothesis: there is a difference among independent variables regarding their importance.

As it is shown in table 11 the result of this test with k square is 20,576 and in the significance level of 95 percent which means in the error level of 5 percent it is significant. Considering that the significance level is less than 5 percent, the alternative hypothesis is confirmed, which means there is a difference among independent variables regarding their importance.

The result of Freadman test for grading independent variables

160	number
20.576	k.square
4	Degree of freedom
000.	significance

Regarding the result of Freadman test and grading independent variables in table 12_4 existence of public and collective spaces in the building with a measured grade mean of 3.31 is considered as the most important factor by the responders and after that creating native and traditional context and architecture, total mass of the building and the fronts with a measured grade mean as 3.11 is the second important factor

The result of Freadman test for grading independent variables

Independent variables	Mean of grades	grade
Existence of public and collective space in the building	3.31	1
Creating Traditional and native content and architecture(total volume of structure and fronts(3.11	2
Presenting cultural and traditional works of the area	2.98	3
Access to the roads around the city	2.65	4
Expansion of plan in site	2.95	5

1-5 Conclusion

After preparing the questionnaires and distributing them among 160 people from tourists and citizens, it was analyzed by SPSS and analytic statistics tests and Freadman test, it showed that all the hypotheses of the research are accepted, and by grading independent variables the existence of public and collective spaces in the building was considered as the most important factor by the responders, and after that creating native and traditional context and architecture, expansion of the plan in site, presenting cultural works of the area, and

access to the roads around the city were the next. Therefore it can be concluded that designing according to these variables can be a suitable factor to develop social interactions between tourists and citizens.

Resources

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