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Motivational Modeling in Developing of Urban Fringe Recreational Places an Approach for Improving the Quality of Life Case Study: Recreational Place of Oun-Ebn-Ali, Tabriz, Iran

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Abstract

Most of the recreational places in Iran have constructed based on physical principles with less attention to user's mental and behavioral needs. Whereas these needs effect on increasing the number of users of these places; in this paper we attempt to analysis the motivation of users with Seeking-escaping and Pull and Push theory. At first we survey the people’s principle motive of using the nature of Oun-Ebn-Ali recreational place with these models and then, the relationships between perceived emotions as intermediary and improved the quality of life as final reward, have evaluated. The results show that, the users go to Oun-Ebn-Ali natural place for escaping from pressure of everyday life and to achieving peace, watching the nature, doing sport and meeting friends. Although some undesirable factors such as shortage of trees shade and street furniture, congestion and unsuitable accessibility, influence the process of using recreational places and restrict the number of users. According to results, increasing natural attractions, recreational furniture, good accessibility and distribution of furniture in different parts of the site, will increase the desirability of using Oun-Ebn-Ali recreational place.

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Keywords: Quality of life; Market segmentation; Seeking-Escaping theory; Pull and push theory; Oun-ebn-ali Recreational place

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1. Introduction

The fast growing of urban population, changing in life styles, increasing of social and environmental problems in urban areas, and the great role of leisure time in everyday life, make the planners to think seriously about recreational planning in urban and regional environments [1]; and ask two basic questions a) How environment can improve citizen's life style and urban sustainability? b) How a natural resource can be used sustainably as a recreational place without damaging the nature?

The experts have been discussed about sustainable development more than three decades. Sustainability as descriptive form of development, shows a situation in which, being desirable, and available facilities, won't reduce during the time [2]. Generally, the confluence of human desires and nature's superiority is the sustainability discussion's subject: Ecology with especial focus on global ecology and humanism with respect of welfare and good life [3].

It is strongly believed that developing more sustainable cities is not just about improving the abiotic and biotic aspects of urban life, it is also about the social aspects of city life, that is—among others—about people's satisfaction, experiences and perceptions of the quality of their everyday environments [4].

The "quality of life" is a new concept in social researches during the two past decades; most of the researchers tried to make a standard and comprehensive definition of it [5]. But according to its complicated structure, finding a specific definition and standard evaluation for it, is really difficult [6]. A physical urban planning approach without paying attention to social economical values and goals; making "the liveable cities" in to consideration more than any time [7]. Since the mid-1980s, policy makers and planners in North America and Europe have been paying significantly more attention to measures designed to foster sustainable development and improve the quality of life in urban areas [8]. So in developed countries, urban planning is established as developing suitable environment for living and planning for improving quality of life. [9]

In fact, "quality of life" is a compound variant including: changing in people's income, life conditions, health condition, mental pressures, recreations, social relations and etc. [10]. In fact, nowadays, perceptions and values—internal aspects of a person—are known as major indicate of life quality; but it doesn't mean that external indicates, like life economic conditions, are not important, but the relationships between these indicates and the individual happiness is less. [11]

Besides the important environmental services such as air and water purification, wind and noise filtering, or microclimate stabilization, natural areas provide social and psychological services, which are of crucial significance for the liveability of modern cities and the wellbeing of urban dwellers. [4] If periphery recreational places in metropolitan areas don't be organized well, not only make the environment sustainability in risk but also the social security. [12] Park and recreation programmes in urban areas can contribute to the promotion of public health and safety by encouraging physical and mental fitness and by providing an effective antidote to the stress of urban living; The feelings and the emotions evoked in the parks are perceived by people as a very important contributors to their well-being. [13]

![Diagram](image)

Fig.1. Urban parks and sustainable city [4]
The purpose of this paper is developing the Oun-Ebn-Ali recreational place as a new approach for improving the quality of urban life besides the paying much more attention to environmental sustainability in this mountainous recreational place.

The questions of this paper are: a) what is the role of fringe recreational places in improving citizen’s quality of life? b) Which factors limited it? And c) how we can improve its role beyond the protecting environmental sustainability?

So according to these questions, indicators were chosen after questioning, the results are examined based on tourism market segmentation and pull and push and seeking –escaping theories; and development approaches for reducing unpleasant factors are proposed.

In process of using recreational places, with consideration of people mental and behavioural complexity, finding the reason of travelling and choosing some special places is really important. In first question a user mental perception is discussed while in second one, attractiveness of description is important.[14] Motivational theories show internal factors that reinforce the behavioural needs. These needs contain physical shortages which make behaviour happen [15]

2. Methods and Materials

There are so many theories about travel incentive and behavioural patterns. Stanly Prog’s theory on explanation people behaviour may consider as first theory in this subject. In this paper Seeking-escaping theory, Pull and push theory and Vroom's prospect theory are used.

a) Gossens (2000) discussed the excitements as psychological factor of motivation and attraction. He believes that tourists are encourage by emotional needs and are attracted by emotional benefits. [16]

b) Iso-Ahola (1989) has operationalized motivation as a process of escaping personal and interpersonal environments and seeking personal and interpersonal rewards. As a result, tourism behaviour is “the interplay of forces-avoidance of routine and stressful environments and seeking recreation places for certain psychological rewards”. In this optimizing process, personal and interpersonal contacts are balanced to reach the desired level and type of social interaction. [17] Iso-Ahola’s (1982; 1983) two-dimensional theory for tourist motivation proposes that two motivational forces simultaneously influence an individual’s behaviour. (Fig.2)
c) According to Vroom's prospect theory, the intensity of people's inclination for doing something is based on two stage succession effort function. Function Result, which called prospect and medium. [5] According to this theory, people do an activity just only when there are possibility of desirable results and these results will be attractive enough for them. [18]

Oun-Ebn-Ali natural recreational place with 480 hectares areas is located in north-east of Tabriz. Oun-Ebn-Ali Mountain —the basic natural landscape of north and east of Tabriz— welcome the majority of people especially during the weekend.

Primary data collected from field study among the Oun-Ebn-Ali visitors. Final query was done in several stages in 4 identified places (Fig.3), in morning and evening, during the week and in holidays. During the final query, people were asked to prove their reasons; this really helped in analyzing the research.

![Fig.3. Oun-Ebn-Ali recreational place, main ports and query area](image-url)
2.1. Indicators selections

According to subject and goals, several groups of indicators which are used in measuring quality of life, indicators based on health (World Health Organization. 1996), the QOL and urban social-cultural indicators which used in Newsland, Australia, Canada and United state, Johnston QOL indicator, economic good life indicator, social health indicator and Virginia QOL indicator [6, P40], are examined and 9 more related indicators were chosen. About other indicators like incentive and attraction and people’s reason for using especial part of recreational place, we use the attributive studies and primary interviews.

2.2. Analysis framework of research

After collecting the primary data based on motivating theory, these questions were asked:
Why do people come to nature? Which attractions make people to use natural places? Is there a special place that people prefer to use? (pull and push)
What is the reward of being in nature? How they achieve this reward? (prospect)
What are the differences between people's incentives? And what needs and behaviours they create? (Division of users).

Improving of environment public situation for encouraging people to use recreational places, reducing the negative and uncomfortable factors to make people have positive feeling and use these places more than before, are considered to have better development guideline (Fig.4).

Fig.4. Analytics framework based on motivational theory (source: writers)
3. Findings

3.1. The motivation of attending nature

According to research results, the basic pull factors of being in nature can be divided in 4 parts: watching natural landscapes, being with family and friends, escaping of tedium of everyday life, and hiking. All of the users choose at least one of these factors (Table 2).

Table 1. Category of site users (Percent)

<table>
<thead>
<tr>
<th>Categories</th>
<th>Part1</th>
<th>Part2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seekers</td>
<td>Around 30%</td>
<td>ELE/SPR Around 18%</td>
</tr>
<tr>
<td>Escapers</td>
<td>Around 22%</td>
<td>Part4 EPE/SIR Around 30%</td>
</tr>
</tbody>
</table>

Source: field study

Whereas the general composition of men and women are 1:4, part3 (the people who escape from personal environments) shows the masculine proportion (100%). The percent of women increase up to 40% in part 4; this means that women are after personal and communicational rewards more than men. Young people are also in group 4. The people in second group prefer to go to mountain alone; and the third group stays in mountain more than others, they usually use these places in fall and winter (Table1).

3.2. Mountain attraction toward other recreational places

Good weather, mountain calming possibility, and natural landscapes, are three main pull factors of mountainous parks (Table 2).

Table 2. Results of case study

<table>
<thead>
<tr>
<th>Main Criteria</th>
<th>Sub Criteria</th>
<th>Percent</th>
<th>Women</th>
<th>Men</th>
</tr>
</thead>
<tbody>
<tr>
<td>People motivations for</td>
<td>1. watching natural landscapes</td>
<td>68</td>
<td>60</td>
<td>70</td>
</tr>
<tr>
<td>using nature</td>
<td>2. being with family and friends</td>
<td>58</td>
<td>70</td>
<td>55</td>
</tr>
<tr>
<td></td>
<td>3. escaping from everyday life</td>
<td>48</td>
<td>70</td>
<td>42.5</td>
</tr>
<tr>
<td></td>
<td>4. hiking and cycling</td>
<td>46</td>
<td>80</td>
<td>37.5</td>
</tr>
<tr>
<td></td>
<td>5. escaping from urban environments</td>
<td>18</td>
<td>20</td>
<td>17.5</td>
</tr>
<tr>
<td></td>
<td>6. meeting new persons</td>
<td>16</td>
<td>10</td>
<td>17.5</td>
</tr>
<tr>
<td></td>
<td>7. watching unique landscapes</td>
<td>16</td>
<td>20</td>
<td>15</td>
</tr>
<tr>
<td></td>
<td>8. escaping from life’s difficulties</td>
<td>14</td>
<td>-</td>
<td>17.5</td>
</tr>
<tr>
<td></td>
<td>9. watching urban landscape</td>
<td>12</td>
<td>20</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td>10. providing kid’s pastime</td>
<td>2</td>
<td>-</td>
<td>2.5</td>
</tr>
<tr>
<td>The reasons of choosing</td>
<td>1. better weather</td>
<td>79</td>
<td>100</td>
<td>74</td>
</tr>
<tr>
<td>mountain instead of parks</td>
<td>2. mountain claiming</td>
<td>61</td>
<td>80</td>
<td>56</td>
</tr>
<tr>
<td></td>
<td>3. natural landscape</td>
<td>50</td>
<td>100</td>
<td>39</td>
</tr>
<tr>
<td></td>
<td>4. feeling free in mountain</td>
<td>32</td>
<td>-</td>
<td>39</td>
</tr>
<tr>
<td></td>
<td>5. urban park’s crowded</td>
<td>21</td>
<td>20</td>
<td>22</td>
</tr>
<tr>
<td></td>
<td>6. short distance of mountain to home</td>
<td>3</td>
<td>-</td>
<td>4</td>
</tr>
<tr>
<td>The reasons of decreasing</td>
<td>1. cold weather in winter</td>
<td>44</td>
<td>90</td>
<td>32.5</td>
</tr>
<tr>
<td>people attraction of using</td>
<td>2. lack of trees and shads</td>
<td>34</td>
<td>20</td>
<td>37.5</td>
</tr>
<tr>
<td>mountain</td>
<td>3. destruction of natural landscape</td>
<td>28</td>
<td>10</td>
<td>32.5</td>
</tr>
<tr>
<td></td>
<td>4. crowd and noise pollution</td>
<td>20</td>
<td>-</td>
<td>25</td>
</tr>
<tr>
<td></td>
<td>5. natural disaster</td>
<td>16</td>
<td>40</td>
<td>10</td>
</tr>
</tbody>
</table>
6. insecurity feeling  12  30  7.5
7. trip costs  10  4  12.5
8. unpleasant weather  4  -  5

<table>
<thead>
<tr>
<th>Reasons of not using different parts of mountain</th>
<th>1. distance</th>
<th>2. not knowing</th>
<th>3. existing no welfare facilities</th>
<th>4. lack of social security</th>
<th>5. impossibility of using mountain for all</th>
<th>6. lack of recreative facilities</th>
<th>7. natural disaster</th>
<th>8. no curiosity</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>42</td>
<td>34</td>
<td>30</td>
<td>24</td>
<td>22</td>
<td>14</td>
<td>10</td>
<td>10</td>
</tr>
</tbody>
</table>

The experience feeling
1. reflection  48  40  50
2. mental evacuating  46  50  45

<table>
<thead>
<tr>
<th>The experience feeling of being in nature</th>
<th>3. unify with nature</th>
<th>4. happiness</th>
<th>5. freedom</th>
<th>6. self confidence</th>
<th>7. adventurously</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>42</td>
<td>42</td>
<td>38</td>
<td>28</td>
<td>14</td>
</tr>
</tbody>
</table>

Source: field study

The cold weather in winter, by both sex, lacking of trees and shads in summer and destroying natural landscapes by men, and natural disasters and insecurity by women, were posed as obstacles for using nature (Table 2). Forth group choose the mountain just because the parks are crowded; and the third one pay more attention to saving natural landscapes much more than other groups.

According to centralization in using Oun-ebn-ali’s fringe area, the results show that, the distance is major reason of not using other parts in this park. In Figure 2, the major location is shown as (1) which takes 25-45 minutes from the main port. Other centralization regions from (1) have 45 minutes, 1 hour, and 1.5 hours distance (spots 2, 3, 4). Most of the people don’t know the other parts of park, because there aren’t any informational center or signposts and welfare facilities in other parts of the park. Among the women, social insecurity is the most important reason of not using other parts. (Table 2).

3.3. Experienced feeling of being in nature

Based on prospect theory, the final reward of being in nature is proposed as promoting the quality of life, but this final reward is cached indirectly. So the experienced feeling of being in nature (Table 2) and its effects on everyday life's chosen indicators considered; then with standardizing the data of quality of life indicators based on experienced feelings, we tried to evaluate the relationship between each feelings and the indicators. Being in nature, almost, has positive effect on every nine indicators; among which, health, success and enjoying of social life are more popular. For recognizing the effects of experienced feelings on each indicator, the selective and voluntary interview of around 25 users was used. Table 3 shows the results of quality of life's indicators questionnaire based on standard experienced feelings. In this Table, the numbers that more than expected limit, are spotted as positive relationships between parameters and compared with logical results of interviews.

<table>
<thead>
<tr>
<th>Cached Benefits by People Based on Experienced Feeling of Being in Nature</th>
</tr>
</thead>
<tbody>
<tr>
<td>Experienced Feeling</td>
</tr>
<tr>
<td>------------------------------------------</td>
</tr>
<tr>
<td>Physical and mental health</td>
</tr>
<tr>
<td>Enjoying of life</td>
</tr>
<tr>
<td>Increasing the enjoy of social life and living with</td>
</tr>
</tbody>
</table>
Increasing of professional, educational or family efficiency.

Mental peace and decrease of unbecoming thoughts.

Increasing of identity, citizenship and correlation sense.

Increasing of knowledge Especially for children.

Certainly the reduction of unpleasant factors will cause to deeply feel positive in nature, so these unpleasant factors were recognized; their omission or reduction result in improving the experienced feelings and also the role of park in user life quality. Crowded places, integration of activities and functions, destruction of natural landscapes, and lack of some primary potential are four unpleasant factors which recognized in this study.

3.4. The process of using recreational place

Some basic characteristics in the process of using Oun-ebn-ali recreational place that should be considered in future developments are as follows:

Each motivational group have special activities while in current situation, the mixture of different functions is one of the unpleasant factors in experienced feeling of users.

The people who come to this recreational place for the first time are satisfied more than others. While the increasing in using will result in reduction of range of conceptual; this means dissatisfaction of environment and trying to find new places.

Defining access lines, forestation plans and designing welfare establishments without paying attention to ecological designing, have negative effect on unifying with nature. so the second and third group prefer to go to unique places in order to escape from these negative factors.

The period of time and the space that women can walk is limit so the profundity of their access to natural gravity is limit too.

4. The recreational places development strategies

The development strategies are proposed in three categories: improving general situations as pull factor, deleting repulsive factors, and reducing the unpleasant factors in experienced feelings.

a) Encouraging being in nature: preparing suitable place for people in any age and sex, and during different seasons; user's opinions about physical dimension beside the publicity program for introducing recreational place in order to attract potential users.

b) Reducing centralization: according to figure 4, increasing port numbers in respect of users scale increase recreational place capacity; making new centralization point with narrow facilities as separated activity clusters in relevant with user markets will restrain mixed land use. It is essential that the characteristic of different Mountain View and landscapes and current behaviours of users can be the best guideline in segregate functions and activities and transmit visitors to other regions in staircase form, in this way visitors will be guided to peripheral attractions in their next visit; because the old places lose their attraction and the they want to discover the novelty of new centralized place.

c) Improving positive experienced feelings in nature: limitation or reducing unpleasant factors will help to improve nature sentimental benefits. except the crowd, the segregation of factors and activities and rebuilding the environment, natural environment characteristic destruction are major factors in this subject.
In proposed pattern, main service centres with mounted access in park fringe were considered that act like cluster centres and provide primary service for visitors inside the site.

![Fig. 5. Proposed development pattern](image)

1. Existent situation of use: there is one main port which ended in centralized point.
2. Proposed pattern of development plan of Oun-ebn-ali: the number of main ports increased to 7 and the extending of access is observed. There is main problem in destroying natural landscape especially in implementation phase, the needs of different prevocational groups are not considered.
3. Writer's proposed pattern: accessing to vast region of park with respect to protecting unique landscapes for different prevocational groups, creating service districts in fringe with mounted access as far as possible and creating sub centralized centres inside the park.

5. Conclusion

The human mental and behavioural complexity has development of humanity environments with physical dimension.

The results show that people are excited of different needs; the number of communication reward seekers (first and fourth group) is more than peoples who escape from intercommunication environment (second and third group).each of these four groups have different behaviours. The third group stay in mountain and go to it in cold weather more than others. Protecting natural landscapes are really important for this group. The second group, which escaping from intercommunication environment and are after personal rewards, go to mountain alone and go to other places except the monument more than others; the unifying feeling with nature are really strong among them. The fourth group which are escaping from personal environment and seeking communication rewards –young persons and women- use the monument sides without exception and go to other places less than others. So in developing recreational places recognizing different prevocational and behavioural groups for providing their needs are really useful.

Understood feelings and its benefits as behaviour reinforce or enfeeble factor, encourage or prevent the people to use the place for the second time. In this way, with applying suitable approaches without
heavy investment, the environment has made so desirable for people and with providing recreational needs, help to improve their quality of life.

References: