

# EVALUATING MOTIVATION FACTORS IN ENHANCEMENT OF RESIDENT'S PARTICIPATION IN IMPROVEMENT OF SHIRAZ DISTRESSED AREAS

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## **Abstract**

Urban distressed area has been a serious problem in many cities in Iran for decades. One of the fundamental trends in Iranian government is the implementation of consistent strategies for overcoming problems of urban distressed areas. Old historical zone of Shiraz city is among the distressed area with different cultural, social and physical problems. Amongst the improvement and renovation policies for dealing with distressed areas is the people participation concept.

This study is directed to find the motivations affecting people participation on the improvement and renovation of their living areas. In this study, the technique of the questionnaire is being used and the statistical analysis of the questionnaire is being carried out using the SPSS program. By using the questionnaire data, the population structure of Shiraz distressed area and their motivation to participate in improving and renovating program were identified.

For finding the motivations affecting the people participation, Kendall's tau correlation coefficient was calculated for bivariate comparisons between partnership and different items. The results show that there are different motivations affecting the people participation in improving and renovating program. Strong association was found for age and gender of the respondents. Also, the respondents who have relationship with their neighbors have more tendencies in participation. The results show that the most important reason for participating in improving and renovating their neighborhood is security enhancement.

**Keywords:** Distressed Area, Improvement and Renovation, Shiraz, Motivation

## **1. INTRODUCTION:**

Shiraz city in the south of Iran has special significance for its culture and traditions. More than 70 thousands of Shiraz's population, are living in distressed areas. Today, Shiraz governor tries to manage the urban areas, especially improving and renovating the distressed areas. Iran's government has played an important facilitating role in promoting participation process. It assisted local governments to cooperate with people in different fields especially in improving and renovating programs. Moving toward people participation is a major contribution to better urban management and planning for both residents and the government. The functions of people participation are strongly influenced by

inhabitants' ideas or their social agreement. The requirements among inhabitants for participation have become complicated and also become difficult to build consensus among residents.

Motivation has been defined as an internal state that arouses, directs and maintains behavior (Woolfolk, 2001). This study sought to discover what motivates residents of Shiraz distressed areas to participate in improvement and renovation programs. By identifying what residents believe to be the benefits of participation, consistent strategies for overcoming problems of urban distressed areas can be implemented. A second purpose of this paper is to find which social motivations are more important. The other purpose of this paper is to test a model of participation. That model argues that motivation influence attitudes and values and through them shape participation. This model provides a framework for understanding how the different motivations are connected to one another.

To accomplish this purpose, this paper is organized as follows; after the introductory in Section I, the theoretical framework is introduced in Section II. This is followed by showing the distressed areas of Shiraz as the case study in section III. Methodology will be explained in section IV. The results of the study is shown in Section V, and finally the conclusions are presented in Section VI.

## 2. THEORETICAL FRAMEWORK

People participation in urban projects has been a key topic in social sciences from a long time ago. Research on motivation factors of participation in disciplines such as sociology, political science, urban management and social psychology has tried to produce empirical data and models based on diverse methodological and theoretical approaches.

People Participation is a very commonly used term in the urban development literature as well as in policy making and implementation by both governments and non-governmental bodies. It can be defined as an interventionist process leading to a sustainable improvement in the standard of living and welfare of the people living in the distressed areas.

Social scientists generally recognize that people have mixed motivations when interacting with others. Partnership is part of the social responsibility to overcome the urban problems. Tyler shows in his book that "it is especially important to motivate community residents to engage in voluntary acts such as participating in community problem solving over issues such as environmental use" (Tyler, 2010).

Putnam results from his research that "it is equally important for people to actively participate in society in ways that are not required, such as by voting, by maintaining their communities through working together to deal with community problems, and by otherwise helping the polity to thrive" (Putnam, 2000).

Literature on motivation has identified a number of factors which can accelerate participation. Skelly (2012) believes that usually behind volunteering is one of the following motivators:

Achievement; Power; Affiliation; Recognition and Altruism;

Koivula (1999) believes what is meaningful to one person may not contain the same amount of meaning for another individual. Motivations in participation may also vary depending on gender or age (Koivula, 1999). According to Beard and Ragheb's (1983) research, the intellectual aspect of the motivational factors involves mentally stimulating components such as learning, using logic, strategizing, creating, discovering, or imagining. The social aspect of these motivational factors encompasses both meaningful interpersonal relationships (i.e. friendships) and acquiring the esteem of others. They believe support and encouragement from one's spouse and other family members were factors of motivation contributing to his/her personal success.

Cross (1981) postulated the CAL theory. This theory was mainly based upon two categories of variables, personal characteristics and situational characteristics. Another study shows that the likelihood of sustained participation increases significantly with age and female gender (Terry et al., 2010). The Danish Work Environment Council (2009) study observed that employees with only basic schooling were less likely to take part in nutrition and physical exercise programs than employees with higher educational attainment. Another research shows that students need to be encouraged to engage and to participate (Celikoz, 2010).

A study on motivating slum dwellers in Africa to participate in urban social movements finds that four motivational factors are central to shaping participation in Kurasini. These are belief in one's efficacy of action, connection/responsibility to place, the nature of payoffs, and the relative costs and benefits of participation (Hooper, 2008). Alinsky (1971) incorporated the idea of neighborhood-interest as a motivating factor for community involvement. In another research Enchiler found that: Regular people with similar self-interests would come together and confront and make demands on the power structure to create improvements for the community (Eichler, 2007).

Among the factors that motivate people to participate are wanting to play an active role in bettering their own lives, fulfilling social or religious obligations, feeling a need for a sense of community, and wanting cash or in-kind rewards (Henry, 2011). One of the purposes of this paper is to test a model of participation. This model will contrast the role of different factors of motivation in shaping the degree to which people participate in improvement and renovation of their living areas. That model will show the motivation factors that influence attitudes and values and through them shape participation. It also

provides a framework for understanding how the different motivations are connected to one another. The model focuses on the role of personal factors and situational factors. Also personal and situational factors are correlated to seventeen other factors. Figure 1. shows the theoretical model of this study.

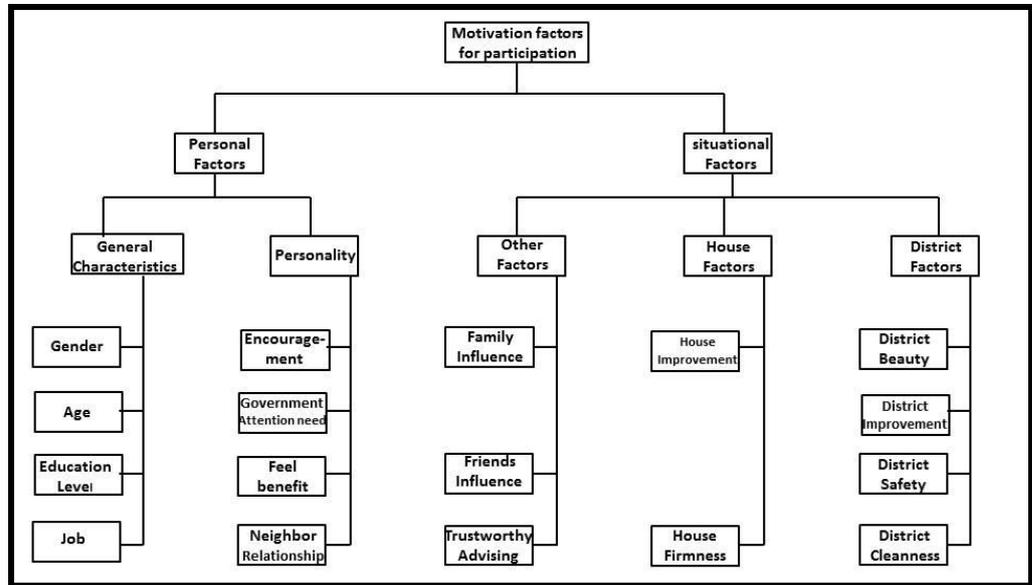


FIGURE 1 - THE THEORETICAL MODEL OF THE MOTIVATION FACTORS FOR PARTICIPATION.

Source: Author

### 3. DISTRESSED AREAS OF SHIRAZ CITY AS THE CASE STUDY

Shiraz, in the south of Iran is the fourth largest city in Iran and the capital of the Fars province. Shiraz has the honor of being the cradle of royal civilization of the world, and for that reason it is known as the cultural capital of Iran.

According to historical sources, such as traveler's memoirs, the structure of the city in 18th century was based on organic structures. This organic shape was located where the major thoroughfares converged in the center of the city. The main routes leading from outside (Isfahan route) to inside of the city.

Between 1956 and 2011, the Shiraz population goes more than nine times from 170,656 to 1.63 million and its area increased from about 2,200 hectares in 1956 to around 18,623 hectares in 2011. The statistics of Shiraz shows that the growth of housing area over a period of forty four years is about 4400 hectares.

The area of Shiraz city increased from about 2,200 hectares in 1956 to around 18,623 hectares in 2011. Today more than 1690 hectares of Shiraz is considered as distressed areas (about 9% of total area) with more than 70,000 inhabitants. Figure 2 shows the distressed areas of Shiraz city.

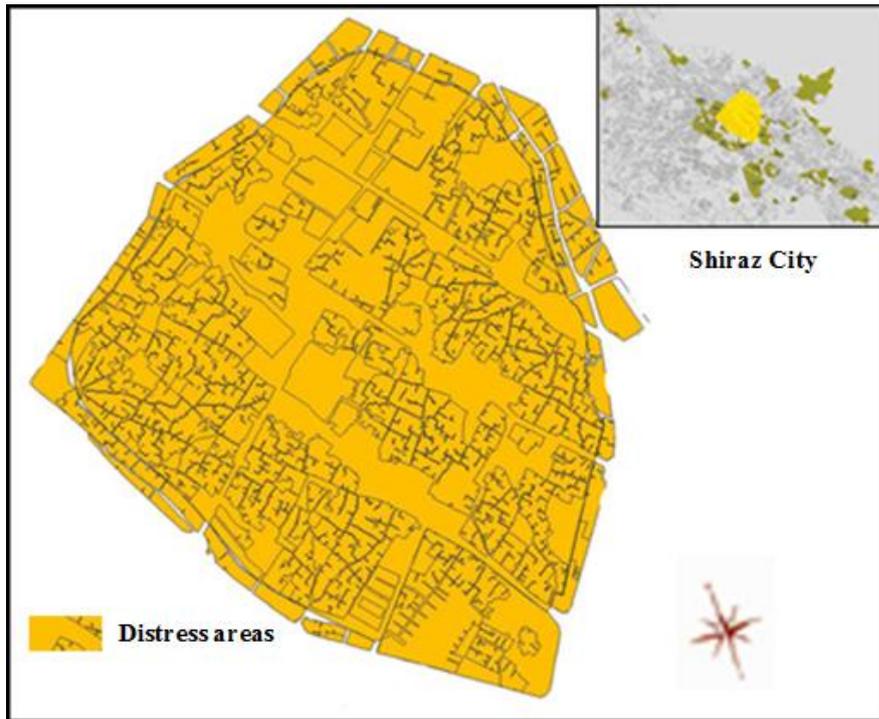


FIGURE 2. THE DISTRESSED AREAS OF SHIRAZ CITY  
Source: Author

#### 4. METHODOLOGY

The current study investigated what factors motivate people to participate in improving and renovating their living areas. For this purpose, following questions was answered:

- 1) What are the residents' views concerning their willingness to cooperate with the government for improving and renovating Shiraz distressed areas?
- 2) What are the factors that motivate residents to participate in improvement and renovation?
- 3) What are the barriers that interfere with people's participation?

What people say is also what they believe as well as what they need. When investigating about the population structure of Shiraz distressed areas, what the residents believe about their living area and their partnership in improvement and renovation is very important.

In order to answer the research questions, the questionnaire was assessed to see what will encourage people to participate in improving and renovating program. This is assessed by asking respondents to judge the partnership. The respondents were asked to rate their agreement with each item. It refers to the degree which an individual approve the benefit of participation in improving and renovating program.

Through the literature review, a survey questionnaire was created. Twenty one survey questions were developed. The questions were presented in either, multiple choice, Likert scale, and short answer responses. The questionnaire survey were carried out from July; 2012 until November 2012. To determine the sample size, the Kukran formula was used. According to the sampling formula three-hundred eighty four persons were considered. As we expected that some of the respondents may not fill the questionnaire, 400 residents of the entire population of old historical districts of Shiraz city were asked to answer the survey questionnaire. Considering the Cronbach's Alpha we could say that the questions in the questionnaire are highly creditable.

The participating levels of each respondent were correlated with respondent personal factors. We also studied the relationship between respondent personal factors (age, gender, job and education levels) and their participating levels. Data were analyzed using SPSS v16 statistical software.

Kendall's tau correlation coefficient was used to measure possible correlations between variables. It was used to determine the level of significance of the correlations. The null hypothesis  $H_0$  in this study is that there are no associations in performance between the different factors. Depending on the p-value, relating to the significance level, the null hypothesis is either rejected or not rejected; depending on the p value, relating to the significance level at 0.05 (5%) levels.

## 5. RESULTS AND ANALYSIS OF THE STUDY

The purpose of this study was to identify the factors that motivate residents of Shiraz distressed areas to participate in improving and renovating program. The results of the questionnaire show that 45.5% of respondents were male and 54.5% female. Over one-quarter of the total respondents were between the ages of 40 and 50. Nearly one-fifth of the respondents were between 18-29 years old.

The results show that 18.8 percent of the householders were retired, 21 percent unemployment, and 21.2 percent self-employment. Over half of the respondents' education levels were less than diploma. About 38 percent of respondents reported that they agree to participate in improving and renovating program.

Residents relationships with their neighborhood were frequently mentioned and statistical correlations of the data indicated that neighborhood relationships factor was correlated to the motivation of respondents to participate in the program.

The most important reasons for participating in improving and renovating program identified through this study were security progress of districts, the houses firmness and district cleanness.

Survey respondents also indicated that encouragement of the government significantly contributed to the participating in improving and renovating program.

As it was written in section 3, Kendall's tau correlation coefficient was used as the deductive statistical tool to analyze the data. In 5% level, Kendall tau's test results show that there is no relationship between job, education level and participation.

Correlation analysis shows that participation correlated with having older age (Kendall's tau b: -0.189; 2-tailed significance:  $p = 0.036$ ). A statistically significant correlation between gender and participation was seen (Kendall's tau b: -0.247; 2-tailed significance:  $p = 0.013$ ). The results show that women agree to participate more than men. No significant correlation was found between participation and differences job (Kendall's tau b: -0.174; 2-tailed significance:  $p = 0.066$ ), education levels (Kendall's tau b: -0.144; 2-tailed significance:  $p = 0.26$ ).

The results show that significant correlation was found between participation and general characteristics ( $p = 0.013$ ). A positive correlation was indicated between participation and personality characteristics; (Kendall's tau b: 0.237; 2-tailed significance: 0.041). Figure 3. shows the final model of the motivation factors for participation.

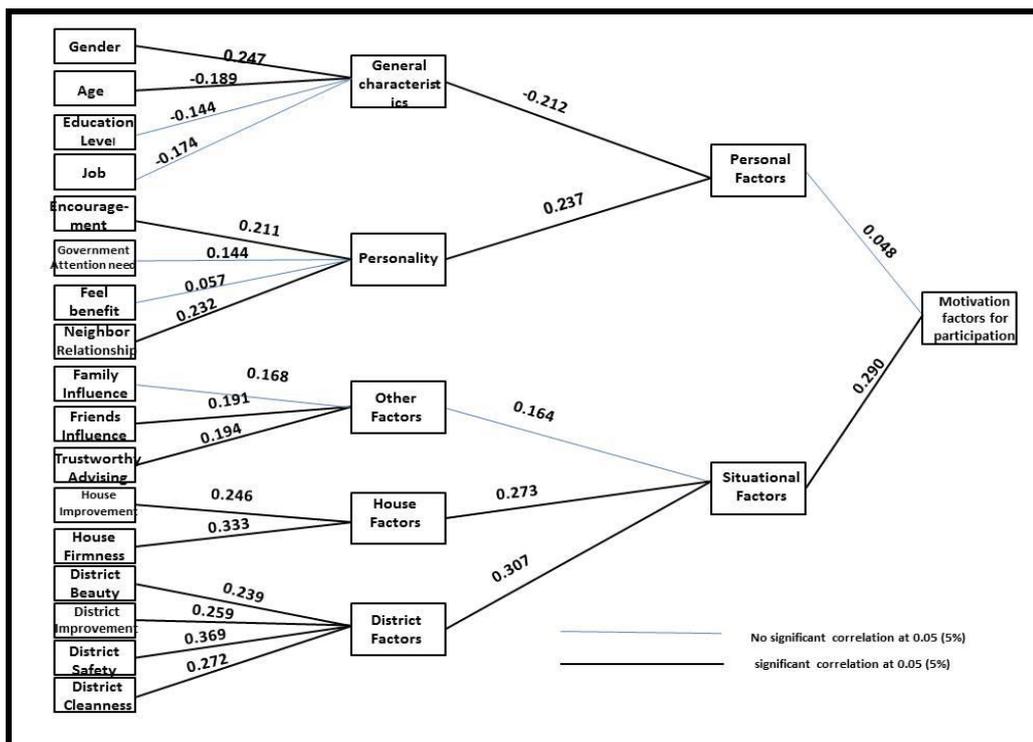


FIGURE 3 - THE FINAL MODEL OF THE MOTIVATION FACTORS FOR PARTICIPATION.

Source: Author

## 6. CONCLUSIONS

The study has showed that:

The important roles can be played by urban inhabitants in the move towards improving and renovating program. Improving urban distressed areas, were upon the cooperation of the urban inhabitant. Cooperation is necessary between the people, the government offices and the professional groups.

Participating motivation factors are important in people cooperation in urban projects. The factors have the power to encourage the residents significantly to participate in the improving and renovating program. The factors being determined in this research hopes to challenge assumptions about inhabitant's cooperation. Some conclusion and recommendation can be written as follows:

The urban distressed areas inhabitants need to be concerned not only with enhancing the value of their community but also with the security of their living areas;

To move toward people participation we must underline the importance of female and young residents;

Shiraz municipality should take leading role in encouraging residents for participating in different programs;

Enhancing social responsibility of individual contributions toward renovation and finally,

People should fully understand the advantages of improving and renovating program, so promotion of the programs is very important.

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