



UNIVERSITI PUTRA MALAYSIA

***TOURIST NEEDS FOR URBAN OPEN PUBLIC SPACES IN KISH
ISLAND, IRAN***

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**TOURIST NEEDS FOR URBAN OPEN PUBLIC SPACES IN
KISH ISLAND, IRAN**

By

MONA ERFANIAN SALIM

**Thesis Submitted to the School of Graduate Studies, Universiti Putra Malaysia,
in Fulfillment of the Requirements for the Degree of Doctor of Philosophy**

June 2012

DEDICATION

This work dedicate to my son, Mani for his patience during the years of doing
this research



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Abstract of thesis presented to Senate of Universiti Putra Malaysia in fulfillment of the requirements for the degree of Doctor of Philosophy

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By

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June 2012

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Small Islands are supposed to meet tourists' needs in sustainable tourism development. This study posits that landscape design can improve sustainable tourism development through the quality of urban open public spaces (UOPS) while supporting tourists' needs at the same time. Kish Island in south of Iran matches the Small Island characteristics and is identified as an important tourism zone based on national strategies. Nevertheless, in the development guidelines of Kish, the principle of sustainable tourism is lacking and the urban open public space does not address appropriately the tourists' needs. Thus, this research was carried out to understand the tourists' needs for UOPS of Kish with the aim to improve the urban design in a sustainable approach. This is realized by identifying the concepts related to tourists' needs, exploring the factors affecting their needs, and interpreting the relationship between them.

This research employed case study as the main strategy of the research. The study was designed in four stages. The first stage reviewed the background of the tourists' needs and the design of UOPS in the overall domain and Kish Island to identify the issues and develop the research questions. It also developed a conceptual framework and research methodology in the second stage. Consequently in the third stage, the research was conducted in Kish as case study. The study adopted a mixed-methodological approach in data collection and analysis. Data was collected from the field observation of two selected sites, semi-structure interview with experts, and a survey of Kish tourists. The final results were derived from a convergence of the data in an analytical triangulation process.

The findings of this study provide insights into designing UOPS, while taking into account the tourists' needs and sustainable development in a Small Island. The results mostly confirmed all the proposed themes for the tourists' needs in Kish and the effective factors, although reject significance of some variables. The study developed an analytical format that could predict how urban design could meet the tourists' needs in UOPS of Kish and improve its development toward sustainable tourism. The research actually established new practical approaches to meet the tourists' needs as an urgent assist for contemporary thinking. It could be employed as a base for future research and projects at Kish and other similar Tourism Islands.

Additionally, each approach used in enhancing tourism development in Kish will definitely assist in developing the tourism industry in the country. The results finally could be generalized to other tourist destinations in Iran or other countries with similar climate and culture.

Abstrak tesis yang dikemukakan kepada Senat Universiti Putra Malaysia sebagai memenuhi keperluan untuk ijazah Doktor Falsafah

**KEPERLUAN PELANCONG KEPADA KAWASAN LAPANG AWAM
BANDARAN DI PULAU KISH, IRAN**

Oleh

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Kepulauan kecil seharusnya memenuhi keperluan pelancong dalam meneruskan pembangunan pelancongan yang mampan. Kajian ini menganjurkan bahawa rekabentuk landskap berupaya meningkatkan pembangunan pelancongan yang mampan serta memenuhi keperluan pelancong melalui penyediaan suatu Kawasan Lapang Awam Bandaran (UOPS) yang berkualiti. Pulau Kish yang terletak di selatan Iran memenuhi ciri sebuah pulau kecil dan dikenalpasti sebagai sebuah zon pelancongan penting sepertimana termaktub dalam strategi kebangsaannya. Walau bagaimanapun, dalam garis panduan pembangunan semasa Pulau Kish, isu penting berhubung prinsip pelancongan mampan telah diabaikan dan UOPS yang disediakan tidak dapat memenuhi keperluan pelancong dengan sempurna. Justeru, penyelidikan ini telah dijalankan untuk memahami keperluan pelancong terhadap UOPS Pulau Kish dan bertujuan memperbaiki reka bentuk kawasannya dengan cara yang mampan. Ia dapat dicapai dengan mengenalpasti konsep yang berkaitan dengan keperluan pelancong dan kaedah menangani kekurangannya, penelitian faktor yang

mempengaruhi keperluan pelancong dan penilaian ke atas hubungan di antara keperluan pelancong dengan penyediaan UOPS.

Kajian ini menggunakan kajian kes sebagai strategi asas penyelidikan. Ia dirangka dalam empat peringkat. Peringkat pertama mengkaji latar belakang keperluan pelancong dan reka bentuk UOPS dalam domain keseluruhan dan Pulau Kish sendiri bagi mengenalpasti isu dan pembangunan soalan penyelidikan. Ia juga mengembangkan kerangka kerja konsep dan metodologi penyelidikan pada peringkat kedua. Kajian ini menggunakan pendekatan metodologi pelbagai dalam pengumpulan dan analisis data. Sehubungan itu pada peringkat ketiga, penyelidikan telah dijalankan di Pulau Kish sebagai kajian kes untuk meneliti kerangka kerja konsep. Data yang perlu telah dikumpulkan melalui kaedah pemerhatian di lapangan terhadap dua lokasi yang dipilih, temubual semi struktur dengan pakar serta survei ke atas pelancong Pulau Kish. Dapatan akhir kajian telah diperolehi daripada penyatuan data dalam proses Triangulasi analisis.

Dapatan kajian ini memberi maklumat kepada isu dalam mereka bentuk UOPS, di samping mengambil kira keperluan pelancong dan pembangunan mapan dalam kepulauan kecil. Dapatan kajian kebanyakannya mengesahkan semua tema yang sepatutnya untuk keperluan pelancong di Pulau Kish dan faktor yang berkesan, selain mengenepikan beberapa pembolehubah yang telah dikenalpasti. Kajian ini telah dapat membangunkan format analisis yang boleh meramalkan bagaimana reka bentuk bandar dapat memenuhi keperluan pelancong terhadap UOPS di Pulau Kish dan meningkatkan pembangunannya ke arah pelancongan yang mapan. Kajian ini telah dapat menghasilkan kerangka kerja baru yang praktikal untuk menampung

keperluan pelancong bagi membantu dalam pemikiran kontemporari. Ia dapat di gunakan sebagai dasar untuk penyelidikan akan datang dan projek pembangunan di Kish serta destinasi pelancongan atau kepulauan lain yang serupa. Tambahan pula, setiap kerangka kerja yang digunakan dalam menambah baik pembangunan pelancongan di Kish akan membantu dalam pembangunan industri pelancongan di dalam negara. Hasil kajian juga pada akhirnya dapat digunakan di destinasi pelancongan atau di Iran kepulauan lain yang mempunyai budaya dan iklim yang sama.



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APPROVAL

I certify that a Thesis Examination Committee has met on **(date of viva)** to conduct the final examination of Mona Erfanian Salim on her thesis entitled “Tourist Needs’ for Urban Open Public Space in Kish Island –Iran”in accordance with the Universities and University Colleges Act 1971 and the Constitution of the Universiti Putra Malaysia [P.U.(A) 106] 15 March 1998. The Committee recommends that the student be awarded the doctor of Philosophy.

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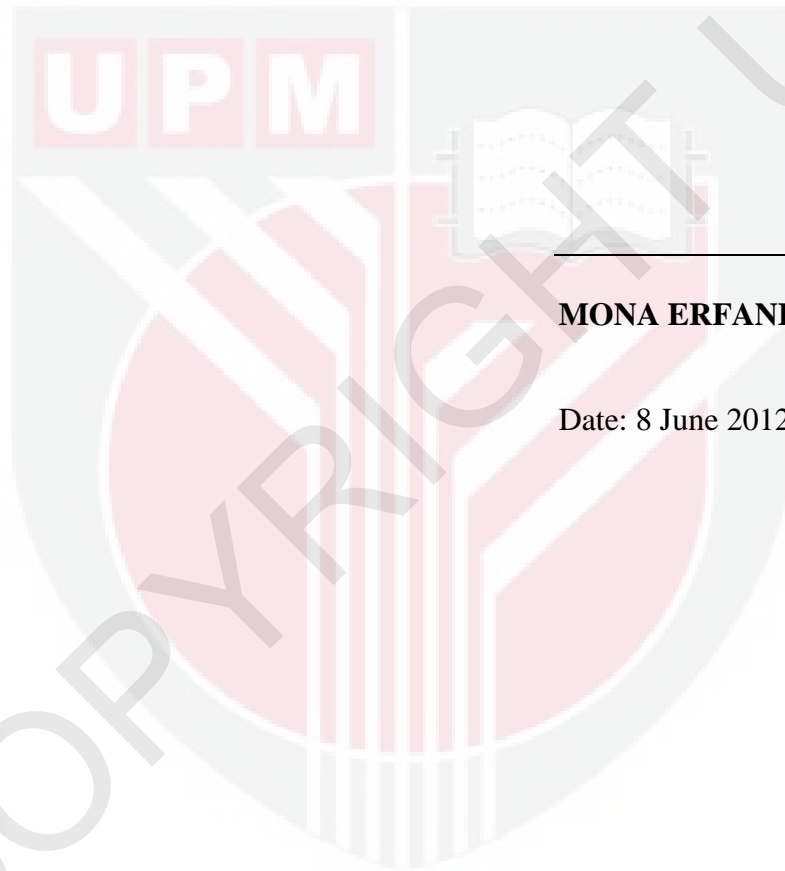
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DECLARATION

I declare that the thesis is my original work except for quotations and citation which have been duly acknowledged. I also declare that it has not been previously, and is not concurrently, submitted for any other degree at Universiti Putra Malaysia or at any other institution.



MONA ERFANIAN SALIM

Date: 8 June 2012

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