

An Analysis of the Role of Lifestyle in Urban Tourism Sustainable Development (Case Study: Esfahan City)

Arghavan Momtazpour¹, Masoud Taghvaei² & Neda Rahmani³

¹ Department of Geography, Najafabad Branch, Islamic Azad University, Najafabad, Iran

² Professor of geography and urban planning, University of Isfahan, Isfahan, Iran

³ MA of geography and urban planning, University of Isfahan, Isfahan, Iran

Correspondence: Masoud Taghvaei, Professor of geography and urban planning, University of Isfahan, Isfahan, Iran. E-mail: m.taghvaei@geo.ui.ac.ir

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Abstract

Since urban space is one of the important places that tourism takes place, in order to create stability in tourism, the interaction between tourism planning and urban sustainable development should be investigated with regard to cultural elements. Lifestyle is derived from culture as a social phenomenon and affects it and is a reflection of human thoughts in relation with behavior, ethics and culture. Therefore, this aim of this research is to investigate the role of lifestyle in urban tourism sustainable development in Esfahan city, the third most populous city in Iran. This research's goal is Practical and developmental and about the origin and method, it is descriptive, analytical and casual that has been done in a field research method. The statistical populations of this research are: tourism custodians, tourism experts, national tourists who have travelled to Esfahan city and local residents of all 15 municipal districts of the city. Simple random sampling method was utilized and 838 questionnaires were gathered from 4 statistical populations. In order to analyze the data, factor analysis test was utilized by smart PLS software. The results show that there are meaningful connections among the variables "lifestyle", "sustainable development" and "urban tourism". The most frequent factor that was selected by respondents for the concept of lifestyle in the statistical population was sociocultural factor (such as: visiting relatives and friends and attending soirees, traditional foods and drinks festivals, the desirability of Esfahan city in order to spend leisure time, the willingness toward group entertainment). For the concept "urban tourism", all the populations chose urban texture significantly (such as: revival of workshops for producing traditional clothes, hand-made attractions, systematizing historical areas, developing sidewalk routes, constructing modern entertaining centers and systematizing landscapes and providing equipment for parks). About the sustainable development and its multi-dimensional nature, however, different factors were selected by respondents which in order of importance and frequency are economic, environmental, urban management, sociocultural, urban texture and political factors. Among the recommendations, a few can be stated: arranging cultural plans with a focus on soiree and elders' reunions, holding traditional and religious festivals in different parts of the city, improving the condition of the existing theme parks and diversifying leisure and entertainment facilities of Esfahan city and pitching in municipal management and being parallel with plans of different organization in city. Especially by mayoralty as a trustee for city and cultural heritage could be mentioned as a tourism trustee.

Keywords: lifestyle, sustainable development, urban tourism, Esfahan

1. Introduction

Nowadays tourism is regarded as one of the most dynamic activities involved in the socioeconomic development around the world and its importance is still increasing. (Seifoddini, 2010; Hezarjaribi & Najafi, 2012; Lotfi Khachaki, 2008) It has increased the awareness of societies over the lifestyles of other societies and as the result, the cultures of different nations are now closer and this is why cultural tourism, one of the closest elements attached to the culture, has a faster growth in comparison to the rate of the tourism growth in the world (Nikbin, 2012). Among them, people's lifestyle is one of the factors that have a considerable influence on their behavior in interaction with tourism environment and indexes related to the environment development. Moreover, lifestyle is one of the most effective factors that is utilized in classification of psychological basis of individuals

(Woodside & Pitts, 1976; Salazar & Zhang, 2013; Lee & Sparks, 2007). Researchers Woodside and Pitts studied the effects of tourists' lifestyle, demographic characteristics and travelling activities on individuals' behavior in domestic and international travels. They discovered that data related to the lifestyle are more important than demographic characteristics in prediction of travelling behavior of the tourists in domestic and international travels which itself can affect many of development indexes. The concept of lifestyle was first studied by the psychologist Alfred Adler in 1960s (Fuller & Matzler, 2008). In addition, Veal in 1991 brought this concept to leisure studies. He believes, "Lifestyle is a personal pattern added to characteristics of personal or collaborative social behavior." (Lee & colleagues, 2015; Rabbani & Shiri, 2009).

Mass incomings into tourism industry are tourism-like activities that take place in historical and natural sites as well as in sociocultural heritage. The most considerable part of these behaviors is the environment, which is influenced directly and indirectly. Therefore, tourism is a spectrum of activities based on the environment which is being altered by stability and durability of the resources as well as tourist's activities (Ekinci, 2014). Therefore, environment is considered in large aspects. In sustainable development point of view, tourism is regarded by means of individual's health and compatibility with the environment. Lifestyle is a collection of individuals' manner of perception, ways of behavior and preferences in their life and by studying it, these values and behaviors can be detected. In today's world, in order to have forethought and management in people's different aspects of life, it is necessary for managers and planners to identify people's lifestyle and its indexes. According to the data they collect, they can provide practical plans in their managerial domain that are based on the reality (Bibakabadi, 2012). Attention to the principles of sustainable development is essential; because with no regard to social and cultural considerations, tourism sustainable development can't be achieved. Therefore, stability in tourism requires a systematic attention to the technical, cultural, political, economic, historical and environmental aspects in the movement toward utilization of tourist attractions conforming to today needs and protection from and durability of these resources for the future. Moreover, urban tourism in today's advanced world is regarded as one of the most significant ways to achieve a monolithic and sustainable urban development (Taghvaei & Safarabadi, 2011; Dinari, 2005). It seems that one of the ways to achieve sustainable development can be

Formed by urban tourism, urban tourism development can be accompanied by the quantitative and qualitative promotion of aspects in each city especially metropolises of Iran in order to maximize the output. The existence of facilities from the arrival to the departure of the tourist, collaboration and partnership of urban service providers, provision of leisure activities and many others all display quantitative and qualitative promotion of this type of tourism in the level of regional sustainable development.

Generally, nowadays urban opportunities play a big role in attracting tourists into cities and countries and can cause cities increase or affirm their position in tourism market (Hashem pour & colleagues, 2012). Urban tourism in the framework of a space pattern has different types which are based on tourist attractions in a city, events and the motive of tourists (Papeli-e-Yazdi and colleagues). Urban tourism can be profitable in case that it has connections with the other functions of the city. The concept of urban stability includes the interaction of environmental, economic, social, cultural and structural factors (Taghvaei & colleagues, 2011). The city of Esfahan is regarded as the heart of national tourism due to its historical, cultural and religious aspects as well as its geographical state that is located in the center of Iran. As it was mentioned before, in the field of urban tourism management, role of lifestyle and its effects in enrichment of urban tourism and sustainable development needs a considerable attention. It seems that one of the most noticeable problems regarding urban tourism is lack of sufficient attention toward the lifestyle of local residents and tourists. By considering these shortcomings and standardizing the services and facilities and introducing regulations that can lead to a utilizable lifestyle, sustainable tourism can be improved in Esfahan.

2. Importance and Necessity

Most of urban tourists have two main goals which are the most important parameters in achieving sustainable urban tourism (commerce and culture). In Iran these two main goals for local urban tourist, especially those who travel to metropolises, can be an appropriate subject to study and research. On the other hand, the concept of lifestyle has attracted attentions in the recent years; the reason is constant alterations in people's lifestyle. These alterations in lifestyle of individuals has brought curiosity and concerns to the sociocultural experts and policy makers. In this study, the city of Esfahan is selected due to its abundant tourism attractions and also crucial importance in national and regional level as well as its multi-role aspect. Evaluation of lifestyle transformation in achievement of sustainable development and urban tourism is considered as one of the innovative and up-to-date aspects of this research and is necessary for Esfahan as a leading city in urban tourism industry.

3. Goals

The main goal of this research is to investigate the relationship between “lifestyle” and its role over two other factors concerning urban development and growth: “sustainable development” and “urban tourism”. Thus, research goals can be entitled as the following: first, it investigates the extent to which lifestyle has effects on sustainable development of the city of Esfahan. Then, it investigates the effects of lifestyle on urban tourism of the city of Esfahan.

4. Research Questions

Therefore, to measure the proposed goals, this research tries to find scientific responses to these two questions: first, does lifestyle have a decisive role on the sustainable development of city of Esfahan?

And second, how much does the lifestyle have a decisive role on the growth of urban tourism of the city of Esfahan?

5. Literature Review

Tajoddin (2012) analyzed the approaches regarding the improvement of lifestyle of residents in municipality areas of the city of Tehran. The theoretical framework of this research was based on point of views related to lifestyle on one hand, and social and cultural policy making and planning and performance evaluation on the other hand. The analysis displayed that social and cultural management of the studied municipality, had tried to set a specific theoretical pattern based on theoretical, legal, organizational and environmental foundations. Ahmadi and Aziznosrati (2012) achieved solutions to improve the lifestyle of residents by analyzing their lifestyle and identifying their wrong and amendable habits and also collecting data in the field through statistical, analytical and deductive methods. Finally, they analyzed its effect on urban sustainable development. Mohammadi and colleagues (2013) analyzed the effects of culture on the manner in which leisure time is spent in case studies of Esfahan and Yazd in order to specify per capita usage of leisure activities. Research findings challenges the per capita specification for the all cities of Iran. In the research of Sefidi and Valadkhan (2013), Tehran’s 12th municipality district as the historical and cultural center of the city was analyzed based on sustainable development, available substructures and tourist attractions. In this research they tried to highlight the role of tourists in economic and environmental growth of the aforementioned district and finally proposed solutions in order to improve the state of sustainable development by attracting more tourists to the area.

Also, Divsalar and his colleagues (2014) displayed in their researches that from officials’ point of view, current state of economic, social, cultural and environmental indexes of tourism in the city of Nour, a coastal city in north of Iran, are inappropriate and are not in line with sustainable development of tourism. Moreover, the results of the study of performance of urban management in city of Nour showed that urban managers have had a weak performance in achieving sustainable development of tourism in this city. Kennedy and colleagues (2014) in the article of “the impact of tourism on environment and management of urban culture”, used an analytical and cognitive method and according to different researches, examined the cultural and social effects of tourism in order to recognize tourism aspects and also to show management and planning for these effects. Arasteh and Keyvan (2014), in the article of “cultural tourism”, used an analytical and cognitive method and based on different researches, analyzed social and cultural effects of tourism and recognized tourism aspects and also displayed its effects on the culture and the society. The results of analysis showed that tourism has a great influence on making cultural alterations. Rasooli and colleagues (2014) also believed that in order to achieve a sustainable growth in tourism, social issues, tourists’ safety and basic substructures should be noticed since they are considerably important and paying attention to this issues can largely support urban sustainable development. They also said that urban tourism development is only a facilitator in the way to achieve sustainable development and noticing the results of the development is very important in making decisions.

6. Research Methodology and Process

This research on the basis of goal is practical and developmental and is descriptive, analytical and causal on the basis of methodology. Data collection was conducted by using information resources such as articles, books, dissertations and for the case studies, interviews and questionnaires were used. In this research four statistical populations are considered: custodians of tourism, tourism experts, tourists and local people of the city of Esfahan. Main variables that are used in this research are: Lifestyle (“Relatively harmonious set of all behaviors and activities of a given individual in the course of everyday life which involves a set of habits and orientations and therefore has a kind of unity.” (Giddens, 2009)), tourism sustainable development (“Responding to the needs of tourists and the host society of the present time, while the opportunities for the next generations should be preserved and intensified.” (Rodriguez & colleagues, 2014)) And urban tourism (visiting cities which aim is to

visit places of interest, shop, trade, and have pleasure, leisure and entertainment.” (Smith & colleagues, 2012)). In this research, the size of statistical sample for tourism custodians and tourism experts was selected as 30 individuals for each. Also, using Cochran’s formula and regarding the unlimited statistical population of local tourists and local people of Esfahan, 387 samples for each population were calculated and in each statistical population 400 questionnaires were distributed. Eventually 387 correct questionnaires from tourists’ population and 391 correct questionnaires from local people’s population were gathered. In order to analyze the data, confirmatory factor analysis test was utilized by using the Smart PLS software.

7. Research Scope

This research has been conducted in the field of the tourism industry by using concepts such as sustainable development, lifestyle and urban tourism which are derived from the social sciences and geography. In terms of the location the research is done in the city of Esfahan and in terms of the time, in the spring and autumn of 2015.

8. Concepts, Perspectives and theoretical Principles

In this part, theoretical foundations of the three concepts of sustainable development, lifestyle and urban tourism are examined and different views, opinions and definitions that exist in this field are presented in three different parts.

8.1 Lifestyle

Life style first was introduced by Max Weber (Kazemi et al., 2014, 117). In one classification, lifestyle has been studied in three levels: macro level, micro level and integrated approach. In point of view the theorists of macro level, life styles depend on social structure and structural situations and any transformation in social structure, can lead to transformations in lifestyles. Macro-oriented thinkers, analyze the lifestyle by considering wide-range structures. These wide-range structures are geographical structures and climate conditions in the ideas of Ibn Khaldun

and Montesquieu and are economic and livelihood structures in Ibn Khaldun's and Marx's thought and are cultural structures in Weber's and Parsons' and Alexander's point of view and are social structures in the thoughts of Durkheim and are historical situations and conditions in other sociologists' thoughts such as Mannheim. In the thoughts of these theorists, structures are based on the performance and the action of the individual and can adjust the behavior of the individual within the structure in all circumstances (Arjmand & Haidari, 2012, 92-93).

Sobel lifestyle is a set of visible and expressive behaviors among individuals (Cheney, 1996, 1). Sobel, who probably has written the most effective definition for lifestyle, believes: "almost there is no empirical or conceptual agreement about the elements that has formed lifestyle" (Fazeli, 1382, 67). Cheney believes that lifestyles are patterns of action that differentiate people from each other and help them understand what people do and its reason and its meaning (Cheney, 1996, 4). Veblen believes that lifestyle is a pattern of collective behavior. These behaviors are traditional and are social habits and intellectual methods (Veblen, 1899). Simmel believes that lifestyle visualizes the thoughts in form of well-known social structures; this is an expression of superior individuality and uniqueness in a format that others understand (Simmel, 1990, 463). From the offered definitions of "lifestyle", a few points can be deduced:

- Lifestyle is a way of life, a pattern of practice, sum of performances, way of organizing life, behavior and material preferences and a consumption pattern.
- Lifestyle is selective and is based on the decisions of people to practice.
- Selection of a specific lifestyle is based on individual's preferences.
- Selection of a specific lifestyle is subject to the available resources, individual's social status, social context and texture and structure that person is located in.
- If the social structure and context have more features and amenities to remove individuals from the structural constraints, the possibility of an expression of personal and social identity of individuals and in other words the possibility of introducing themselves through lifestyle selection, would be higher relatively.
- Through lifestyle selection, similarities and differences among individuals can be detected; in other words, lifestyle distinguishes individuals and groups.
- Any special life style has a relative cohesion. A set of behaviors and activities of each individual with regard to special tools, facilities and abilities in specific positions and backgrounds, makes sense in order to respond to the aspirations, preferences and special needs of individuals for their expressiveness (Pakizeh & Karimi, 2013: 361-360).

8.2 Sustainable Development

The term sustainable development was first used in the early 1970s about the environment and development. Since then, international organizations were willing to achieve a favorable environment to have profitable development, and their specific names and features were found in the Sustainable Development Strategy (Zarabi & Adhan, 2001, 6). The concept of sustainability has been defined as "development which meets the needs of the present generation, without endangering the future generations to meet their needs" by World Commission on Environment Development (Ziayi, 2009, 127). In 1987, the International Commission headed by former German Chancellor Willy Brandt published a report on the state of the global economy that became known as the Brandt Commission Report. The original report titled "Our Common Future", seriously affected the meaning of the concept of development and added sustainability into it. (Ranjbarian et al., 2009, 159). In recent years, the concept of sustainable development has been emphasized by theorists and authorities repeatedly; because this concept is based on the preservation of standards for future life in comparison to what we have now (Moradi & Rahmani, 2010, 49). Sustainable development on one hand is a moral concept and on the other hand, is a scientific concept. Although it has been totally mixed with natural sciences and economics, sustainable development is derived from culture and human values and is a response to a crucial need. It can be a new foundation for human relations and also a survival for humans (Nasiri, 2005, 172). Nowadays, sustainability is recognized as an essential part of the new world system (Ranjbarian et al., 2009, 173). Sustainable development is a new important perspective in management and public policy-making that has largely appeared out of the United States. This concept tries to consider future results of current behavior more clearly (Rao, 2000, 81). The tourism industry affects economic, social, cultural and environmental activities. Thus, growth and development of tourism should be planned based on sustainable tourism development (Faraji Rad & Nasiri, 2010, 30). In other words, tourism development is the driving force of a balanced, appropriate and coordinated improvement in the economic, social and cultural fields and provides needs of the present generation without endangering the ability of future generations to provide their needs (Ahmadi & Etemadi, 2010). Humans have always wanted to harmonize its environment with their thoughts (Raho, 2014). Sustainable tourism development policy nowadays is a public approach that is considered by governments and in terms of ecology it should be acceptable in long-term, in terms of finance it should be self-sufficient and in terms of moral and social perspectives it should be useful and productive (Barghi et al., 1391, 77). On the basis of a two-way connection between sustainable development and sustainable tourism, in order to get a contribution from the tourists, their influences on the city should be detected and considered carefully. This is important because perception of residents from tourist's effects and level of their satisfaction from different aspect of tourism are two really important indexes in achieving urban sustainable tourism. While in most cases in measuring the impact of tourism on the urban development, these matters are ignored (Shahabian, 1390, 121).

8.3 Urban Tourism

Urban tourism is one of the first forms of tourism that was replaced by coastal, rural and mountain tourism from 1950 to 1980. So urban tourism is not a new form of tourism, but is regaining its place (Smith et al, 2012, 88). In line with a pattern of urban space, urban tourism, interaction between the host and the tourists and providing spaces and facilities for tourists in their travels to urban areas with different motives and visiting tourist attractions and utilizing facilities and services that are related to tourism, can cause different effects on urban space (Saghaei, 2009). In addition, today cities preserve social, political, and economic culture of the society and can even make culture. (Movahhed, 2007, 169). Urban tourism can be useful only in conjunction with other urban functions (FarajiRad & Nasiri, 2010, 30). Unique features of the cities have led to this fact that urban tourists are different from tourists of other categories. Nowadays, urban tourism has an important cultural role in urban flows and adaptation of the cities to globalization (Movahhed, 2007, 34). Tourists' behavior pattern in a city is according to urban space patterns which are defined as attractions, urban services and social communications. Urban tourists' behaviors are described in urban space and if it gets accepted that urban spaces change, consciously or unconsciously, due to individual or collective decisions of humans, then the tourists' behaviors change as well (Hashemi, 2007, 140). Urban tourism industry is a phenomenon that is associated with different parts of the urban structure. In fact, in our society, one of the problems that face the urban management field of industry is that the extent of these activities is not clear for city organizations so that countless groups of urban institutions and organizations regard themselves as responsible authorities for this case and each provide services for tourists. Johnson Werbeck in a simple classification expresses the primary and secondary elements of urban tourism in order to provide services. Primary elements combine and merge contexts and material and human basis as well as special equipment that are able to attract tourists. Secondary elements include shopping facilities, accommodations, restaurants and tourism transport firms. Qualitative elements that are known as

complementary elements include the facilities provided for tourists to have access to different spots; such as information centers and stations (Cazes and Putiet, 2003, 79).

9. Findings of the Research

Table 1. Results of CR, Cronbach's Alpha and AVE

	Lifestyle			Sustainable Development			Urban Tourism		
	CR	AVE	CH.A.	CR	AVE	CH.A.	CR	AVE	CH.A.
Tourism Custodians	0.812	0.519	0.694	0.835	0.460	0.766	0.802	0.510	0.669
Tourism Experts	0.856	0.749	0.671	0.730	0.407	0.508	0.813	0.471	0.741
National Tourists	0.786	0.550	0.600	0.806	0.409	0.714	0.823	0.609	0.677
Local Residents	0.788	0.482	0.462	0.811	0.417	0.720	0.804	0.580	0.638

In order to evaluate the reliability of measurement models, one of the most commonly used methods of measuring internal consistency is utilized. Analysis of the internal consistency follows the proposed method of comparing three consistency indexes: composite reliability (structure reliability is calculated not in absolute terms, but in their solidarity of the structures with each other), Cronbach's alpha and the extracted average variance (shows the extent of correlation of one structure with its indexes; more correlation, more fitting).

In Table 1 the amounts in relation to the three concepts of lifestyle, sustainable development and urban tourism follow the 4 statistical populations of tourism custodians, tourism experts, tourists and local people who are placed in Esfahan. As you see in Table 1, the amount of CR for the three concepts in all of the statistical populations is above 0.7 which means that selection of indexes in evaluating the variables is appropriate. One of the advantages of the composite reliability over Cronbach Alpha is that in calculating coefficient of Cronbach's Alpha for each variable, all the indexes have equal value in calculation; while in calculating CR, Indexes with more load factor have more value. This information shows that amounts of CR of the variables are a more realistic and more accurate criterion than Cronbach's Alpha (Davari & Rezazadeh, 2013). About the appropriate fitting among the indexes and their variables, amount of AVE for question is not an option (Davari & Rezazadeh, 2013). In the population of tourism experts is 0.471. Based on the information, these amounts in the aforementioned populations are less than 5, which mean that they are in critical zone. But these amounts of AVE are accepted for the variables because all the remaining questions in the analysis have appropriate coefficient of load factor and removing the question is not an option (Davari & Rezazadeh, 2013). In other cases, the amounts of AVE are higher than critical amount which shows an appropriate correlation among the indexes and their variables in sum and this fact displays that the average variance is shared appropriately among the indexes. After conducting the factor analysis test indexes with load factor above 0.4 remained in the analysis and others removed. Therefore, in the following tables load factors of all remaining indexes in the analysis are shown.

Table 2. Load factors of indexes of each concept in statistical population of tourism custodians

Indexes	Lifestyle	Urban Tourism	Sustainable Development
The effects of sanctions of the recent years over lifestyle and sustainable development of urban tourism	0.748		
The extent to which personal needs are provided from tourism services centers	0.717		
Attitude of people of Esfahan toward visiting relatives and friends and attending soirees in leisure time	0.741		
Role of traditional foods and drinks festivals in creating tourism opportunities	0.673		
Revival of workshops for producing traditional clothes		0.524	
The effects of various man-made entertaining attractions		0.708	
The effects of removal of urban decay and systematizing historical areas on attracting tourists		0.853	
Revival and reconstruction of canals and water streams		0.732	
The effects of communication between tour leaders and economic firms			0.720
Neighborhood tours and familiarization with traditions			0.734
Flowing culture and sustainable tourism development			0.690
The desirability of implementing floorings in tourist places			0.668
The effects of responsible organizations in providing safety and security for tourists			0.549
The effects of arrival of tourists in environmental turmoil			0.692

Table 2 shows that 4 indexes of the effects of sanctions on local people lifestyle and sustainable development (0.748), shopping (0.717), visiting relatives and attending soirees (0.708) and holding traditional food and drink festivals are the most important indexes that tourism custodians of Esfahan have emphasis on. Also, for the concept of urban tourism 4 indexes, revival of traditional clothes (0.524), man-made attractions (0.708), systematizing historical and old areas (0.853) and beautification of urban space by reviving and reconstructing canals and water streams in old neighborhoods of the city of Esfahan (0.732) are the most noticeable indexes in custodian’s point of view which are accepted. Moreover, about the concept of sustainable development, 6 indexes remained in the analysis which includes the role of tour leaders and economic firms in in tourism economic development (0.727), conducting neighborhood tours (0.734), and flowing culture of local people (0.690), implementing floorings (0.668), security (0.549) and environmental turmoil (0.692). In this concept, these 6 indexes are the most considerable ones that custodians paid attention on them.

Table 3. Amounts of coefficient of determination, beta and T-value in relations of variables, by tourism custodians

Variable	Coefficient of Determination/ R2	
Urban Tourism	0.445	
Sustainable Development	0.597	
Relation	Beta coefficient / β	T-Value
Lifestyle----Urban Tourism	0.667	14.992
Lifestyle----Sustainable Development	0.773	20.981

With regard to the reported numbers in Table 3, it can be noticed that the amount of coefficient of determination for the variable “urban tourism” is 0.445 and it means that lifestyle has been able to directly describe almost 45 percent of the alterations in urban tourism and the remaining percentages are due to other factors. This amount for sustainable development is close to 60 percent and it means that lifestyle can have more considerable effects on sustainable development from tourism custodians’ perspective. With attention to the given amounts for R², 0.19 (weak), 0.33 (normal) and 0.67 (strong), three levels of fitting can be determined. But about the two research questions and regarding beta coefficient of 0.667 for the relation between lifestyle and urban tourism and 0.773 for the relation between lifestyle and sustainable development and T-value of both relations which are above 1.96, it can be said that with 95% confidence interval, there are relations among the given variables.

Table 4. Load factors of indexes of each statistical population of tourism experts

Indexes	Lifestyle	Urban Tourism	Sustainable Development
People of Esfahan’s use of tourism in leisure time	0.823		
Attitude of people of Esfahan in having traditional foods	0.906		
Attitude of tourists regarding shopping from traditional markets		0.599	
The existance of brands in order to develop tourism and improve the manner leisure time is spent		0.563	
The relation between implementation of new urbanism plans and local people’s and tourists’ rate of visit		0.764	
Developing sidewalk routes and constructing bike routes in historical textures		0.607	
The balance of supply and demand in economic cycle of tourism in the city of Esfahan			0.792
The effects of tourism on establishing resistance economy			0.767
The capability of urban managers of the city of Esfahan in systematizing traffic conditions in high seasons			0.506
Balance between the demands of Esfahan tourists and citizens			0.583
The effects of the manner people use the environment on air quality (air pollution) and congestion (noise pollution)			0.737

According to the findings of table (4), for the concept “lifestyle“ 2 indexes of use of tourism in leisure time

(0.823) and having traditional foods (0.906), for the concept “urban tourism“ 4 indexes of shopping (0.599), existence of famous commercial brands in the market (0.563), utilization of new urbanism plans (0.764) and development of sidewalk and bike routes (0.607) and for the concept “sustainable development“ 5 indexes including the balance between supply and demand in economic cycle of tourism (0.792), role of tourism in resistive economy (0.767), traffic conditions (0.506), the balance between the demands of tourists and local people (0.583) and the manner people use the environment (0.737) are determined in factor analysis.

Table 5. Amounts of coefficient of determination, beta and T-value in relations of variables, by tourism experts

Variable	Coefficient of Determination/ R2	
Urban Tourism	0.264	
Sustainable Development	0.198	
Relation	Beta coefficient / β	T-Value
Lifestyle----Urban Tourism	0.514	5.903
Lifestyle----Sustainable Development	0.445	7.599

In Table 5, the coefficient of determination for urban tourism is 0.264; it describes only 26 percent of alterations that are due to the effects of lifestyle on tourism and it means that from tourism experts’ perspective, lifestyle has not been able to define the reality of urban tourism in tourists’ behavior. This amount for sustainable development is 0.198 which is lower than urban tourism and forms only 20 percent of the alterations. Although beta coefficient for the relation between lifestyle and urban tourism is 51percent and for the relation between lifestyle and sustainable development is 46 percent, only 26 and 20 percent of those refer to the relation of the two variables. T-value for the two relations shows that with 95% confident interval, the claimed relation is verified from the tourism experts’ point of view.

Table 6. Load factors of indexes of each statistical population of national tourists of Esfahan city

Indexes	Lifestyle	Urban Tourism	Sustainable Development
Role of traditional foods festival in attracting more tourist	0.785		
Role of traditional foods and drinks of Esfahan in attracting tourists to visit more places	0.716		
The desirability of Esfahan city in order to spend leisure time	0.722		
The effects of constructing modern entertaining spaces in local people’s manner of spending leisure time		0.707	
Preservation of Safavid architectural style as the first priority of tourists		0.816	
Systematizing landscapes and providing equipment for the parks and spending leisure time		0.814	
Safety and security conditions in tourist attractions and shopping centers			0.665
The performance of urban managers in improvement of symbols and sociocultural signs			0.627
The quality of management of the manner in which tourism services are provided. (hotels, restaurant, etc.)			0.648
The prices of tourism, welfare and entertainment services			0.624
The balance between tourist’s capability and the price of tourism services			0.631
Evaluation of relative prices of tourism services			0.640

According to findings of the table 6, the most related indexes for each variable can be observed. For the concept “lifestyle”, 3 indexes of role of traditional foods festival in attracting more tourist (0.785), role of traditional foods and drinks of Esfahan in attracting tourists to visit more places (0.716) and the desirability of Esfahan city in order to spend leisure time (0.722) are selected. For the concept “urban tourism“, 3 indexes of effects of constructing modern entertaining spaces in local people’s manner of spending leisure time (0.707), preservation

of Safavid architectural style as the first priority of tourists (0.816) and systematizing landscapes and providing equipment for the parks and spending leisure time (0.814) and for the concept “ sustainable development“, 5 indexes of safety and security conditions in tourist attractions and shopping centers (0.665), the performance of urban managers in improvement of symbols and sociocultural signs (0.627), the quality of management of the manner in which tourism services are provided (0.648), the prices of tourism, welfare and entertainment services (0.624), the balance between tourist’s capability and the price of tourism services (0.631) and evaluation of relative prices of tourism services (0.640) are selected based on the perspectives of national tourists of Esfahan city. The selected indexes can be utilized in short-term and long-term plans and the required strategies. It should be noticed that in order to achieve a safe sustainable development, all the indexes should be considered in a systematic view and not in separate. In other words, sustainable development should lie within the all activities and processes related to tourism.

Table 7. Amounts of coefficient of determination, beta and T-value in relations of variables, by national tourists of Esfahan city

Variable	Coefficient of Determination/ R2	
Urban Tourism	0.241	
Sustainable Development	0.207	
Relation	Beta coefficient / β	T-Value
Lifestyle-----Urban Tourism	0.491	10.941
Lifestyle----Sustainable Development	0.455	10.689

Table 7 shows that the coefficients of determination for the variables “urban tourism” and “sustainable development” are 0.241 and 0.207 and therefore 24 and about 21 percent of lifestyle alterations are due to these variables respectively. It indicates that the impact of indirect factors is more than the impact of direct factors in perspective of national tourists of Esfahan city. The amounts of T-value for the relation between lifestyle and urban tourism (10.941) and the relation between lifestyle and urban tourism (10.689) with 95% confident interval are verified.

Table 8. Load factors of indexes of each statistical population of local people of Esfahan city

Indexes	Lifestyle	Urban Tourism	Sustainable Development
Attitude of people toward group entertainment	0.726		
Decrease in attending soirees parties due to lifestyle change to apartment life	0.674		
The impact of traditional food festivals on attracting tourists	0.665		
The willingness of people of Esfahan city to travel in special times	0.711		
The effects of building new leisure places on urban tourism development		0.681	
The effects of reviving residential and historical textures on attracting tourists		0.868	
The effects of reviving historical coffee houses and zurkhanehs on group entertainment of local people and also on attracting tourists		0.722	
The impact of level of education of Esfahan city people on the type of personal and group shoppings			0.683
The relation between inserting originality sign on products and level of trust of local people and tourists			0.639
The effects of the way in which people use parks and landscapes on decreasing air pollution			0.623
The relation between dried Zayandehrood river and decrease of local people willingness			0.639
The effects of recent seasonal condition of Zayandehrood river on the life of this river			0.683
The effects of post-sanctions era on increase of number of tourists			0.605

According to table 8, for the concept “lifestyle”, 4 indexes of attitude of people toward group entertainment (0.726), decrease in attending soirees parties due to lifestyle change to apartment life (0.674), the impact of traditional food festivals on attracting tourists (0.665) and the willingness of people of Esfahan city to travel in special times (0.711), for the concept “urban tourism”, 3 indexes of the effects of building new leisure places on urban tourism development (0.681), the effects of reviving residential and historical textures on attracting tourists (0.868) and the effects of reviving historical coffee houses and zurkhanehs on group entertainment of local people and attracting tourists (0.722) and for the concept “sustainable development”, 6 indexes of the impact of level of education of Esfahan city people on the type of personal and group shopping (0.683), the relation between inserting originality sign on products and level of trust of local people and tourists (0.639), the effects of the way in which people use parks and landscapes on decreasing air pollution (0.623), the relation between dried Zayandehrood river and decrease of local people willingness (0.639) the effects of recent seasonal condition of Zayandehrood river on the life of this river (0.683) and the effects of post-sanctions era on increase of number of tourists (0.605) are selected and evaluated.

Table 9. Amounts of coefficient of determination, beta and T-value in relations of variables, by local people of Esfahan city

Variable	Coefficient of Determination/ R ²	
Urban Tourism	0.260	
Sustainable Development	0.343	
Relation	Beta coefficient / β	T-Value
Lifestyle----Urban Tourism	0.510	13.937
Lifestyle----Sustainable Development	0.586	16.333

Table 9 indicates that the amount of coefficient for urban tourism is 0.260 and for sustainable development is 0.343 which means that sustainable development has been able to show more variability than urban tourism due to the influences of lifestyle. Regarding the amounts of Beta path coefficient and T-value, the two relations are verified with a confident interval of 95 percent. Therefore, both of the research questions in all four populations are verified due to path coefficient of higher than 0.4 and T-value of higher than 1.96 with confident interval of 95 percent.

10. Conclusion and Recommendations

In tourism industry, when there is talk of tourism behavior, we generally think of lifestyle of tourists which forms their behavior patterns. Thus, cities and urban fields are a place for humans to display their behaviors in different behavior patterns. Their tourist-like behaviors also occur in urban area and have a bilinear effect. Results of this research show that among 4 statistical populations, the most affecting factor in relation with lifestyle is sociocultural factor (such as: traditional food and drink festivals, visiting relatives, etc.). The ultimate impact of sociocultural factor on the urban platform is “city’s sociocultural growth and development”. Moreover, it can increase social opportunities in a city, increase support for traditional culture, revive traditional arts, decrease social inequalities and exchange thoughts and cultures. Therefore, according to the introduced items, paying attention to these items can make a big contribute to achieve a powerful sustainable development in Esfahan city. Economic factor was introduced only in the population of custodians which goal is to develop economy of the city by creating direct and indirect job opportunities, increasing the revenues, improving living standards and incomes, increasing financial resources in order to develop economic infrastructures and stimulating investments in the city. About the urban tourism, the most frequent factor is urban texture (such as: developing sidewalk routes and constructing bike routes in historical textures, preserving Safavid architectural style as the first priority of tourists, reviving historical coffee houses and zurkhanehs, etc.) which shows its importance in developing specific space of urban tourism. Among the sum of the outcomes of sociocultural and economic factors, increase in financial resources of the municipality and improvement of people’s general and environmental culture can be mentioned. Moreover, an improvement to residents’ financial and economic power plays a big role in improvement of the city’s texture structure. Generally, city’s response to the tourists’ needs and providing infrastructures and required texture spaces lead to positive results such as: development of infrastructures of the city, revival of historical places, balanced and appropriate development and stabilization of urban physical and morphological structures. Alongside with urban texture, economic factor (such as: shopping from traditional markets and existence of brands in order to develop tourism) was selected in population of tourism experts which, however, has a low frequency. About sustainable development and based on the

multi-dimensional nature of this concept, various factors are posed. These factors, which are ranked by their importance and frequency, are: economic factor(such as: the relation between tour leaders and economic firms, balance between demand and supply in economic cycle, the impact of tourism on resistive economy, the desirability of prices of welfare, recreation and tourist services, the impact of level of people's education on their personal and group shopping and the relation between inserting originality sign on products and level of trust of local people and tourists), environmental factor (such as: the effects of arrival of tourists in environmental turmoil, the effects of the manner people use the environment on air quality (air pollution) and congestion (noise pollution), the relation between the dried Zayandehrood river and decrease of local people willingness and the effects of recent seasonal condition of the Zayandehrood river on the life of this river), urban management (such as: providing safety and security, systematizing traffic condition, balance between the needs of tourists and local people and quality of management over the manner in which tourism services are presented), sociocultural factor (such as: neighborhood tours, flowing culture, improvement of symbols and sociocultural signs), urban texture (such as: implementing floorings in tourist attractions) and political factor (such as: the effects of post-sanctions era on increase of number of tourists). Urban centers are often considered as important tourism destinations; because they have historical and cultural attractions. Cities attract many tourists since they have many attractions. Thus, there are lots of tourism facilities such as: hotels, restaurants, transportation and other tourism facilities in cities which are also used by local and suburb people as well. Nowadays, urban management has shifted greatly in the world. Cities are being managed in order to provide welfare and comfort for their residents. Urban management has wide formations and has a big role in accomplishment of urban development plans and designs as well as fulfilment of the population needs. The aims of urban management are to improve life and job conditions of the residents regardless of their social and economic status, to protect citizens' legal rights, to encourage people to move toward social and economic sustainable development and to protect textural environment. Urban management is required to arrange plans, systematize urban proceedings, supervise the accomplished proceedings and even encourage employees to do their tasks more efficiently. Executing these tasks requires knowledge of management, planning, communication, motivation, systematization, leadership and supervision principles. Moreover, in the field of systematized sustainable development, due to the overlap of different dimensions of natural and human-economy lives, utilizing a systematic method of analysis based on sustainable development strategies is inevitable in better recognition of the factors, behavior and performance of system components as well as their interaction with surrounding environment. Therefore, in order to arrange tourism sustainable development plans in Esfahan city based on lifestyle, the proposed factors should be regarded in an indiscrete system so that a sensible and logical development can be provided for urban tourism.

Therefore, regarding the aforementioned items, following recommendations are made:

- Placing more emphasis on social, economic and cultural planning for urban tourists in a constant manner not only in special times of the year by collaboration among the different sectors of the city administrative management and cultural heritage organization
- Placing more emphasis on the development of urban construction and creating willingness toward the renovation of urban decay and central part of the city alongside with the partnership of private sector and government and providing appropriate facilities for the participants who help sustainable tourism development program in Esfahan
- Arranging cultural events with a focus on people gathering together at nights and reunion of elders in order to make the new generations more familiar with the traditions
- Arranging ancient and religious rituals and celebrations in different part of the city or generally in the city of Esfahan
- Diversifying leisure and entertainment facilities of Esfahan by creating modern and new spots such as waterpark, multi-dimensional cinemas, more public training centers with the partnership of private sector or the government
- Improving the theme parks available in Esfahan and developing theme parks in the city
- Regulating and improving the amusement parks
- Improving the condition of riverside of the Zayandehrood River
- Finding a strategy to revive the Zayandehrood River during the year or at least providing the river in the city with appropriate amount of water for visitors and freshening up the river environment in temporary periods when water is present
- Getting urban management more seriously and aligning the plans of different organizations of the city with each other, especially municipality as the custodian of the city and cultural heritage organization as the custodian of

tourism.

-Applying more suitable regulations in urban decay areas and prohibiting cars and motorcycles to enter sensitive places and defining walking or bike routes instead

-Ranking tourism services in terms of quality and price and then diversifying them

-Providing better protection for old and historical places of the city

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