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Role of eventfulness in socio-economic development of neighborhoods in Shiraz, Iran

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Abstract

Festivals have various economic and social impacts at the neighbourhood level, and this paper aimed to explore such impacts. The statistical population consisted of local experts, including the specialists, municipality authorities, and researchers of tourism and eventfulness. The total population sampling was performed as the qualitative research up to the saturation point. The findings showed that the eventfulness contributes to the economic and social development of the neighbourhoods, albeit periodically. Moreover, it was found to bring some benefits, including the job creation, increased ancillary income, and local economic interactions. The event organization process showed that the events have become governmentalized and religious. However, the results of the study indicated that the eventfulness has a significant effect on the increased social capital at the neighbourhood level, resulting in the increased public participation and quality of life.



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1. INTRODUCTION

Cities increasingly use the events to achieve various economic, social, political, and cultural goals. They also utilize the events for the income generation, social cohesion, and promotion of city image (Rihards and Palmer, 2010: 37). Since the last decade of the 20th century, the event organization trend around the world has been significantly accelerated due to the factors such as the changes in urban management approaches, transformation of economic goods, emergence of culture as a means of employment and capital creation, and undeniable impact of globalization on the increased competition among the cities (Quinn, 2005: 927). Events have positive economic, social, and cultural effects through the development of social interactions, public participation, and increased social solidarity. In addition to helping to introduce a city at national and international levels and contributing to the development of the city, they also enhance the vitality, citizen participation, social interaction, and sense of belonging and strengthen the local economy underlying the neighborhood development. Due to the presence of residents in neighborhoods, events can create more job opportunities and promote the neighborhood and city image and the sense of belonging and honor among the residents (Deffner and Labrianidis, 2005: 257; Richards and Wilson, 2004: 1932; Roche, 1994: 13).

Event tourism is defined as a social, cultural, or economic phenomenon resulting from the unique interactions of activities among individuals and places (weed & Bull, 2004: 47). Events are spatial, temporary, and purposeful phenomena, and since they are the result of interaction between people, they take up space and event management. Events are one form of tourist attractions that are held on different scales, from events such as the Olympics and world fairs to local festivals and small events in urban areas in the places such as parks (Getz, 1989: 125). Every year, many cities in Iran, especially Shiraz, compete with each other for the benefit of hosting the events such as the Olympics, international exhibitions, and World Cups. Also, smaller cities use events and culture to attract tourists. However, holding events is not a new activity, but historical studies show that celebrating special occasions and traveling to participate in a festival has been common in Iran in the distant past, involving different cultural, social, religious, and economic aspects (Connell and Page, 2012: 11).

Shiraz is one of the pioneer cities in organizing tourism events, which has organized many tourism events due to the long history and world fame. In recent years, several events have been held in the urban areas of Shiraz. As the historical tourism capital of Iran, Shiraz has held several ceremonies by introducing potential neighborhoods in these events. In this paper, while reviewing the programs and goals of these events, the features and problems in the implementation in Shiraz are discussed.

2. BACKGROUND

2.1 Literature review

Getz (2008) refers to event tourism as one form of travel with special interests in which a person travels to see an event or visits an event or special events during a trip as a

special form. The tourist attractions are known in a wide range of major events such as the Olympics and international fairs to local festivals

Gan and War (2002) fell festivals into the category of cultural resources and, on the other hand, considered rural festivals as one of the travel activities in the rural areas. Parinloo (1993) considered the importance of the motivation in tourism quite clear and believed that this concept is like a lever that leads to all events and happenings in the field of travel. In order to study the effect of a marketing activity on various dimensions of tourism, it is necessary to understand the motivation of tourists as a prerequisite for the effective planning of events and marketing programs.

Mirzaei (2016) identified six factors for the presence of tourists in a festival: family, cultural exploration, socialization, indigenouness, novelty, and escape.

Watt (2012) stated that if the target visitors are not identified correctly, there will be no event. Understanding the motivational factors of event participants enables the marketers to target visitors more accurately, allocate resources more efficiently, and make more effective promotion decisions (Park et al., 2008: 168).

Inscape (1991) considered special events as a special form of attractions that are a combination of natural and cultural attractions. Tourism events can be divided into three groups: 1) meetings, promotional events, conferences, and exhibitions, 2) sports that are a big business, 3) festivals and cultural celebrations.

Kordvani et al. (2004) studied and stated the importance of rose water industry in Ghamsar, Iran as the first step to start economic activities and change the development process of the region without the need for any investment by relying on talents and potentials. This is a place that is itself a clear example of an inherent and sustainable development; the only development is the flower and rose water industry.

Tulayi et al. (2008) evaluated the demographic and cultural effects of tourism in Sarein, Ardabil using the inferential analysis, and stated that tourism in Sarein has led to the loss of some features of indigenous culture in the field of indigenous language, clothing, and traditional customs. At the same time, it has improved the manner of social etiquette and principles, raised the level of social awareness, and increased the spirit of respect for others.

Kiani Salmi and Bashaq (2016) reviewed the rose water extraction festivals in a study. The results of the research showed that holding the rose water extraction festival has produced environmental, physical, economic, and social effects in the region. The economic factor has played the most important role in explaining the effects of the rose water extraction festival. Another environmental factor is an important one that is influenced by the rose water extraction festival and tourism development. This factor has the largest number of variables. Another important factor that is influenced by the rose water extraction festival and tourism development is the physical factor. The last factor is the social factor. The existence of the lowest factor compared to other factors indicates the fact that the social fabric of Kashan shows great resistance to change and this region has maintained its local identity.

Fath Elahi et al. (2009) in the study of deterrents affecting the sports tourism in Azerbaijan province as a successful example of tourism events reported that the management problems, poor information, lack of advertising, and lack of proper services are the most important obstacles to attracting the sports tourism.

2.2 Theoretical implications

The current urban planning, especially in Iran, witnesses the predominance of modernism and physical approach, which has penetrated into the city context, including the neighborhoods. Neighborhoods have always had important social significance and function in Iran, but we are now seeing the decline in community life and the cultural and social activities of neighborhoods. Neighborhood is the most fundamental element of a city and the interface between the city and the citizens. In the last two decades, many organizations and institutions involved in urban planning around the world have adopted the neighborhood-centered, bottom-up approach to the urban planning and finding the solution for urban issues, while the principles of sustainable development theory also require paying attention to neighborhoods on the local scale (Bartzokas-Tsiompras & Photis, 2017;2019;2020b; Bartzokas-Tsiompras et al., 2020a;2021). Using such events in the social and cultural capitals, the quality of spaces and living in cities and neighborhoods can be promoted with the minimal physical interventions without the need for major financial investments (Yousefian, 2017: 16). Neighborhood development highlights the public participation and increased compliance of plans and programs with the needs and conditions of residents. As a strategy that utilizes the internal resources and capacities of cities (culture, history, customs, etc.), the eventfulness (use of events) can also be useful in achieving the neighborhood development. Events enhance the interactions between residents by creating an interactive space, and can also enhance the sense of belonging within the neighborhood. Organizing events at the local level can be beneficial to cities, because the events usually rely on existing infrastructure, resources and capital and require less investment (Higham, 1999: 89).

There are some approaches to studying the effects of tourism:

Reformist approach: Holding the rose water festival has produced environmental, physical, economic, and social effects in the region. The economic factor plays the most important role in explaining the effects of the rose water extraction festival. Another environmental factor is an important one that is influenced by the rose water extraction festival and tourism development. This factor has the largest number of variables. Another important factor that is influenced by the rose water extraction festival and tourism development is the physical factor. The last factor is the social factor. The existence of the lowest factor load compared to other factors indicates the fact that the social fabric of Kashan shows great resistance to changes and this region has maintained its local identity (Rezvani, 2008: 87).

Structuralist approach: The criticisms of tourism in the structuralist camp are related to its effects on culture, environment, and social relations. Reid points out that tourism analysis should be accompanied by the critique of capitalism. In the view of many tourism researchers, it is the forefront of globalization processes and the cause of change in transportation, communications, and financial investment. Tourism is changing and transformative. Tourism also reflects the unequal power relations that play a role on a global scale. Smith points out, for example, that tourism acts as a mechanism for increasing the power in two ways. First, it consolidates and maintains its superior position as a special image of identity. Second, by encouraging various economic and social groups to adopt the existing lifestyle in tourism development, it helps the world powers to find new ways to increase control and superiority and achieve individual interests (Rezvani, 2008: 88).

The quality of the experience the traveler or tourist gains depends on the cultural and social characteristics of the destination or place he/she is visiting. Because the outcomes of the tourism industry are usually very complex and interdependent, each of these effects often falls into more than one class or group. The meaning of social effects is the changes that occur in the lives of the people of the tourist host community, and this change is mostly due to the direct contact between the residents that land and the tourists. Cultural effects refer to the changes that occur in the art, customs, and architecture of the people living in the host community. These changes are long-term and, as a result, cause the growth and development of the tourism industry (Parvini et al.: 2015: 90).

These factors are involved in motivating the entrepreneurial events:

1. Antecedent or background variables: The antecedent factor is related to the underlying variable. These situations or characteristics are the factors that make a person consciously or unconsciously examine the possibilities of entrepreneurship. Some of these variables are historical or environmental in nature;

2. Existence of tourist attractions of an event: such as local festival;

3. Accelerating variables: While the antecedent factor creates a start-up company over time, it is the accelerating factor of an accident or situation that specifically accelerates entrepreneurial actions.

4. Rehabilitation variables: The antecedent and accelerator variables create the potential entrepreneurial motivation to start a company or venture capital, but this does not mean that the start-up will actually be established. The entrepreneur is just one of the components of start-up entrepreneurial companies. The two components of opportunity and resources are crucial in the decision to establish start-up companies and are called the empowerment factors.

The rehabilitation variables can help an entrepreneur. They can identify tourism opportunities and inform them in this regard, and also help government organizations to establish and launch such entrepreneurial affairs.

Ahmadpour Daviani also considered five main components in the entrepreneurial process, namely entrepreneurship, opportunity, structure, resources and strategy, and necessity, and presented his model accordingly (Ahmadpour Daviani, 2001: 115-117).

Event tourism is defined as a social, cultural, and economic phenomenon resulting from the unique interactions between individual and place activities (Weed & Bull, 2004: 47). They are a form of tourist attraction that is held on different scales, from events such as the Olympics and world fairs to local festivals and small events in places such as parks (1989: 125). Every year, many of the world's great cities compete with each other for the benefit of hosting events such as the Olympics, International Exhibitions, and World Cups. However, holding events is not a new activity, but historical studies show that celebrating special occasions and traveling to a festival have been common since ancient times and have different cultural, social, and religious aspects (Connell, 2012: 11).

The concept of neighborhood has been a constant topic for research enthusiasts, historians, sociologists, and urban planners since the late 19th century (Zhang and Yung, 2018: 3). The term is a well-known concept for urban planners and residents. There are different definitions of neighborhood, including "a geographically concentrated community located in a large city or suburban area", "a distinctly identifiable area of a society that retains some of the qualities and characteristics that distinguish it from other areas" or "an area where residents are brought together by common interests" (Choguill,

2008: 42). Neighborhoods can be considered the oldest and most recognizable part of urban divisions that provide semi-public life for citizens (Ghadami and Zeinalzadeh, 2015: 68).

From the urban planning perspective, the urban managers began the design and development of lively, environmentally friendly neighborhood from the early 20th century, when Ebenezer Howard put forward the theory of garden city. Subsequently, Clarence Perry introduced the concept of neighborhood unit, and then, the neighborhood-scale planning was formally adopted by residential planning specialists (Rohe, 2009: 212). He integrated the neighborhoods with urban planning activities and defined the ideal neighborhood as a place that includes all the public amenities and conditions required by the average family for the convenience and proper development of its suburbs (Perry, 1929). Since then, neighborhood-centered planning has gradually attracted the interest of planners and has been extensively developed in industry and science (Zhang and Yung, 2018: 3). In addition to physical planning, the citizen participation and social interaction were mainly addressed in neighborhood planning (Choguill, 2008: 43).

Over the past decades, many organizations and institutions involved in urban management and planning around the world have emphasized the promotion of participatory attitudes and have adopted the "bottom-up" approach for decision-making and solving urban issues to develop an approach to urban planning (Safaeian, 2014: 3). In the field of urban development, John Friedmann may be the most prominent theorist who argued for the need to revise the planning ideas and the shift from macro-level decision-making to local aspects and everyday life. The new planning pattern is based on the participatory role of people and local communities to a large extent. It can be considered a desirable pattern in urban planning due to the characteristics such as the participatory nature, process approach to planning, increased control of people over livelihoods and daily lives, and presentation of plans and programs that are more dependent on the needs and conditions of the neighborhood residents (Hajipour, 2006: 39).

Neighborhood development is a process that has wide dimensions and scope. This concept is actually a bottom-up effort by local actors to improve the income, job opportunities, and quality of life in the settlements. While neighborhood development can be undertaken by urban planners, the development on this scale heavily relies on the residents who can solve problems by integrating natural, physical, human, social, and cultural capitals. The purpose of this development is to improve the living conditions of neighborhoods by enhancing the participation for working together and providing solutions and services to the residents (Mousavi, 2006: 16).

Events are the carefully developed experiences to impact people altogether. Events bring people together to share experience and produce a measurable output (Silvers, 2004: 424). Getz states that events are unique spatial-temporal phenomena due to the interactions between the environment, individuals, and management systems (Getz, 2008: 404).

Events have existed in all times and cultures throughout human history. During the second half of the 20th and early 21st centuries, the event industry has evolved to varying scales (Susic and Dordevic, 2011: 71). Events are important parts of urban life and generally take many forms, such as theme festivals; political, cultural, and sporting events; religious gatherings; etc., and can take place on different scales (Irina and Corbos,

2012: 19). They are an effective strategy for societies to gain economic, social, and cultural benefits (Grappi and Montanari, 2011: 1128). Events are generally important to individuals and communities; they provide an opportunity for individuals to come together in a social setting (Yuruk et al., 2017: 367). The studies have shown that events can have a variety of potential impacts, including the economic, social, cultural, and physical impacts on different scales. Hence, they can also have an impact on residents and neighborhoods on the neighborhood scale.

Urban tourism, which is one of the most popular forms of tourism, can lead to economic growth and diversity of activities in villages. However, in some cases, the level of economic vulnerability is high due to natural disasters. Therefore, special attention should be paid to the development of other activities such as urban tourism. In this way, it can ensure improving the living conditions and empowering the citizen, and provide the context for reducing the migration to cities. Because it seems that this sector is a supplement to generate income for different urban groups (Azmi & Razlansari, 2015: 8). Cities in Iran, like many countries in the world, are a growing phenomenon. The weakness of macro-plans for the urban community has provided an opportunity for the formation of local economies. These places improve the people's lives while improving the livelihoods of low-income residents (Safarabad et al., 2015: 84).

Tourism is a phenomenon that has existed for a long time in various human societies, but has become an industry with the entry into the modern era. Discovering new lands, exchanging customs and culture, developing sciences, and expanding trade are just some benefits of tourism. The World Tourism Organization (WTO) defines tourism as a set of activities that a person does on a trip and in a place outside of living area, which does not last more than a year, and its purpose is entertainment, recreation, rest, sports, and similar activities. Tourism can be divided into different categories such as sports, cultural, political, business, leisure, and scientific tourism. Tourism revenue in 2010 was about one thousand billion dollars and is estimated at about two thousand billion dollars in 2020. One of the fastest growing levels of tourism is event tourism (Eftekhari et al., 2010: 4).

It is necessary to pay attention to the great potentials of tourism, cultural and economic diversity, diversity of geological and geomorphological landscapes and other ecological features of cities through appropriate management practices. Considering these features, by increasing the awareness of the local community about social activities and creating an appropriate management framework, these resources can be used for the sustainable development of tourism (Safarabadi, 2016: 64).

Nowadays, the merely physical approaches cannot be effective in tackling urban problems and complexities and be successful in solving the relevant issues, and the non-physical approaches need to be adopted to develop and improve the quality of urban life. In order to rationally face such complexities, new ideas and strategies are formed as the most important stage of collective life to promote the quality of urban spaces. The eventful approach and the use of events are among these strategies (Ranjbar, 2017: 5).

3. RESEARCH METHOD

The research was done using the applied, descriptive, and survey methods and the questionnaire was used for the data collection. The statistical population consisted of local experts, including the specialists and authorities of various urban organizations

involved in the urban festivals of Shiraz, Iran. The total population sampling was performed as the qualitative research up to the saturation point. The reliability of the study was verified using the Cronbach's alpha formula equal to 0.73 and the validity of the research was evaluated with the help of geography and sociology experts. Shiraz is the capital of Fars province. This city is located at 30° 25' latitude and 37° 29' longitude. The city elevation is 1590 m above the sea level. The city has an area of 12990 km² with the length of 2 km and width of 20-30 km. According to the 2016 census, the population of Shiraz is 1,712,745 (Figure 1).

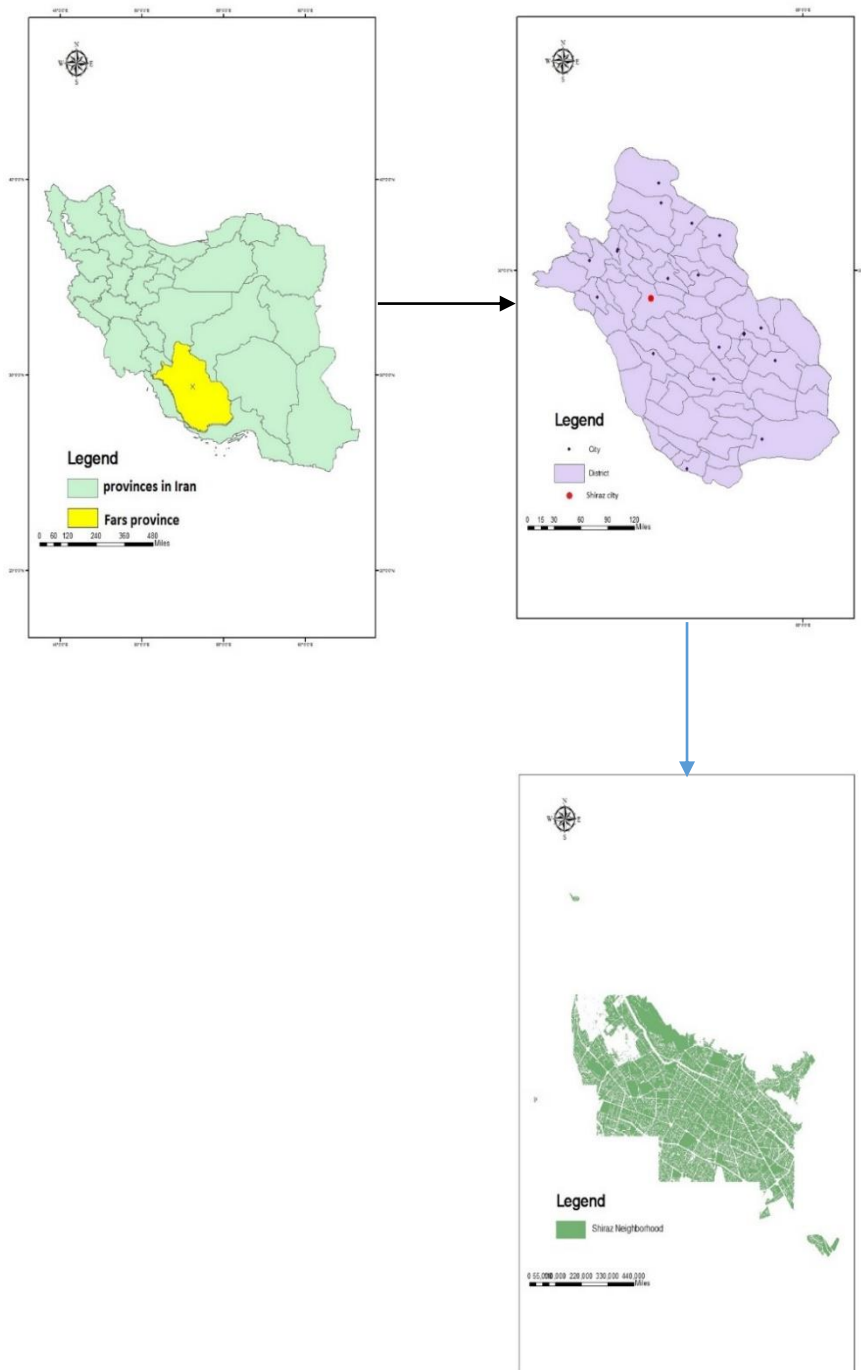


Figure1. Map of study area

4. ANALYSIS

In Iran, despite the rich cultural and religious ceremonies and rituals, little attention has been paid to the use of social and cultural potentials and capacities. Various events can, therefore, be used on various scales, especially locally, as a catalyst for the development of cities and neighborhoods. Shiraz metropolitan area as a city with rich culture and the cultural and historical resources has the potential to hold events on different scales. Given the predominance of the physical and macro-scale approaches in urban plans and programs and the neglect of neighborhood and neighborhood-centered development, this paper examines the eventfulness and event holding in Shiraz and the process of neighborhood development.

As mentioned before, Shiraz is a historical and cultural city and has a variety of local rituals and customs. One of the celebrations held by the indigenous people of the city, albeit somewhat faded and confined to old neighborhoods, is the "bitter orange tree wedding". Since Shiraz is known as the city of bitter orange blossom and the tree is found in all the neighborhoods, the people of the city have held the event. The neighbors gather at this celebration to celebrate the bitter orange tree that has become less productive, sing local songs, and distribute local sweets. Unfortunately, the number of such old and local celebrations has decreased.



Figure2. Local ceremony in Shiraz



Figure3. Local ceremony in Shiraz

It is evident from Table 1 that the trend of organizing the events has been very different in the past, present, and future. In the past, the events were people-oriented and often had a religious approach. They were self-reliant and their dependence on government institutions was low. In fact, people organized local events in the neighborhoods where they lived. On the other hand, there was a great deal of public acceptance. In particular, these events were sometimes religious and occurred at specific religious times. However, the number of festivals was low and mainly related to religious rituals.

Events have significantly changed in the present. In the current situation, the role of the government in religious rituals has increased due to the ideologically religious view. Unlike the past, the national approach has declined and the religious aspect has increased. The self-reliance of neighborhoods for the event organization has been diminished. The government support, however, has made events more religious in nature than before and numerous religious rituals are held.

In the future, the experts predict a reverse trend. The need to develop the local economy and tourism and the reduced government revenues due to various political and social factors such as sanctions and the need to solve economic problems once again increase the role of neighborhoods and their self-reliance. The local independence of the neighborhoods is expected to increase due to the reduced government intervention in the events, making national ceremonies of more interest. However, the number of festivals increases, because it will gradually be felt that events play a significant role in the local economy. Overall, the experts believe that events will make the neighborhood economy more independent than before.

Table 1. Eventfulness trend in Shiraz over time

	Past	Attitude	Present	Attitude	Future	Attitude	z value	Significance
people-oriented	4.19	high	2.18	low	4.32	high	0.28	0.0
religious approach	4.30	high	3.17	high	2.30	low	0.24	0.0
national approach	4.17	high	2.17	low	4.12	high	0.32	0.02
self-reliance	3.12	high	2.12	low	4.16	high	0.33	0.01
government support	2.13	low	3.13	high	4.17	high	0.32	0.01
periodic	2.13	low	3.13	high	2.15	low	0.28	0.0
number of festivals	2.13	low	2.13	low	4.18	high	0.22	0.0
public acceptance	4.14	high	3.14	high	4.12	high	0.21	0.0
government acceptance	2.14	low	2.14	low	4.10	high	0.22	0.0
assistance of people	4.17	high	2.17	low	4.30	high	0.23	0.0
assistance of government	2.16	low	2.28	low	2.12	low	0.24	0.0
assistance of municipality	2.16	low	2.29	low	2.11	low	0.39	0.3
public participation rate	4.35	high	2.32	low	4.10	high	0.30	0.01

1 to 2.5: low; 2.5 to 5: high

Events play an important role in the neighborhood economy, as various organizations and institutions such as charities or trustees collect large amounts of financial and non-financial resources in the ceremonies. Some religious services offer foods and confectionery up to 10 days, where the raw materials are supplied from local retailers. However, there is a growing trend in the sale of some accessories of festivals such as clothing, chains, musical instruments, etc.

The government earns little revenue from the ceremonies, and no significant role is played in strengthening the state economy. However, some indigenous people sell different products that play an important role in their basket of goods (Table 2).

Table 2. Impact of eventfulness on neighborhood economic development

Variable	Mean	Attitude	Univariate t-value
Strengthening neighborhood economy	4.53	high	0.0
Expanding small businesses on sideline of festivals	4.66	high	0.02
Paying taxes to municipality and increasing municipal revenues	2.32	low	0.01
Selling festival-related products to indigenous people	2.22	low	0.02
Employment creation for neighborhood people	4.28	high	0.03

Local events have the potential to enhance the indigenous and national culture of the people, especially the youth, although they have not been successful in this regard, as shown in the table below, because of the faded public and indigenous attitudes. However, as the ceremonies are associated with some competition between neighborhoods for better organization, they create a neighborhood bias and an increased sense of belonging. Increasing the spirit of participation and improving the social capital through local events also indicate the importance of the events at the neighborhood level (Table 3).

Table 3. Social and cultural impacts of eventfulness

Variable	Mean	Attitude	Univariate t-value
Strengthening indigenous-national culture	1.22	low	0.02
Strengthening indigenous-religious culture	4.27	high	0.02
Strengthening self-esteem among people	4.32	high	0.0
Introducing youth to traditional culture	2.28	low	0.0
Strengthening religious history of people	4.28	high	0.0
Strengthening national history of people	2.25	low	0.02
Reconstruction of national identity	4.23	high	0.02
Reconstruction of religious identity	4.20	high	0.02
Strengthening social interactions	4.22	high	0.0
Strengthening social participation	4.79	high	0.0
Increasing social solidarity	4.45	high	0.02
Improving quality of life	3.32	high	0.0
Improving social capital	4.34	high	0.0
Strengthening sense of belonging to neighborhood	4.28	high	0.01
Strengthening sense of vitality in neighborhood	4.28	high	0.0

The increased traffic, noise pollution, and waste ensue from the events in the neighborhood. Sometimes, however, different groups take actions at the neighborhood level to collect garbage and spontaneously manage the traffic. At this time, most of the management is done by the neighborhoods, and the law enforcement and security agencies do not interfere with the order. Usually, as most people are satisfied with the event or at least one member of a household attends the event, it is not considered a major source of nuisance for indigenous people (Table 4).

Table 4. Eventfulness problems in neighborhood

Variable	Mean	Attitude	Univariate t-value
Increase traffic	4.34	high	0.0
Increase waste contamination	4.28	high	0.01
Increase noise pollution	4.43	high	0.0
High economic costs	4.33	high	0.0
Overcrowding	4.27	high	0.01
Disturbance for residents	2.32	low	0.01

Table 5 shows that the eventfulness in the Shiraz urban neighborhoods has promoted the employment among the neighborhood people. Also, during the festivals, the income of shopkeepers and retailers has increased. Providing economic assistance for the ceremonies has also boosted the economic interactions among residents. Unfortunately, no proper markets are established to enhance the economic aspects of events. However, some people have criticized that in some cases, people from outside the local area also come to the neighborhoods to market their economic goods. People also sometimes go to chain stores or out-of-district retail outlets, which may not benefit the local people from the eventfulness (Table 5).

Table 5. Relationship between eventfulness and economic development of neighborhoods

Dependent variable	r value	Significance
Employment creation	0.34	0.0
Impact on income of shopkeepers and retailers	0.32	0.0
Economic interactions within neighborhood	0.36	0.0
Development of economic infrastructure	0.33	0.01

The stepwise regression was used to see the significance of each item. All the variables under study were analyzed. The findings indicated that the most important economic impact of event organization on neighborhood is the increased income of shopkeepers and retailers during the event. Also, the expansion of economic infrastructure such as some local booths is another economic result. The employment creation and economic activity within the neighborhood are other results of neighborhood-level event organization, which rank at the next levels (Table 6).

Table 6. Impacts of eventfulness on economic development of neighborhoods

Dependent variable	B value	β value
Constant value	1.32	
Employment creation	0.34	0.71
Impact on income of shopkeepers and retailers	0.49	0.82
Economic interactions within neighborhood	0.16	0.28
Development of economic infrastructure	0.41	0.28

$$Y = 1.32 + 0.34X_1 + 0.49X_2 + 0.16X_3 + 0.41X_4$$

Table 7 shows the factors affecting the urban, social, and cultural development of Shiraz. It is evident from this table that the events have created social capital. This is especially important in a country like Iran that has low social capital. There is also low collective participation in Iran, and, according to this study, the events enhance social participation and improve the quality of life of neighborhood people. The preservation and survival of indigenous traditions are largely dependent on the local ceremonies, which increases the self-esteem among indigenous peoples and creates a sense of confidence among the people (Table 7).

Table 7. Impact of eventfulness on social development of neighborhoods

Dependent variable	r value	Significance
Social capital	0.32	0.02
Collective participation	0.27	0.02
Quality of life	0.36	0.01
Preservation of indigenous traditions	0.33	0.0
Self-esteem	0.32	0.01

The research findings indicate that the most important role of eventfulness in neighborhoods is to enhance the collective participation. Also, the social capital improves through holding the events, which improves the quality of life, preserves local traditions, and creates a sense of self-esteem and confidence among the people (Table 8).

Table 8. Impact of eventfulness on social development of neighborhoods

Dependent variable	B value	β value
Constant value	1.52	
Social capital	0.27	0.52
Collective participation	0.27	0.55
Quality of life	0.42	0.34
Preservation of indigenous traditions	0.38	0.21
Self-esteem	0.22	0.28

$$Y = 1.52 + 0.52X_1 + 0.559X_2 + 0.34X_3 + 0.21X_4 + 0.28X_5$$

5. CONCLUSIONS

The purpose of this study was to investigate the eventfulness in urban areas of Shiraz. The research findings showed that the eventfulness has changed over time. In fact, the people-centered dimension has been diminished and the role played by the government has become prominent. However, despite the more pronounced role of the government in organizing the events that are predominantly religious, these events have had little impact on the tax revenues and economy of the government and municipalities. These events, of course, have economic benefits for the local people and have led to the development of employment, increased product sales, and diversified income, albeit in a short period of time. The findings showed that the eventfulness plays an important role in increasing the social capital. The increased participation and quality of life are other benefits of indigenous ceremonies and festivals at the neighborhood level. Besides, the eventfulness has some problems. For example, the increase in traffic, noise pollution, and

problem of waste and garbage that remains in the neighborhood after the ceremonies are the issues the people have always complained about. However, the current trend shows that the tendency to organize ceremonies and festivals is still increasing, although the government intervention has further directed the festivals towards the religious rituals. Based on the above results, it can be stated that the current trend of events is religious and periodic and there are few local and indigenous events. Therefore, it is suggested that the trend of events to be more directed towards the tendency to and the increase in the quality of life and vitality of the neighborhood people through the targeted planning according to the needs of the neighborhood people. In addition, the local and indigenous events are more likely to attract economic benefits to neighborhoods using the local potentials, as they can be more diversified and attractive in the holding process than religious events. This includes creating different local marketplaces depending on the type of event or organizing various art and sports competitions, etc.

In this study, like Nazar Getz (2008) and Kiani Salmi and Bashaq (2015), tourism identifies the event as a tool for the development of the local economy, which is due to job creation and empowerment of indigenous people. Also, like the findings of Gan and War (2002) and Tavalaei et al. (2008), this study considers the cultural aspects of the event tourism important and emphasizes the cultural and social impacts of the neighborhoods.

The study found that the motivation of tourists and festival visitors is diverse. As Parinello (1993) states, it is important to understand the motivation of tourists and visitors to local events. This study also agreed with Mirzaei (2016) that several factors are important for the presence of tourists in the festivals. This research, like Watt (2012), believes that if the target visitors are not identified correctly, there will be no event. However, the role of indigenous people is an important point that has been mentioned in this research, but Watt did not mention it. This research, like Inscape (1991), believes that tourism events are a combination of natural and cultural attractions. However, there are problems in the development of event tourism, which is also seen in the findings of Fatllahi et al. (2009). The management problems, poor information, lack of advertising, and lack of proper services are the most important obstacles to attracting sports tourism.

At the end, the following suggestions are presented:

- It is necessary to identify the tourism map of the province and the potentials of each region in holding tourism events;
- Part of the problems in holding festivals is due to inconsistencies between officials. There is a need to create some kind of coordination between tourism complexes;
- Shiraz has the potential to become the capital of tourism events according to the slogan of the provincial officials. Accordingly, it is necessary to take the necessary measures to introduce this event.

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