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## Improving the quality of service to the urban environment for sustainable development

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### Abstract

According to the role of parks in the urban environment and quality of services important in urban areas, subject to satisfactory service and quality Satisfaction of citizens with such important matters that should be considered in the planning, implementation and management and maintenance of parks. The purpose of this study, using quality function deployment (QFD) methodology and analytic hierarchy process(AHP) for improve the quality of service to the urban parks is received from views of citizens. The quality function deployment methodology is to make the logical relationship between municipalities and citizens. Hence, this method can be used to reduce the gap between them. In this study, Using QFD to improve services of parks and green space organization in the 6th district of Tehran urban parks, collecting data on citizens' demands and using experts opinions, requirements relating to any of the demands of citizens were identified and preferred indicators is made using AHP techniques. In the end, the priority ranking indicators based on the weights have been obtained. The results show QFD is a very effective tool that enables parks and green space organization to identify demands of the citizens and to perform engineering and technical requirements.

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## **1. Introduction**

As the population increases the hygiene, security and living environment problems of urban places and spaces increase and as a result the citizen's health is threatened (Rainham, 2007). Undoubtedly, one of the effective means for improving the living standard of cities is the parks. As the population density increases and with expansion of the cities the importance of parks increases (Lee, 2010). Urban parks have roles in improving the ecological, economic and social level of society (Salehi et al., 2012). They have benefits such as the treatment of psychological and physical disorders, being a good environment for children, relaxation and socialization. Parks are considered as one of the indicators of a developed society with improved living standards. (Salehi et al., 2012; Balram, 2005). Therefore, the cities are definitely in need of parks wherever the opportunities and possibilities are there. The parks provide the necessary green infrastructures for cities and have a major role in improvement of city ecology (Bugress, et al., 1988).

The establishment of city parks, on the one hand, because of their significant impact on living quality and sustained development (Manlum, 2003; Chesura, 2004), and on other land, because of their financial burden on city municipality and citizen without any capital and profit return, need a widespread analysis (Manlum, 2003).

Considering the above issues, it is clear that today's parks have an important role in satisfying the citizen's needs with the highest quality. Therefore, organization of parks is one of the top priorities of the city's management which is persuaded in urban places seriously. Thus presenting good services with appropriate quality to satisfy the needs of citizens is inevitable.

In order to meet the expectations, within the last decades, different methods and techniques have taken shape in the area of management and quality. Among them, the method of Quality Function Development (QFD) is a very effective and efficient method for realization of customers' needs.

Considering the vast variety of applications of this method, in this research the approach is to use the QFD method to analysis the services of the Park and Green Spaces Organization of the city municipality for the citizens in an appropriate parks planning.

The QFD method provides the logical and appropriate connection between the organization offering the services (city municipality) and the customer (citizens) (Shillito, 1994). Therefore, with the help of QFD method, one can match the performance of the city municipalities according to the citizen's needs. The first efforts for using the concept of "Quality Function Development" initialized in Japan in 1966. The more advanced version of the performance quality development was used in the Kobe Shipyard company by Yoji Akao with the goal of designing oil tankers (Chan & Wu, 2002).

Ford Company is one of the pioneers of using QFD in designing the automobile spare parts in the United States (Chan & Wu 2002). Since then using the QFD was, gradually, developed as an efficient and effective tool in designing goods and products in services.

In a more specific study related to city parks entitled, "the principles and standards of safety as the components of stability in the urban atmospheres", Sadeh Naeeni (2010) has specifically used QFD method in a section of research for analyzing the services of the city municipality in a frame work of planning for playgrounds and sports in the city of Tehran in local and neighborhood parks.

## **2. The scope of the study**

The scope of this research is Tehran's city municipality in the 6<sup>th</sup> region. This region has 2138.56 hectares of land which is equal to 3.3% of the total area of the city of Tehran. The region is located in the city center of Tehran and provides good accessibility for citizen needs. The area under study includes 6 districts and according to estimates of 2006, it has a population of about 247644 persons (Statistics Center of Tehran, 2006). Also based on the area's statistics in 2009, the number of parks in the region is 39 with a total area of 698710 sq.meters (Tehran Municipality, 2010).

In this research, for the purpose of field observation using the phased sampling method, the following parks in the 6<sup>th</sup> region were selected: Shafagh and Ghezal Ghale parks with local standards and Sae and Laleh parks with the regional standards. The selection was based on the cooperation and participation of the related municipalities

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