Role of urban management in development of seaside tourism with an emphasis on people participation Case study: seaside city of Juybar

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ABSTRACT
Today, tourism as one of the most important industries of sustainable development, brings a huge cultural, social and economic opportunity for cities. Sustainable development tourism industry has such a role on economic and social development of countries that economists have described it as the engine for development of seaside regions. Development of this industry in the world, needs efficiency of the management system, development of the infrastructure, and improvement of the required capacities. Necessity of strengthening the factors, citizen participation in order to achieve sustainable development tourism, requires providing the basic needs for presence of people in public areas. As city is considered as a system and people's participation is a part of the system, and one of the influencing factors in the system, in this research, we seek to explain the subjective and objective setbacks and obstacles that are on the way of citizen's participation in urban management, and the effective solutions in increasing people's participation in ideal and innovative urban management by using analytic-descriptive and statically and presumption method. The relation between people's and managers' perspective and people's participation and qualitative and quantitative characteristics influencing people's participation are identified through questionnaire and calculating the relation between these characteristics and people's participation. Static population are residents of city of Juybar with a population around 31820 people, which according to Cochran's formula, 384 people were selected. In current research in order to describe and analyze data and examine hypotheses Spearman correlation coefficient and one sample T-test were used n SPSS software. Results show a positive and meaningful relation between urban management function and citizen participation in tourism development.

Keyword: urban tourism, urban management, seaside city of Juybar, participation.