

**Assessing the realization of contemporary urban space based on an intercultural approach; Case study of Kianpars west coast of Ahvaz**

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**ABSTRACT**

Since every activity takes place in the human imagination, it is basically based on culture, and that activity is a function of the cultural characteristics of society, and this is the case in urban spaces. Every cultural area has a border (physical, political or cultural). Khuzestan province has long been the circulation of ethnic groups with different dialects, rituals and subcultures. Accordingly, the purpose of this study is to evaluate several central categories including contemporary urban location, intercultural dimensions and the coastal strip of western Kianpars in Ahvaz. The statistical population of the study is district one of the two districts of Ahvaz with a population of 4957 people. Using the Morgan table method, 355 people, both men and women, were selected by simple random sampling to respond to the research tool. In order to test the research hypotheses, structural equation modelling has been used. The results of the present study show that contemporary urban space with an intercultural approach is a two-dimensional concept with different dimensions. In this study, using the studies conducted, the intercultural dimensions of place including events, interactive-evolutionary, absorption and persistence in the form of two concepts of intercultural communication and meaning in the field of contemporary urban space with dimensions of behaviour and activity, environmental quality, spatial satisfaction Using SPSS and PLS-SMART3 statistical software, the hypotheses are tested in combination and then a model is created. The results showed that there is a significant and direct relationship between the independent intercultural variable and the dependent variable of contemporary urban location.

**KEYWORDS:** Intercultural Approach, Contemporary Urban Location, Structural Equations, West Kianpars Coastline, Ahvaz

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## **1. INTRODUCTION**

Place is a cultural phenomenon that must be studied in the context of a particular culture. Places, in a particular culture, react and at the same time are influenced and influenced by the interests and values of the people in which the culture-society lives (Barati, 1394: 5). Every cultural area has a border (physical, political or cultural). Cultural areas can be distinguished in terms of language, dialect, political patterns, religious realms, ethnic culture (architecture, music, agricultural implements and nutrition), general culture, racial characteristics, urban planning and urban mosaics, among others. (Jordan and Raventry, 13: 1380). On the other hand, intercultural communication is important in defining "communication between people from different cultures" (Gadykanst, 2005: 314). In studying intercultural communication, researchers ask how people with different cultural experiences understand each other (Bashir et al., 2015: 14). If people who have a single culture living in the valley of a specific geographical area are permanently settled, formal cultural areas are created. The official cultural areas of Iran are: Central Region (Persian), Cultural Region of Azerbaijan, Kurdistan, Baluchistan, Lorestan, Bakhtiari, Khuzestan (Arabs), Turkmen, Sistan, Mazandaran, Gilan, Hormozgan, Bushehr and southern Persia (Pourmousavi et al., 2008: 85-81). Khuzestan province with its various dialects, rituals and subcultures is a circulation of ethnic groups and the existence of ethnic groups such as Arabs, Bakhtiari, Lor, Shoushtari, Dezfuli, Behbahani, Qashqai Turks and other ethnic groups has long confirmed this issue. The metropolis of Ahvaz has long been inhabited by different ethnic groups of Persian speakers, Arabs and Bakhtiari. Other ethnic groups settled in this city in different periods, including the Kelimians, Christians and Mandaeans. The immigrant population active in various industries, especially oil, education, the public health network, higher education, sports and the arts, has changed.

Immediate research (=Ahvaz metropolitan area) has a different texture from other areas, especially the southern areas of the city, and new constructions and increasing the number of floors in this area can be seen more than other places. This area is the residence of the upper classes in terms of social and income, as well as attracting the middle class population from other parts of the city in order to use commercial functions, services located in its main axes, which is faced with a high volume of traffic. The western coastal strip of Kianpars, Ahvaz metropolis (= government coastal park) as a study site, has long been a contemporary place for leisure of Khuzestan citizens with urban and extra-urban spheres of influence in the province, along with socially active areas. Culture and tourism, including the Central Library of Khuzestan Province, wooden park, nature bridge, coffee shop and restaurants, sports fields and numerous temporary housing pavilions with rich and varied vegetation is one of the main contemporary gathering places and attractions of Ahvaz metropolis. This contemporary urban place has the potential of tourism-cultural places for national exploitation and socio-cultural strategies and environmental quality.

In this research, using the method of exploratory factor analysis, the researcher seeks to explain the communication model in order to evaluate the realization of contemporary urban space (coastal strip of Ahvaz) with an intercultural approach. Accordingly, it seems that all intercultural dimensions such as: communication dimension (interactive-evolutionary and event) and meaning dimension (sustainability and absorption) as independent research variables on the sum of contemporary urban place indices (behaviour and activity, loss Location and environmental quality) are effective.

## 2.Theoretical foundations of research

Numerous definitions derived from the environment around the contemporary urban place in the face of the nature and dimensions of the subject of culture; Wallin defines the majority of contemporary urban public spaces as "dysthymic space"; A space of unknown and abstract relationships that is in stark contrast to the "proximal space" defined by Hall in 1966 (a space under the control and supervision of culture). In contrast to these two spaces, society consists of strangers living in a public space. Such a society is a world of shopping malls, television and the Internet. Capitalist culture in which society always has a passive, open-minded and consumerist state of mind (Wallin, 1998: 109). Today, cities are socially suitable places for the formation of social institutions, the promotion of cultural values, the expansion and strengthening of relations. And they are social relations, because the physical form of cities is in fact the core of the social world that affects all dimensions of society (Latifi and Dabiri, 1389: 75). The recent approach to the concept of culture is that culture has different meanings and values for different groups in different places and at different times (Shokouei, 2005: 205). Culture as a dynamic concept has always been influenced by various factors and its shaping elements are changing due to various components (Khasto and Habib, 1395: 31). Experts in the fields of sociology and human geography believe that space is composed of the material and man-made world as well as the natural world, and when it is given meaning through individuals, groups or cultural processes, it becomes a place (Bigdley and Sharifi, 239: 1387). It can be said that a place is built under the influence of culture, its components and elements such as religious beliefs and art, technology, values, politics and economics (Rezvani and Ahmadi, 1388: 53) and is a space for an individual or group. It has meaning from people (Mir Gholami and Aishm, 1395: 70). Interaction between cultures, civilizations and societies in various fields of thought, science, behaviour and technology, is an inevitable and undeniable thing and of course the necessity of human society (Naghizadeh, 1394: 90). On the other hand, the main features of culture are that it is acquired, common and symbolic, has a general and comprehensive inclusion (Kotak, 2002: 268-270). The cultural characteristics of society penetrate into the body of place as a soul, manifest in it and manifest themselves in the spatial and spatial context. To understand the interaction of culture and place, we must pay attention to human activities in place and space (Rezvani and Ahmadi, 2009). The city as a bed of crystallization is a cultural-physical complex that has been formed based on the needs, activities and behaviours of its inhabitants (Pakzad, 2012). The optimal structure of a good city is such that it realizes and facilitates the connection between different cultures. In Montgomery's model, the development of cities takes place in different time periods, and to succeed in each period, the city must be able to work between three different factors: creative and dynamic economy, cultural and innovative life, and physical form compatible with Establish activities in balance (Golkar, 2011). An important shortcoming in recent theories about the concept of place is that these theories have not considered place from the perspective of culture and especially from the intercultural point of view (Barati, 1394: 4). Man is a cultural being and lives culturally (Weimer, 2004: 7). In the words of Ullmann and quoted by many thinkers, "Wherever there is a human being, there is a culture, and wherever there is a culture, there is a human being" (Schumer, 2005: 19). This type of communication in the field of international dialogue and is a measurement arm for cultural strategists of a society (Vedadi and Akhlaqi Nasab, 1392: 19). Considering that cultural interaction and intercultural dialogues are based on the basic premise of "other existence" (Nasaj, 2013). In fact, intercultural relations have different intensity and nature based on the type of collective identity of the parties, country, region, gender, age and age group, history of companionship, quality of demarcations, and as a result, intercultural relations in all fields. It is considered (Hart, 1385: 4).

### **3. Research background**

The present study examines the background from the perspective of contemporary urban location with an intercultural approach.

Babaei Morad et al. (2015) in an article entitled "Modelling the structural equation of space dimensions with an intercultural approach, a case study of Naghsh-Jahan Square in Isfahan" The main purpose of this study is a structural approach to the dimensions and structures of the place with an intercultural approach to assess the validity of measuring conceptual dimensions and structural relationships between research structures. The case study of the present study is the role of the world. This study combines the concept of place with an intercultural approach consisting of four dimensions (1) power-capacity of sustainability (with 7 sub-dimensions), (2) power-interactive and evolutionary capacity (with 3 sub-dimensions), (3) power-capacity of absorption (with 12 sub-dimensions) and (4) knows the power-capacity of the event (with 4 sub-dimensions). Accordingly, one of the important dimensions of place study is to pay attention to it from a cultural point of view and as an intercultural capacity that can be useful in creating a suitable space for intercultural interactions and actions. Also, by expanding and elaborating each of the dimensions of the present research and adding new dimensions, it is possible to expand the range of concepts and theoretical frameworks of places with an intercultural approach.

Nouri Mokarram (2016) in an article entitled "The role of place attachment in the identification of rivers within cities (case study of Karun River)" to explain the indicators of place attachment, examines its role in creating desirability and identity of Karun River. The study was conducted by case study and field studies and face-to-face interviews with Ahwazi citizens and tourists and visitors to the Karun River Coastal Park and its analysis using descriptive and inferential statistics. The result shows that while the emotional-functional-semantic components in creating attachment to the river and finally the identity of Karun River, at the same time there is a direct relationship between the mentioned components.

Barati (2015) in a study entitled "Semantic-cultural definition of place" has sought to answer the question: how can we achieve a comprehensive description of the concept of place that can simultaneously reflect human experiences and expectations in to take into account both social and cultural dimensions? According to the findings of this study, the identity of a place is defined by the consumer's interpretation of its physical factors as well as its activities, events and situations, through the cultural codes and social contracts of the consumer. Sense of place is also constructed through consumer cultural perceptions based on social and cultural codes; therefore, there is no inherent characteristic of a place and the concept and sense of place may be different among people with different cultures. While it can be argued about intercultural communication that people always make connections between cultural codes related to place. The language of the people - as a semantic system - largely reflects their cultural perceptions, habits, desires and values. For Iranians, place is a sacred and spiritual phenomenon through which they can experience their existence in time.

The analysis of the category of place in the field of culture has been done in numerous foreign and domestic researches. Theories of contemporary urban location from the perspective of intercultural issues, explicitly and sometimes implicitly in the minds of some foreign researchers such as Dean Saitta, professor at the University of Denver in the book "Intercultural Urban Planning Urban Planning from Ancient World to Today (2020)" as The first important study to use the intercultural approach in cities and urban planning outside Europe, considering the role of social and cultural sustainability in urban planning; Sandy Kumar Agrawal, a professor at the University of Alberta, in several papers on "The Performance of Multicultural Planning in Cities in the United States and Canada (2011)", "What is Multicultural Planning?" (2009); Ricard Zapata-Barrow, a professor at the University of Pompeu Fabra, in his book "Intercultural

Citizenship in the Post-Multicultural Era (2020)" illustrates the pattern of intercultural politics that emerges in the study of population diversity and migration; Peter Dirksmeier et al. In "Situational Locations: A Review of the Geography of Intercultural Interaction in a Deep Study of Urban Space (2014)" argues that intercultural interactions between strangers in cities - and other areas - are the cultural conditions of the contemporary world community. Shapes; Sarah W. James in her article "Indigenous and the Intercultural City (2012)" calls for a review of the adoption of intercultural ethics in urban planning; He also pointed out that as a practical experience of the Council of Europe's "Intercultural Cities Program" project, it supports the European Intercultural Cities Program to examine its policies through an intercultural lens and strategies. Provide comprehensive interculturalism to help them manage diversity positively and understand the benefits of diversity.

According to the background and records, the innovation of the present study can be considered in the first chapter to explain the contemporary urban place with an intercultural approach in a watershed and non-historical tourism space for the first time and in the second chapter to include and test its specific model.

#### **4. Research method**

The method of the present research is developmental in terms of purpose and in terms of how to collect data, survey and library. To expand and complete the research information, structured questionnaires (closed) with Likert scale to measure the realization of contemporary urban space. From a cross-cultural perspective, descriptive and inferential analysis is used to determine its solutions. Also, after collecting, processing and analyzing the data, an attempt is made to examine and test the research hypotheses according to their relational and parametric nature, based on simple and multiple regression statistical tests, correlation tests and OLS and PLS structural equation techniques. To be placed. The analysis unit and the scope of the research are comparative and among the citizens of district one of the two metropolitan areas of Ahvaz at the micro level and the necessary information is collected at the individual level from the respondents. The population will be 4957 people according to the 2016 population and housing census. The sampling method is based on Morgan table. In the Georgian and Morgan formula, if the population size of the statistical population is about 5,000, the sample size using the Morgan table is 355 people. The sample size was calculated at the confidence level of 0.95 and the sampling accuracy with error margin (d) was assumed to be equal to 0.5 (Hafeznia, 1389: 144). In this regard, according to Morgan table, the statistical sample is 355 citizens. In this research, the contextual variables and its various dimensions (event dimension, persistence dimension, interactive and evolutionary dimension and absorption dimension) constitute the independent variables of the research. Also, contemporary urban location and its various dimensions are considered as dependent variables of research.

The tool used in this research is a questionnaire. Hence, two measurement tools are:

A) Intercultural questionnaire: Before dealing with intercultural indexing in order to assess the issue in area one of the two metropolitan areas of Ahvaz and achieve the required information in this statistical community, review the various researches that have been done in this regard. It seemed that the intercultural location model of Babaei Morad et al. (2015) was appropriate for statistical linking with the dependent variable of contemporary urban location. Therefore, these multicultural aspects were categorized based on the following four indicators and considered in this study, which are: a) event b) sustainability c) interactive and evolutionary d) absorption, based on the mentioned indicators and Research tools were developed to measure the dimensions and components of interculturalism in this study. In total, the questionnaire of this section consisted of 12 measures that measured all the variables in

the cross-cultural section. Each of the measured variables constitutes a sub-cultural or sub-cultural dimension.

The reliability of the partial dimensions of the questionnaire for measuring cross-cultural components was performed based on two internal coordination techniques of items and Guttman index technique and six Landa statistics, based on which Cronbach and Guttman alpha coefficients were calculated. The calculated coefficients for each of the partial dimensions reported in Table (1) indicate that the measurement accuracy is acceptable and therefore reliable. The minimum Landa statistic in the Guttman index for intercultural measurement was 0.75, which indicates the acceptability of reliability based on the accuracy of measuring intercultural variables.

**Table 1:** The obtained coefficients of intercultural dimensions

Independent variat	Dimensions	Cronbach's alpha coefficient	
Intercultural	Event	0.72	74.2
	Durability	0.76	
	Interactive and evolutiona	0.78	73.5
	Absorption	0.69	

B) Contemporary Urban Location Questionnaire: This questionnaire included items about contemporary urban location and its various dimensions. The question repository was collected with 11 questions. To determine the validity of the questionnaire, the content validity stage (CVI index) was performed. At this stage, you will be commented on by five expert professors in this field, and based on their opinion, 2 questions were removed in this stage by aggregating the points in completely relevant and related options, but the need for review. Also, according to some professors of Persian literature, the questions were edited literary. Finally, a questionnaire with 23 questions or items was provided. In this questionnaire, the total score of each subject in the whole questionnaire will be at least 23 and at most 115. In the reliability study, internal consistency calculation (Cronbach's alpha coefficient) and Guttman method were used.

In this study, Spss24 software was used to investigate the factor structure of the questionnaire and the method of exploratory factor analysis. In this regard, before performing factor analysis and to ensure the appropriateness of the data to use this factor method, Kesser, Meyer and Oaklin adequacy test (KMO) and Bartlett test were performed. A KMO test value of 0.85 indicates that the research data can be reduced to a number of key factors. In performing exploratory factor analysis, first in analysing the main factors, Varimex method was used. In the study of the results based on Kaiser Criteria (eigenvalues greater than 1) and the minimum load of 0.48, 3 factors that formed 78.49% of the variance.

**Table2:** Reliability indices of internal consistency of dimensions of contemporary urban space

Factor	Cronbach's alpi	Factor	Cronbach's alp	Factor	Cronbach's alp
Ambient quali	0.82	Spatial satisfacti	0.74	Behavior and activi	0.91

## 5. Analysis tools

In the questionnaire of this research, the convergent validity is checked by the AVE criterion (mean of extracted variance), which if this index exceeds the critical value of 0.4, the validity of the convergent instrument is confirmed. According to the table below, the mean values of variance extracted for all research structures is higher than 0.4 and this shows that there is a good convergent validity in the research model. On the other hand, the combined reliability (CR) criterion has been used to evaluate the reliability of structures. The combined reliability coefficient determines the degree of correlation of measurement models. Therefore, the results related to the reliability of structures more than 0.75 indicate acceptable reliability of dimensions.

**Table3:** Measurement evaluation of research measurement models

Manufacturer models	Research indicators	genvalue	ondition	Index	IF	VE	R
Intercultural communication	Event	2.58	2.23	66	0.83		
	Interactive and evolutiona	2.57	2.27	83			
Meaning - intercultural	Absorption	1.81	1.52	35	0.82		
	Durability	1.03	1.081	01			
Contemporary urban locati	Ambient quality	3.25	1.98	28	0.79		
	Spatial satisfaction	2.27	2.58	97			
	Behaviour and activity	2.13	1.99	34			

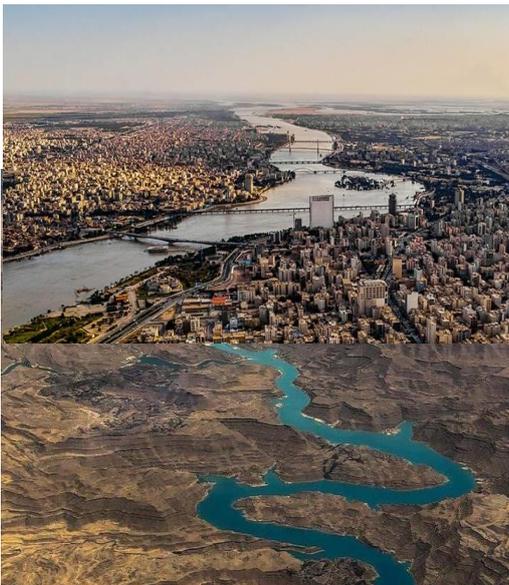
According to the compilation of the questionnaire in the two sections of background and main questions and considering the relevance and parametric nature of the hypotheses, in order to investigate the factor structure of the questionnaire, multiple regression coefficients will be used. In regression analysis, the researcher seeks to review and predict the data in order to identify the indicators and the relationships between them. In other words, regression analysis, in addition to prediction, can model. In this regard, Kaiser, Meyer and Oaklin (KMO) adequacy test and Bartlett test will be performed before performing factor analysis and to ensure the appropriateness of the data for using this method. Because the test value (KMO) indicates that the research data can be reduced to a number of underlying factors.

To test the hypotheses, the methods of analysis of the present study include simple regression test, multiple regression analysis to investigate multiple relationships and to present the structural equation of OLS and PLS with the least squares method (PLS -PM). SPSS24 software is used to draw histograms and graphs and smartPLS3 and XLSTAT 2014 software are used to model and explain causal relationships, then the survey findings of this section are prepared and practical suggestions are prepared and presented based on this.

## 6. The study area

Karun River in the south of Iran before Islam is one of the most civilization-building rivers in this region and the city of Ahvaz, whose history dates back to before the Sassanid era, was formed next to this river. (Hemmati and Amiri, 2016) Karun River With a length of 22 km and passing through the center of Ahvaz city along the northeast-southwest, it is considered as one of the largest natural elements dominating the public appearance of the city and is a valuable and determining factor visually, psychologically and

environmentally. It has been considered in shaping and designing the city. (Strategic Development Plan (comprehensive) of Ahvaz city, 2011)



**Figure right 1-** Gradual development of Ahvaz metropolis in the direction of Ro Karun; Source: Strategic Plan for Development and Development (Comprehensive) of Ahvaz city, 2011 **Figure Upper left 2-** Karun River in Ahvaz metropolis, **Figure lower left 3-** Karun River through the heights and lowlands of Zagros

The two cities of Ahvaz are located in the northwest of the city. This area leads from the east with Karun River and from the west to the legal boundary of the city and is adjacent to the six-city area from its southern front. The mentioned area, which is commonly known as Kianpars area, has the dominant function of a residential-commercial area. Physically, new constructions and an increase in the number of floors can be seen in this area more than other places. Also, due to the extensive establishment of commercial and service uses in the city and the concentration of the administrative function of the city in its southern area, this area faces a high volume of traffic in terms of traffic. (Comprehensive Strategic Plan for Development and Development of Ahvaz, 2011) The two-city region, like most areas adjacent to the Karun River, has the characteristics of settlement in this area. Only its location in the upper reaches of the river with less pollution and having a good view compared to the middle and downstream areas of the river, has provided a special advantage for this area. Existence of "Government" strip park in Kianpars coastal area with urban and metropolitan function along with active social, cultural and tourism areas including Khuzestan Central Library, wooden park, nature bridge, coffee shop and restaurants, sports fields and pavilions Numerous temporary settlements with rich and diverse vegetation is one of the main gathering places and attractions of Ahvaz metropolis (Strategic Development Plan of Ahvaz, 2011).



Map 1: The study area, area one of the two metropolitan areas of Ahvaz; Source: Google Earth November 2020

## 7. Data analysis

In this study, a questionnaire was used to collect the information required for this study.

Both descriptive and inferential statistics methods were used to analyze the collected data, as well as to describe the research variables in the form of tables and graphs and also to describe the general status of answering the questionnaire questions in the form of descriptive statistics from SPSS software. , PLS, EXCLE is used. In the inferential statistics section, correlation, ANOVA, t-test and regression tests were used to analyze the research data to judge the research hypotheses after determining whether the data were normal or not.

### 7-1-Descriptive findings of demographic variables

The results of the study in relation to the age status of the respondents showed that of the total respondents in this study, the minimum age was 22 years and the maximum age was 57 years, also the average age of citizens in this study was 32.5 years. About 71% of the surveyed citizens in area one of the two districts of Ahvaz are natives and about 28% of these citizens are non-natives. Also, the statistics extracted in relation to the level of education of the respondents show that about 46% of these respondents have a bachelor's degree, and about 9% have a master's degree. About 70% of the respondents (mostly) lived and about 29% of the respondents lived up to ten years. About 68% of the surveyed citizens are men and about 31% of these respondents are women.

### 7-2-Descriptive statistics of respondents' evaluation

Table4: Descriptive statistics of participants in each of the indicators

Variable	Numb	Doma	Minimu	Maximum	Average	Skewne
Criteria for intercultural communicati	355	18	10	17	20/02	0/365
Criterion of intercultural meaning	355	12	16	26	12/23	1/32
Contemporary urban location	355	22	7	34	14/19	0/753

An intercultural index has been used to evaluate and measure contemporary urban space. These variables consisted of a total of 23 items at the level of sequential measurement and were designed in the form of a Likert spectrum in the form of five options. Rank, a distance variable obtained, a score of 115 indicates a very high and a score of 23 indicates a very low level of the independent variable. According to the above table, it can be said that the factor and index of intercultural communication has the highest average (20.02). The findings also show that all three levels are above average for respondents, so it can be concluded that for respondents and citizens, event, interactive and evolutionary indicators in terms of

intercultural communication in area one From the two metropolitan areas of Ahvaz has a relatively good vigour.



Figure1: Descriptive statistics of participants in each of the indicators

### 7-3-Description of the cross-cultural communication dimension index from the respondents' point of view

Table5: Description of the cross-cultural relationship dimension and the aggregation of these dimensions

Item aggregation	Percent					Average	Standard deviation
	Too much	much	Medium	little	Too little		
Evolutionary interaction	40.15	2.2	16.0	10	0.00	3.71	0.895
Event	40.32	1.00	7.01	1.13	0.00	3.60	0.954

The results of Table (5) show that the highest mean was related to the interactive-evolutionary index with an average of 3.71, and the lowest mean was related to the event index with an average of 3.60 in relation to describing the intercultural relationship and the aggregation of this Dimensions are among the respondents in area one of the two metropolitan areas of Ahvaz.

### 7-4- Description of the cross-cultural meaning dimension index from the respondents' point of view

Table 6 - Description of the index of the cross-cultural meaning dimension and the aggregation of these dimensions

Item aggregation	Percent					Average	Standard deviation
	Too much	much	Medium	little	Too little		
Durability	19.0	42.7	19.3	7.0	2.34	3.21	0.759
Absorption	24.2	36.2	14.16	22.0	3.5	2.72	1.02

The results of Table (6) show that the highest mean was related to the retention index with an average of 3.21, and also the lowest mean was related to the absorption index with an average of 2.72 in relation to the description of intercultural meaning index among respondents. Therefore, among all intercultural indicators, the index of attraction among citizens has the lowest average.

### 7-5- Description of the three indicators of contemporary urban places

Table 7 - Description of the three indicators of contemporary urban space

Item aggregation	Percent					Average	Standard deviation
	Too much	much	Medium	little	Too little		

Spatial satisfaction index	23.00	0.11	18.1	15	4.4	2.29	0.980
Behavior and activity index	44.1	8.7	13.6	0.1	3.4	3.02	0.756
Environmental quality index	30.3	1.1	17.6	0.3	2.1	2.30	1.01

The results of Table (7) show that the highest mean was related to the Behavior and Activity Index with an average of 3.29, and also the lowest mean was related to the Spatial Satisfaction Index with an average of 2.296 in relation to the description of the three indices of contemporary urban location. Therefore, according to the respondents, the most important factors of contemporary urban location are indicators of behavior and activity, environmental quality and spatial satisfaction, respectively.

### 7-6-Testing Hypotheses

In this research, three hypotheses have been tested with the help of inferential statistics. The type of test of research hypotheses is decided based on the normality and absence of research variables. The following research hypotheses are tested.

#### 7-6-1-Test the first hypothesis

The first hypothesis of the research is: It seems that there is a significant relationship between the dimensions of intercultural communication with the creation of contemporary urban space in area one of the two metropolitan areas of Ahvaz.

**Table 8-** Regression coefficients for regression dimension of intercultural communication in achieving contemporary urban location

Criterion variable	Predictive variable	Beta standard coefficients	T	Significance level
Contemporary urban Place	The dimension of intercultural communication	0.421	102.21	0.0005
	R=0.421	R Square=0.352	F=13.35	0.0005

Table (8) shows the regression equation of the relationship between the dimension of intercultural communication with the creation of a contemporary urban location in area one of the two metropolitan areas of Ahvaz. The value of multiple correlation coefficients between the mentioned independent variable and contemporary urban location is equal to 0.421. The value of the coefficient of determination of 0.352 indicates the explanation of 35% of the variance of the dependent variable from the citizens' point of view. The value of  $F = 13.35$  and the level of significance of 0.0005 depicts the statistically significant relationship between the dimension of intercultural communication with the creation of contemporary urban space and thus the research model is confirmed. On the other hand, the value of beta coefficients shows that the dimension of intercultural communication affects the creation of contemporary urban space. Therefore, there is a direct relationship between the dimensions of intercultural communication and the creation of a contemporary urban place in area one of the two metropolitan areas of Ahvaz according to the respondents.

**Table 9 - Model ratio test results**

Model	possibility of entering a variable for the log likelihood	chi-square	degrees of freedom	significant
Tracking model	522.242			
The final model	34.360	522.240	15	0.0005

Table (9) shows the value of Chi-square statistics 240/522 which is the result of the difference between the value of model zero and the final model. It is less than the significance level of 0.01 and the final model

has been able to neutralize the zero model and is a suitable model for predicting the dependent variable of contemporary urban location by independent variables such as interactive-evolutionary and event.

**Table 10 - Goodness of fit**

	Chi-square	Degrees of freedom	Significant
Pearson	18.220	42	0.99
Standard deviation	1.360	42	0.79

Table (10) shows the results of the good fit test of the model, what is the likelihood ratio to obtain a good model. Chi-square Pearson statistics show whether the observed data are consistent with the fitted model or not? Significance levels of 0.99 and 0.79, which are above 0.05, indicate that all independent variables such as interactive-evolutionary and event have the power to explain contemporary urban location.

### 7-6-2-Test the second hypothesis

The second hypothesis of the research is that there seems to be a significant relationship between the dimension of intercultural meaning and the creation of a contemporary urban place in area one of the two metropolitan areas of Ahvaz.

**Table 11-** Regression coefficients for regression of intercultural meaning dimension by creating a contemporary urban place

Criterion variable	Predictive variable	Beta standard coefficients	T	Significance level
Contemporary urban Place	The dimension of intercultural Meaning	0.314	102.001	0.000
	R=0.314	R Square= 0.254	F=56.98	0.000

Table (11) depicts the meaning of intercultural meaning with contemporary urban location in area one of the two metropolitan areas of Ahvaz. The value of multiple correlation coefficients between the mentioned independent variable and contemporary urban location is equal to 0.314. The value of the coefficient of determination of 0.254 indicates the explanation of 25% of these two variables relative to each other. The value of  $F = 56.98$  and the significance level of 0.000 show the effect of the intercultural meaning dimension with the contemporary urban place and thus the research model is confirmed. On the other hand, the value of beta coefficients shows that there is a significant relationship between the dimension of intercultural meaning and contemporary urban location.

**Table 12 - Model ratio test results**

Model	Possibility of entering a variable for the log likelihood	Chi-square	Degrees of freedom	Significant
Tracking model	415.02			
The final model	12.380	365.630	18	0.000

Table (12) shows the Chi-square statistic value of 665/365, which is the difference between the value of the zero model and the final model. It is less than the significance level of 0.01 and the final model has been able to neutralize the zero model and is a suitable model for predicting the dependent variable of contemporary urban location by independent variables such as retention and absorption.

**Table 13-** Goodness of fit

	Chi-square	Degrees of freedom	Significant
Pearson	21.310	36	0.90
Standard deviation	1.236	36	0.62

Table (13), the significance level of 0.90 and 0.62, which is above 0.05, shows that all independent variables such as persistence and absorption have the power to explain the contemporary urban place.

### 6-6-3- Test the third hypothesis

The third hypothesis of the research is: It seems that there is a significant relationship between all intercultural dimensions with contemporary urban location in area one of the two metropolitan areas of Ahvaz.

**Table 14-** Regression coefficients of intercultural dimensions with contemporary urban location in area one of two metropolitan areas of Ahvaz

Criterion variable	Predictive variable	eta standard coefficients	T	Significance level
Contemporary urban Place	the dimension of intercultural	0.514	36.81	0.000
	R=0.514	R Square=0.365	F=21.45	0.000

Table 14 shows the regression equation of intercultural dimensions with contemporary urban location in area one of the two metropolitan areas of Ahvaz. The value of multiple correlation coefficients between the mentioned independent variables and contemporary urban location is equal to 0.514. The value of the coefficient of determination of 0.365 explains the variance of the dependent variable in the sample population. The value of  $F = 21.45$  and the significance level of 0.000 indicate the approval of the research model and the impact of intercultural dimensions (relationship and meaning) with the contemporary urban location in area one of the two metropolitan areas of Ahvaz.

**Table 15.** Model ratio test results

Model	possibility of entering a variable for the log likelihood	chi-square	degrees of freedom	significant
Tracking model	589.09			
The final model	56.213	275.360	14	0.000

Table (15) shows the chi-square statistic value of 275/360, which is the difference between the value of the zero model and the final model. Is less than the significance level of 0.01 and the final model has been able to neutralize the zero model and a suitable model for predicting the dependent variable of contemporary urban location in area one of the two metropolitan areas of Ahvaz by the sum of independent variables in all intercultural dimensions such as: The dimension of communication (interactive-evolutionary and event) and the dimension of meaning (permanence and absorption).

**Table 16-** Good fit

	chi-square	degrees of freedom	significant
Pearson	29.721	19	0.321
Standard deviation	6.895	20	0.635

Table (16), the significance level of 0.321 and 0.635 which is above 0.05 shows that the sum of independent variables in all intercultural dimensions such as: relational dimension (interactive-evolutionary and event) and meaning dimension (sustainability and absorption).

### 7-7-Multivariate regression analysis:

Regression analysis is a post-correlation step. In this study, multivariate regression has been used to measure the independent variables. In this multivariate regression, the independent variables are measured simultaneously with the dependent variable.

**Table 17,** statistical indices of regression of independent and dependent variables

How to enter variables	multaneous	How to enter variables	multaneous
Multiple correlation coefficient	0.443	Criterion error (correlation error)	9.635
The coefficient of determination	0.326	Analysis of variance	0.986
Adjusted coefficient of determination	0.398	Significance level	0.000

According to Table (17), the value of (R) is equal to 0.443 indicates a simple correlation between two variables and in other words shows the intensity of the correlation between the two variables. As can be seen from the value of R (Pearson correlation between two variables), there is a correlation between the two variables. The coefficient of determination was equal to 0.326, which indicates the relatively prominent role of independent variables in explaining the variance of the dependent variable. As this coefficient shows, 39% of the total changes of the dependent variable will be related to two independent variables with names (intercultural relation and meaning). The rest of these changes are influenced by variables outside the model.

**Table 18, Regression Statistical Indicators (ANOVA)**

Model	total squares (SS)	egree of freedom (DF)	verage squares (MS)	F	ignificant
Regression	62.36	14	56.18	105.365	0.000
left over	17.113	4	43.36		
Total	79.47	18			

Table 18 is called factor analysis. This table shows whether the regression model can significantly and appropriately predict the dependent variable changes. For a meaningful review, look at the last column of the table (sig). This column shows the statistical significance of the regression model that if the value obtained is less than 0.05, we conclude that the model used is a good predictor for the dependent variable. Significance level of 0.000 which is less than 0.05 is 0.

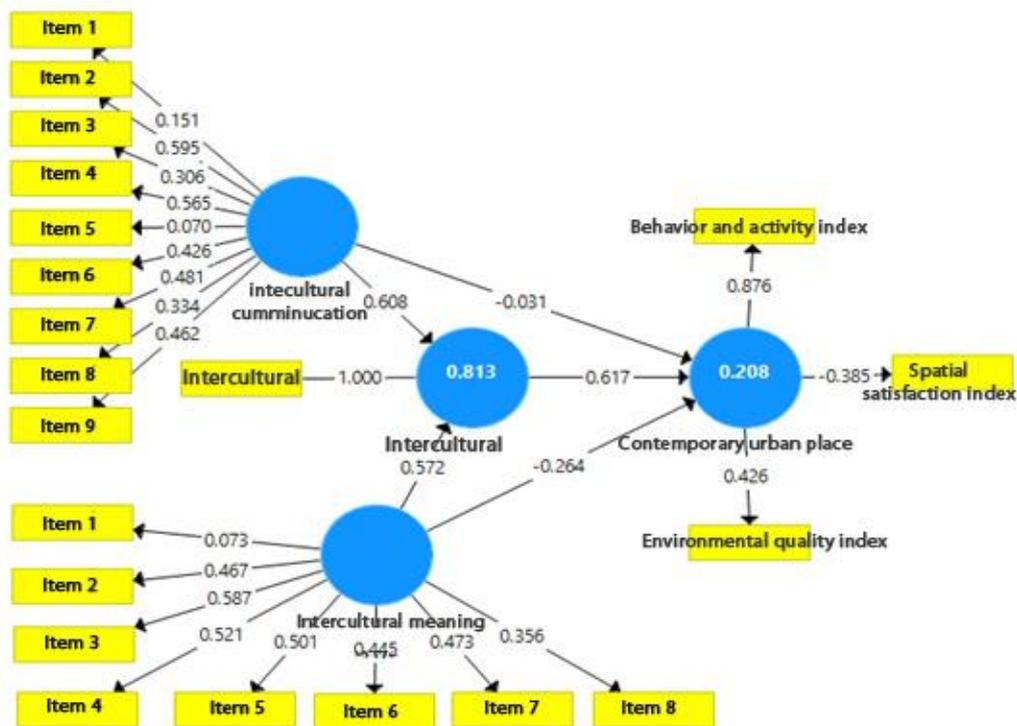
**Table 19 - Statistical indicators of regression test**

Independent variables	Non-standardized regression coefficient	Non-standardized regression standard error (S.E)	Beta standardized regression coefficient (Beta)	Test value (t)	gnificance level (sig)
Constant	25.326	16.36	1.365	12.12	0.000
The dimension of intercultural communication	0.315	1.36652	0.963	1.368	0.001
The dimension of intercultural meaning	0.983	32.15	1.842	13.169	0.000
Sum of contemporar urban location indicators	0.725	0.975	1.365	17.458	0.000

Table 19 gives us information about the predictor variables. This table provides the information we need to predict the dependent variable. We see that the fixed value of 25. 326 and the independent variables (dimensions of intercultural communication and meaning) are meaningful in the model. The standardized regression coefficient or (Beta) indicates the effect of all independent variables on the contemporary urban location in the area. It is one of the two metropolitan areas of Ahvaz according to the respondents.

## 7-8- Modelling structural equations of research hypotheses

In this model, using Smart Pls3 software, the effect of all research variables (interactive-evolutionary, event, sustainability, absorption) on the dependent variable of creating a contemporary urban place by citizens based on a survey of citizens in area one of the two metropolitan areas of Ahvaz is presented.



**Figure 2** - Structural equation model related to the effect of intercultural dimensions on contemporary urban space

In this regard, the main hypotheses were examined again in the form of structural equation model in Figure (2) and the path of the structural model was evaluated. Testing each hypothesis by examining the sign, size and statistical significance of the path coefficient (beta) between each latent variable and the dependent variable. The higher the path coefficient, the greater the predictive effect of the latent variable than the dependent variable. On the other hand, the findings show that the set of independent variables (factor-evolutionary, event, persistence, absorption) are related to the dependent variable of contemporary urban location in area one of the two metropolitan areas of Ahvaz. The path coefficients indicate that the independent variable of intercultural meaning with eight subgroups has the most impact and explanatory power on the dependent variable of contemporary urban location. Also, according to the respondents, the dimension of intercultural communication is 0.572, in the subsets of permanence and absorption, respectively, has the least impact on contemporary urban space. It should be noted that in connection with showing the main research model and the final relationship of the independent variable on the dependent variable, it should be added that a total of two variables (intercultural communication and meaning) together with a total of 0.813842 0's explanatory power. It has one of the two metropolitan areas of Ahvaz. Given that the purpose of drawing structural equations is to connect theoretical structures with the experimental model of research, so the research model is presented and drawn as follows.

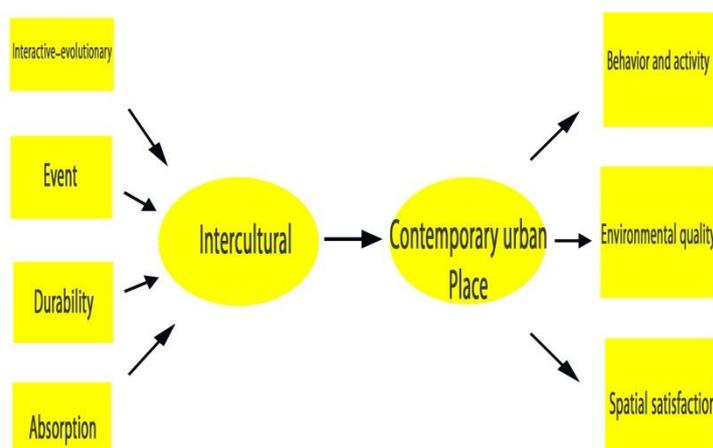


Figure 3 - Theoretical model of research

## 8. Conclusion

### 8-1-Univariate descriptive results

To evaluate and measure the contemporary urban place, the intercultural index has been used. According to the research results, it can be said that:

- The factor and index of intercultural communication has the highest average of 20.02. Also, all three levels are above average for the respondents. Therefore, it can be concluded that from the respondents' point of view, event and interactive-evolutionary indicators in the index of intercultural communication in area one of the two metropolitan areas of Ahvaz have a relatively good strength.

Also, according to other research results, the highest mean was related to the interactive-evolutionary index with an average of 3.71 and the lowest mean was related to the event index with an average of 3.60 in relation to describing the dimension of intercultural communication and aggregation of these dimensions among respondents. The site is under study.

- The highest average was related to the survival index with an average of 3.21. Also, the lowest mean value to the absorption index with an average of 2.72 is related to the description of the cross-cultural meaning index among the respondents. Therefore, among all intercultural dimensions, the dimension of attraction among citizens has the lowest average.

- The highest average was related to the Behaviour and Activity Index with an average of 3.29, also the lowest average value was related to the Spatial Satisfaction Index with an average of 2.296 in relation to the description of the three indicators of contemporary urban space in the eyes of respondents. Therefore, according to him, the most important factors in creating a contemporary urban place are the indicators of behaviour and activity, environmental quality and spatial satisfaction, respectively

### 8-2-Inferential research results

The results show that there is a significant relationship between all intercultural dimensions with the creation of contemporary urban space in an area of two metropolitan areas of Ahvaz. The research model confirms the research model and the impact of intercultural dimensions (relationship and meaning) with the creation of contemporary urban space. Because this final model has been able to neutralize the zero model and is a suitable model for predicting the dependent variable of contemporary urban space by the sum of independent variables in all intercultural dimensions such as communication dimension (interactive-evolutionary and event) and meaning dimension (sustainability). And absorption). Also, the

results of the model fit test show how much the likelihood ratio is to get a good model. Chi-square Pearson statistics show whether the observed data are consistent with the fitted model or not? Significance levels of 0.321 and 0.635, which is above 0.05, show that the sum of independent variables in all intercultural dimensions such as communication dimension (interactive-evolutionary and event) and meaning dimension (persistence and absorption) is compatible.

### 9- Summarizing and presenting suggestions:

According to the findings of the present study, there is a direct and significant relationship between all intercultural dimensions including meaning and relationship with the creation of contemporary urban space including behaviour and activity, satisfaction and environmental quality in an area of two metropolitan areas of Ahvaz. According to the findings of domestic and foreign researches, the emphasis is on the moral obligation to plan and design especially in contemporary multicultural or intercultural urban places. Its intercultural activities such as holding conferences and seminars, annual art-cultural festivals, as well as holding cultural programs, exhibitions and seasonal markets to present Khuzestan handicrafts and art goods, creating public spaces and providing the necessary incentives such as special accommodation discounts, services Restaurants, cheap tickets, discounts for visiting the cultural sections of the site under study, training of specialized human resources to provide services in various fields to tourists and their satisfaction, creating a complete database with information and better introduction of attractions, capacities and capabilities and Intercultural programs through various virtual networks, exhibition tours and printing of posters and catalogues are among the effective solutions.

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