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Strategies for Enhancing the Quality of Life (QOL) in Urban Areas in the Gaza Strip

استراتيجيات تعزيز مفهوم جودة الحياة في المناطق العمرانية في قطاع غزة

By:

Naima Said Gharbia

Supervised by:

Prof. Ahmed Salama Muhaisen

Professor of Architecture

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إقـــــرار

أنا الموقع أدناه مقدم الرسالة التي تحمل العنوان:

Strategies for Enhancing the Quality of Life (QOL) in Urban Areas in the Gaza Strip

استراتيجيات تعزيز مفهوم جودة الحياة في المناطق العمرانية في قطاع غزة

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استراتيجيات تعزيز مفهوم جودة الحياة في المناطق العمرانية في قطاع غزة

Strategics for Enhancing the Quality of Life (Qol) in Urban Areas in the Gaza Strip

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أ. د. مازن إسماعيل هنية

P.O. Box 108, Rimal, Gaza, Palestine Tel: + 970 (8) 264 4400 هاتف: Fax: + 970 (8) 264 4800 فاكس: ص.ب. 108 الرمال، غزة، فلسطين
public@iugaza.edu.ps www.iugaza.edu.ps

ع	اللغة	3107303	الرقم العام للنسخة

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أ. محمود حسين الداهوك

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Abstract

New studies appeared to discuss Urban Quality of Life (UQoL) as a result to many obstacles facing the modern cities all around the world. According to this basis, this study introduces concept of Urban Quality of Life, which belongs to the urban planning characteristics that could improve the attribute of life. The concept of UQoL is a broad notion with great multidimensional, which could sustain the individual feature of life in urban areas; Moreover, it is a compound variant including quality of life, livability, urban schemes and renewable development. Hence, the purpose of this research is to answer the question of how can urban scheme enhance the quality of life within the neighborhood in urban areas.

It has firmly believed that improving more renewable cities is not a matter of enhancing biotic and abiotic sides of urban life, but also related to the social impact of life in cities, people's contentment, and their commonplace experiences. To improve the attribute of life, developed countries followed urban planning which is founded as developing proper environment for a good living. It is necessary to take into consideration that the relations between the environment and the characteristics of life; therefore, the aim of this study is to evaluate the residential neighbourhoods in general and with special concentration on the Gaza Strip's residential neighbourhoods. This is because the Gaza Strip is a special case, which suffers from political conditions with high population; also most of the recreational places in the Gaza Strip were erected based on principles applied on physic rather than enhancing individual quality of life in these urban areas. This study explores the concept of UQoL defined as the performance indicator of urban life should be related to what residents need or expect.

The research based on Quantitative Data which based on documentary and field survey to rank the quality of life in urban areas in the Gaza Strip. The research was depended on a questionnaire that was distributed in Tal al-Hawa residential neighbourhood to assess the UQoL. This analysis method creates a basis of strategic action while transforming subjective perception to the understandable categories of quality. The results consist of the need to create of a fully operative decision making tool to support policy makers in designing and redeveloping residential neighborhood to develop the individual quality of life.

الملخص

ظهر مؤخراً عددًا من الدراسات التي تناقش فكرة تحسين جودة الحياة الحضرية كاستجابة للعديد من المشاكل التنموية التي تواجه تطور المدن في جميع أنحاء العالم. ووفقاً لهذا الأساس، تقدم هذه الدراسة مفهوم جودة الحياة الحضرية (العمرانية)، والذي يشير إلى مزايا التخطيط الحضري التي من شأنها أن تحسن من جودة الحياة في البيئة العمرانية. ويعتبر مفهوم جودة الحياة بمثابة فكرة تتميز بأبعاد متعددة بحيث يمكن من خلالها تحسين جودة الحياة الفردية في المناطق الحضرية، وتتضمن عدة مفاهيم من ضمنها نوعية الحياة، التخطيط الحضري والتنمية المستدامة. ولذلك، فإن الغرض من هذا البحث هو الإجابة على السؤال كيف يمكن لمفهوم جودة الحياة الحضرية تحسين جودة الحياة الفردية داخل الحي في المناطق العمرانية.

لا يقتصر تطور المدن المستدامة على تحسين الجوانب الحيوية وغير الحيوية في البيئة الحضرية، بل أيضًا يمتد للبعد الاجتماعي، وتحقيق رضا السكان عن بيئتهم العمرانية. فأصبحت العلاقة بين نوعية الحياة والبيئة موضوعاً ضروريًا، لذا فإن الهدف من هذه الدراسة هو تقييم الأحياء السكنية بشكل عام والتركيز بشكل خاص علي الأحياء السكنية في قطاع غزة نظراً لما يعانيه قطاع غزة من ظروف سياسية وديمغرافية صعبة حيث يتميز بارتفاع الكثافة السكانية. إن معظم البيئات العمرانية في قطاع غزة قد تم تشيدها على أساس اعتبارات مادية دون الأخذ بعين الاعتبار تحسين نوعية الحياة الفردية في المناطق الحضرية. وتستكشف هذه الدراسة مفهوم جودة الحياة الحضرية من منظور اجتماعي بحيث يمكن تحسين مستوى الحياة الحضرية بتلبية احتياجات السكان وتوقعاتهم.

اعتمدت منهجية البحث علي بيانات كمية تستند للمسح الوثائقي والميداني لتقييم جودة الحياة في المناطق الحضرية في قطاع غزة. وقد اعتمد البحث على استبيان تم توزيعه في حي تل الهوا السكني لتقييم جودة الحياة العمرانية بالحي من وجه نظر ساكنيه. وجاءت النتائج علي هيئة استراتيجيات تمثل أداة فعالة لصنع القرار لدعم صانعي السياسات في تصميم وإعادة بناء الأحياء السكنية من أجل تعزيز نوعية الحياة الفردية في المناطق العمرانية.

Dedication

A special dedication is presented to my beloved parents who supported and surrounded me, with their pure care, endless bounteous, and their sacrifice hearts, that illuminate our anguished sights.

To my husband, my child Ahmed, sisters and brothers who offered me unconditional love and support throughout the course of this thesis.

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Naima S.Gharbia
February, 2019

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Chapter 1

General Introduction

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General Introduction

1.1 Introduction

Today we live in huge urban cities and face many urban problems because of growing of urban population with increasing of human needs; also, urban regions are rapidly growing in size and importance. In other hand, the performance of rapidly increasing in urban planning issues and studies proportion with global concern is about environment, and sustainable development. Developing of urban population, altering in environment, rising of social environmental problems in urban regions and daily life entertainment time push planners to seriously consider the leisure planning in urban and local environments. (Marans, 2003).

The Quality of life (QoL) is an original notion in social researches that has been recently talked over in studies due to many issues, which faced urban planning development in all over the world as well as in the Gaza Strip; QoL is perceived as one of the most noteworthy aspects for maintaining any urban development. Urban quality of life (UQoL) as a notion has many related definitions such as live-ability, attribute of life and being environmentally friendly, experiencing immense popularity and create a main topic in programs of research, political decision maker, and developing urban areas or sometimes they use these definitions in different literatures. To sum, UQoL does not only depend on objectively measured condition of physical urban environment but also depends people's perception of living environment symbolizes with their needs and expectations. Therefore, this study focuses on what does significant features of UQoL mean to people (Marans, 2003).

Quality of life has been significantly mentioned in many broader contexts, such as the subjects of global development, health care, decision maker fields, constructing ecology, education, entertainment time, and being part of the society. The goal of theses

is to study how the quality of life could improve the current environment in Gaza by inspecting the urban pattern characteristics along with examining of existing urban planning schemes and strategies which showed in the last century, such as Modern metropolis, Intelligent Growth, civilized village and Rules of Intelligent Urbanism; however, the goals of these theories and strategies are to maintain societies that will more effectively meet the needs of those who have a busy schedule and to manage the urban sprawl while sustaining urban attribute of life. Urban quality of life is defined as these characteristics of urban motif that are brought in sort of a group of urban planning rules. (Sun, 2005).

The fact is that the sustaining of life quality in every community is one of the significant goals of people schemes. Therefore, this study will try to define the term of quality of life focusing on urban quality of life in the Gaza Strip by reviewing previous studies that try to assess quality of life and urban quality of life; also discuss different contemporary urban planning approaches that tried to enhance quality of life. Also focusing on Urban Quality of Life (UQoL) in the Gaza Strip to evaluate quality of life in there and select the top strategies for improvement the individual quality of life in the residential neighborhoods in the Gaza Strip. Through these perspectives come the significance of the main subject of this study, which is mainly concerned with understanding the notion of urban quality of life and its significance in urban improvement, renovation in urban areas and its signs, which decide and enhance the quality of life in urban regions.

1.2 Problem statement

In the Gaza Strip urban development plans and housing projects have been carried out by the Ministries or individuals devoted investments to the formulation and the implementation of neighborhoods. The problem of urban and housing in Gaza Strip is not a problem of quantity only also it suffer a problem of quality; most of new

developments do not fulfill resident's aspirations this problem could have negative effect on individual quality of life (Abdelhamid, 2006).

The Gaza Strip has very high growth rates related to population, but the pace of urban services do not match the quality of life has declined. This quick increase of population, doubled with serious political weaknesses has led to heavily congested streets, urban problems, insufficient level of services, worsen sense of place, worsen sense of safety standards and regulations, lack of integration and the occurrence of a lot of setbacks in different fields such as economy, society life and environment that pose knotty issues on the town ; unluckily, these obstacles cause undesirable lifestyles in the individual quality of life (Abdelhamid, 2006).

Therefore, the problems within this study are identified as follows:

- Deficiency of understanding of the significance of urban planning procedure that promote attribute of life in towns.
- Lack of defined urban planning rules that support and provide to improve individual quality of life where they live.
- Lack of understanding about the significance of the aspects of individual style of life in renewable basis.

1.3 Research Questions

The main research question of the study is: " **How can Urban Quality of Life (UQoL) principles be utilized to improve the individual quality of life in urban areas in the Gaza Strip?** ".

The following is a list of other research questions that this study attempted to address;

- What is the urban quality of life and its structures?
- How does the UQoL analyze the needs of people in a neighborhood?
- What is the effect of socio-demographic characteristics on people's grasping of quality of urban living?

- Which specific attributes of urban environment are users most satisfied or dissatisfied in urban areas in Gaza?
- How does Kano Model inform the urban decision making process?

1.4 Importance of Study

The importance of this study stems from several factors:

- It is one of the unique studies that highlight the urban problems in the Gaza Strip.
- It presents new strategies for developing the Quality of Life in urban areas in the Gaza Strip.
- It provides an assessment to enhancing urban planning and life quality in residential neighborhoods.
- It analyses and criticizes a residential neighborhood in the Gaza Strip, as a model for dealing with urban areas.
- It serves as a starting point for researchers and decision makers to hold out active plans.

1.5 Aims of Study

The major objective of this research is suggestion strategies for developing the individual quality of life in a residential neighborhood in the Gaza Strip, which could be useful to identify weaknesses and strengths of existing and new development in order to determine ways of intervention. In addition, there are many other objectives to be achieved in order to reach the previously defined aim which can be stated as follows:

- Provide clear definition of the Urban Quality of Life.
- Study various modern urban planning notions and methods.
- Determine a number of urban quality of life indicators.
- Analyze priorities and needs of people in the residential neighborhood.
- Analyze the current state of the quality of life in the residential neighborhoods in the Gaza Strip.

1.6 Justification

Usually, residents seek to promote their quality of life. Thus, the reason why citizens choose to live in the first region rather than the second one is determined by the link between the urban planning of a district and the personal quality of life. This research proposes strategies to enhance civil quality of life in a neighborhood. These strategies can trace the downfalls in present and novel progress so that the means of interventions can be explored to attract the required number of residents in their neighborhood.

1.7 Methodology

The methodology of this study is a qualitative, which depended on analytical methodology to distinguish the main notions of quality of life, potential growth and urban quality of life. Moreover, it identifies the modern urban planning studies and methods that have been implemented on many global case studies in order to reinforce the quality of life. This analysis has conducted the urban quality of life bases for a neighborhood. This study uses field survey that is related to this domain.

The research methodology implemented a strategy of inquiry that consisted of sequential methods procedures which the researcher seeks to elaborate on the findings of one method to the another. As show in figure (1-1) to approach toward the aim of this study; Firstly collection of needed data from all available sources such as documents, reports and maps which are related to the Gaza Strip. In addition, to accomplish the ends of this study, research used a questionnaire that is designed with Kano's Model which is based on Maslow’s Hierarchy of Needs Theory to study impacts of resident's needs, priorities and satisfaction about community attributes. A questionnaire was distributed among a randomly chosen sample (Tal al-Hawa residential neighborhood) using the face to face meeting.

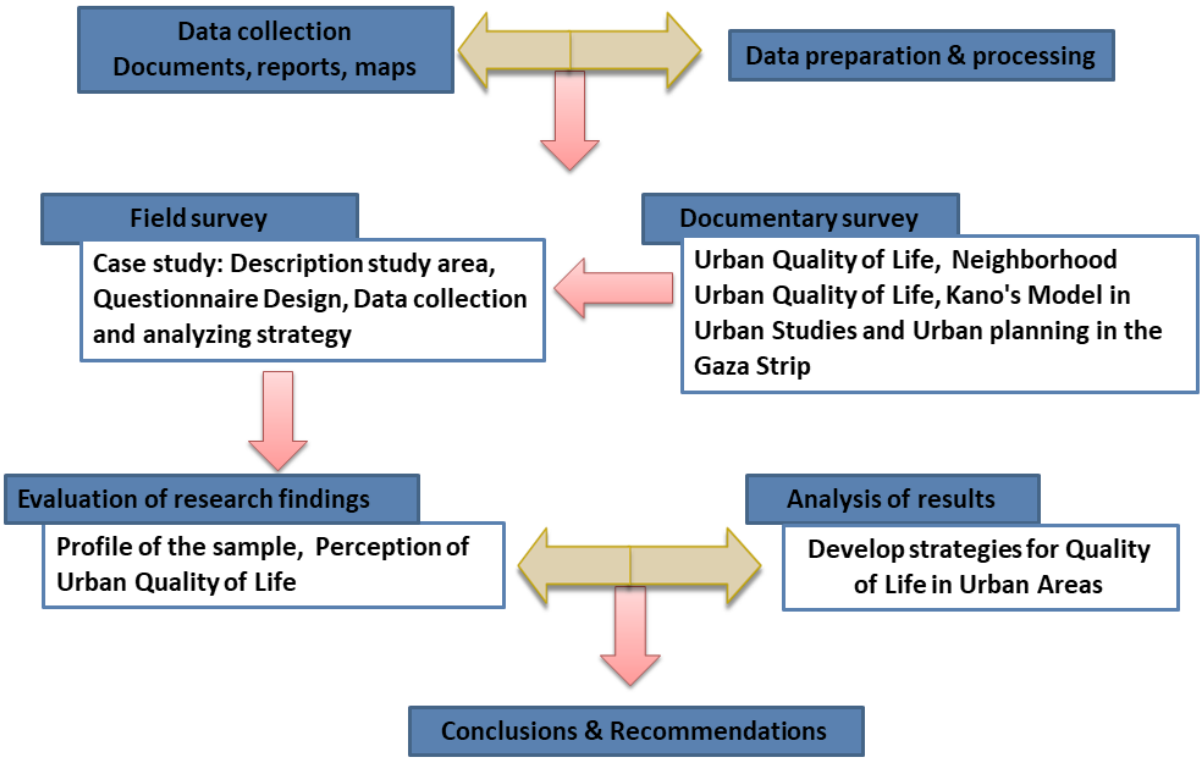


Figure (1.1): Flow chart for the research methodology

Source: The researcher, 2017

1.8 Limits of Study

This study considered the Gaza Strip which covers a total area of 360 km^2 and consists of five government (Ministry of local government, 2010), and Gaza Governorate will be the limit of study. Gaza city represents the economic center of the Gaza Strip. Also in Gaza city there is diversity in living environments and population activities which can be suitable study area for this research. A pilot study of this research will be Tal aL-Hawa residential neighborhood in Gaza city to explores needs and expectations of residents.

1.9 Sources of Study

The study information was classified into theoretical and field survey that include:

- Published scientific papers, conference papers, worksheets, and guidelines books.
- Related Books.
- Reports and statistics from pubic and non-public associations.
- Scientific internet sites, universities, and research centers sites.
- Interview with specialists and experts in urban planning domains.

1.10 The structure of study

The thesis is organized in four chapters in the following manner:

- **Chapter 1: General Introduction**

Hereby, it introduces a general introduction which includes an overview of the urban quality of life, objectives, research questions, methodology and previous studies.

- **Chapter 2: Literature Reviews**

Provides the discussions of Literature Reviews which contain many titles such as quality of life, urban planning, environmental sustainability, discusses the difference contemporary urban planning approaches to raise urban quality of life and it describes neighborhood urban quality of life indictors: environmental, physical, mobility, social, psychological, economical, and political. Also it mention to Kano's model and its applications.

- **Chapter 3: Urban Planning in Gaza City**

Describes geographic characteristics of Gaza City, urban structure description for the Gaza City, neighborhoods in the Gaza City and general description of study area.

- **Chapter 4: Methodology, Analysis and Results**

Studying and analyzing of the study areas and discussing the questionnaire results to value the individual quality of life within their quarter to come out a recommendation, which may improve quality of life in there.

- **Chapter 5: Conclusions and Recommendations**

This chapter suggests conclusions and recommendations related to the research topic discussed in the dissertation and outlines of future work in similar research direction.

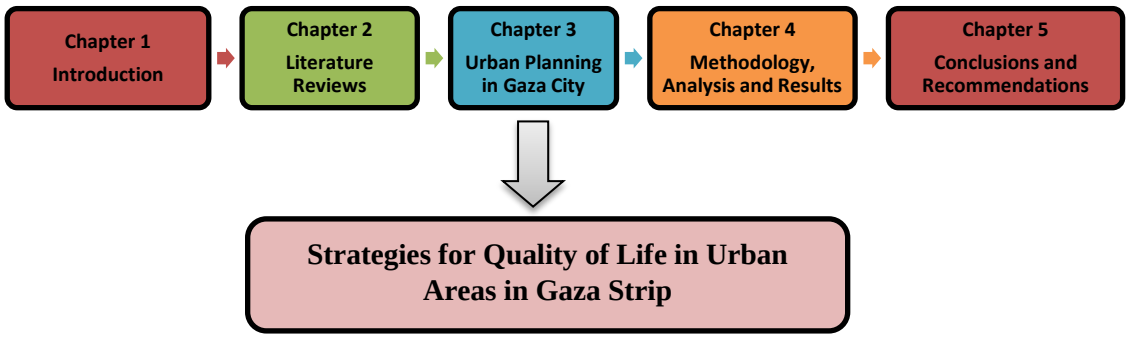


Figure (1.2): Structure of research
Source: The researcher, 2017

1.11 Previous studies

This section includes a considerable range of literature investigation, most of which focuses on the contemporary reviewed research across the globe. A compelling body of evidence suggests that Urban Quality of Life exceed being beneficial to be more essential in the design and development of healthy urban environments.

- **Achmad D. Nasution, Wahyuni Zahrah (2014).**

Study explains the connection between public open space (POS) and quality of life (QOL) in Medan, Indonesia. It used the 1-5 Likert scale and collected the perception of

the society by means of their satisfaction due to the factors of POS and QOL. It concluded that the most fundamental factor that changed people's perception of POS was the ‘function’ one, while it recognized the ‘health’ factor as the most prominent element that influenced the physical QOL of the people. As a result, this study proves that a vital relevance between POS and the physical QOL exists.

- **Heba Allah Essam E. Khalil (2012).**

This paper presents a number of leading indices in the field as efforts of various companies and organizations; also it strategically studies urban planning of regions as a means to boost quality of life. It compares the leading sectors dealt with in the process to the respects of quality of life. It then studies two cities in Egypt as case studies to review how stakeholders prioritize projects according to what contributes in improving their quality of life. The analysis shows the similarities and diversities of perspective in the Egyptian context.

- **Ayman M. Mostafa (2012).**

This study focus on two issues: the quality of life, and the rehabilitation of legacy regions. This research is held to explore the manner of handling the heritage areas through a theoretical investigation of the principles, and through the rehabilitation of Kasr El-Nil St. located in the central business, in Cairo district.

- **Carlos Discoli, Irene Martini, Gustavo San Juan, Dante Barbero, Luciano Dicroce, Carlos Ferreyro, Jésica Esparza (2013).**

This paper portrays the urban life quality (ULQ) in a sample that involves the tangible assistance of the towns, in our condition of intermediate scales. This sample takes into consideration the connectivity amides the primary services, infrastructure and environmental phases. It also depicts maps so that the state of essential needs in services and infrastructure alongside with the environment quality can be localized and defined.

- **Robert W. Marans (2012).**

This study explains the concept of QOUL studies and represents a set of conceptual samples applied to experiment the link between objective urban cases and QOUL. Also, the samples are applied to clarify the technique that contributes in conducting the environment-behavior research so that the urban policy, planning, and design can be informed.

- **Mohammad Abdul Mohit (2014).**

He shows how quality-of-life (QOL) is a multifaceted term that has been the core of study of an enormous range of academic fields and a remarkable interest that attracts the policy makers along with planners and others in the environmental design domain. This research presents a general view of the concept of QOL, and it sheds light on the disciplinary and spatial prejudice. It also introduces upcoming tendencies of QOL study in Malaysia.

- **Robert W. Marans (2014).**

This paper measures the quality of urban life's (QOUL) ability of informing policy makers and planners. It mentions the study measures which are concerned in the coverage of the notion of sustainability between urban citizens as part of QOUL researches, some of which can play a key role in the growth of City Prosperity Indexes.

Chapter 2

Literature Reviews

Chapter 2

Literature Reviews

Introduction

"*The quality of life construct has a complex composition, so it is perhaps not surprising that there is neither agreed definition nor a standard form of measurement"* (Cummins, 1997). This chapter will discuss four main topics. These topics are Urban Quality of Life, Urban Quality of Life Indicators, Measuring Urban Quality of Life and Kano's model.

2.1 Urban Quality of Life

This section of the study will discuss many topics such as Quality of Life Definition, Quality of Life and Sustainable Development, Quality of life Domains, Urban Planning and finally will define the concept of Urban Quality of Life.

2.1.1 Quality of Life Definition

Many studies have discussed the concept of Quality of life; however, they did not reach a common ground regarding its definition since it is considered a complex, multidimensional term that needs a number of approaches from various theoretical points of views. In other words, quality of life can be comprehended as the satisfaction you can have upon your life which source is not from money but rather from enjoying good health, stable relationship, comfort etc. Furthermore, it is viewed as the individual dis/satisfaction upon the cultural or intellectual circumstances which surrounds us. (The free dictionary, 2010). Quality of life is determined by good living conditions including healthy food, clean air and water, delightful moments in the outdoors and water bodies, pleasant talks in the nature, and safe society protected from toxic materials and radiation. In addition, it may refer to one's powers that make him/her capable of having fun in his/her life and overcome life's obstacles no matter what. (Business Dictionary, 2010).

On the other hand, both QOL concept and income concept that relies on the living conditions should go along with each other. QOL indicates the whole being of a person physically, psychologically, and sociologically. According to Abdul Mohit (2014), QOL contains three major areas:

- Being: the real identity of a person physically, psychologically and spiritually.
- Belonging: the links that connect a person to his physical, social and society surroundings.
- Becoming: the daily actions that s/he performs in order to accomplish his/her aims, hopes, and ambitions throughout the pragmatic, spare time and progress facets.

Cutter (1985) also points to the quality of life as "*an individual's happiness or satisfaction with life and environment including needs and desires, aspirations, lifestyle preferences, and other tangible and intangible factors*". That is to say, quality of life marks the self-satisfaction a person can feel when s/he witnesses how his/her success scores are getting higher.

Being a multi-faceted concept, Quality of life encompasses the tangible and intangible sides of life. Some researchers exceed their definitions to include the substantial components of life, for example, people's role of making decision in the society, rights, advantages and the women's position (yuan et al,1999). Two standards of quality of life can be deduced from the previous definitions, the first of which is the individual level and the second is the collective or community one (Sun, 2005).

2.1.2 Quality of Life and Sustainable Development

It is worth mentioning the significance of the relation of the two concepts 'Quality of Life' and 'Sustainable Development'. According to Marshall and Banister (2007), the two concepts are related to each other. Similar to the 'Quality of Life' concept, 'Sustainable Development' is a debatable term that is not defined unanimously;

however, Brundtland Commission report represented the definition of sustainable development in 1987 as: "*Development that meets the needs of the present, without compromising the ability of future generations to meet their own needs*." (World Commission on Environment and Development WCED, 1987). It is crucial to realize the fact that meeting the needs is a leading precondition for both personal prosperity and sustainable development and, consequently, for a high quality of life. Therefore, sustainable development definition has been widely studied in an attempt to affirm its capability to guarantee that ecological, social and economic matters are taken into consideration and ensured as sustainable issues for an unpredictable future. In an effort to revise the notion of sustainable development, the studies places the concentration on the social and human proportions that contribute by its nature in expanding the range of environmental and economic pillars of sustainable development see figure (2.1). According to the Rio Declaration 1992 and Agenda 21 (2003), it is a must for all economic, social, environmental, spatial and cultural progress to be involved in any strategy for sustainable development (World Bank, 2001).

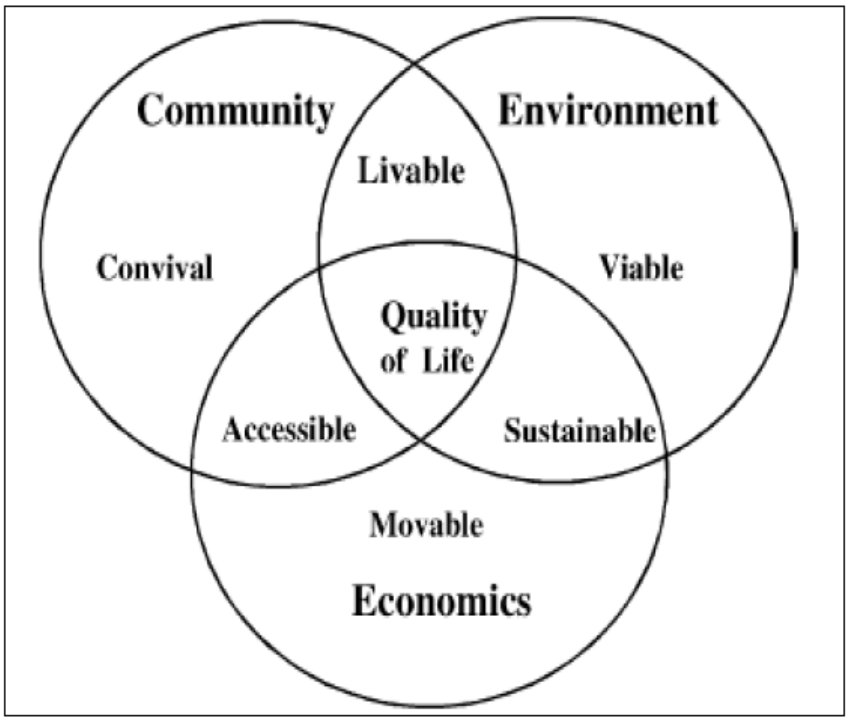


Figure (2.1): Quality of life and sustainable development relationship
Source: Shafer et al., 2000.

In the other hand, the individual recognition of various aspects of the environment is demonstrated by the concept of Quality of life (QOL). It is "*meant to represent either how well human needs and aspirations are met or the extent to which individuals or groups perceive satisfaction or dissatisfaction in various life domains*" (Costanza, et al. 2006, p. 268). It emphasizes on one's well-being and rational state. The social studies explain the quality of life as the individuals' general welfare that can be felt widely and multidimensionality (Böhnke, 2005). In a macro perspective, quality of life has been usually interpreted as an ownership of society at large, yet it is not excluded from analysing cases or evaluative judgment from a micro point of view. Subsequently, it is preferable for quality of life to be defined as a concept that takes into account the states of a person's life (Vesan & Bizzotto, 2011). The applicability of the quality notion to different areas that impact human life experience signifies the analysis of diverse respects that in their turn participate in achieving personal comfort in favour of both individual and macro level. Sustainable development and the growth of quality of life are both linked through many aspects of life such as, education, justice, society involvement and entertainment (Beck, van der Maesen & Walker, 1998). Put another way, the awareness of the sustainable development transcends the notion of quality of life into a higher relevance. Despite having a balance between environmental, social and economic qualities assigned by the term sustainability, policies that truly reduce one's quality of life is detached from being sustainable (Marshall and Banister, 2007). Sustainable development's positive or negative impact on a person's quality of life is determined by the un/acceptance of every individual in society. For example, achieving sustainable transport system may vary from drivers who have to drive less to others who find car driving is much more interesting than any other vehicle. That is mainly due to the privileges the car is endowed with, such as freedom, flexibility, facilitation, speed, relief, tangible safety, and privacy; the car also grants more rank and delight than other vehicles; it is a way of self-expression, and it awards the person with the feeling of control over a powerful machine (Garling and Steg, 2007).

2.1.3 Quality of life Domains

It is vital to trace the environment in which people live from different aspects; each implies a particular side of their lives. Accordingly in order to have the quality of life fields embraced most of the remarkable respects of the living environment it is better to have a wide enough definition. Only after splitting those fields into measurable branches can indicators be advanced. Each indicator is particularly a reference to a single scope that embodies a substantial sphere of people's life; however, these indicators work jointly to systematically portray the general case of quality of life. Using an urban social geography perspective, as shown in (Table 2.1) Smith specified six key criteria/domains of quality of life including 'economic condition, environment, health, education, social disorganization, and participation and equality' (Sun, 2005).

Table (2.1): Smith's (1973) Criteria/Domains of social well-being

Economic Status	Environment	Health	Education	Social Disorganization	Participation and Equality
• Income • Employment • Welfare	• Housing • Streets and sewers • Air pollution • Open space	• General mortality • Chronic diseases	• Duration	• Personal pathologies • Family breakdown • Overcrowding • Public order and safety • Delinquency	• Democratic Participation • Equality

Source: Sun, 2005

There are two major approaches applied, objective QOL criteria and subjective QOL domains. The specified standards or fields comprised of education, health, employment, entertainment, social environment, transportation, security, social chance/involvement and physical environment. Since some of these standards and areas are conceived as more relevant than others, it is appreciated that they have taken into account that the ranking should be distributed due to their use (Table 2.2). These statistics reveal how quality of life areas record an unequal magnitude to the general

evaluation, and, consequently, the measures should be done in a different manner in case they are put into one measure (Table 2.3) (Sun, 2005).

Table (2.2): Major Quality of Life objective criteria and subjective domains

Rank	Criteria	Rank	Domain
1	Education Leisure	1	Housing Health Job Leisure/Spare time Activities
2	Health, Medical Care	2	Neighborhood Standard of Living
3	Work Employment Transportation Social environment	3	Family Life
4	Consumption, Savings Physical Environment	4	Education National Government Financial Situation
5	Food, Nutrition Social Security Safety, Justice Social Opportunity/Participation	5	Friendship Marriage Life in Nation
		6	Housework Town/City

Source: Sun, 2005

Table (2.3): Quality of life domains

Social Domain	Urban Domain	Economic Domain	Politics Domain
• Education • Leisure /Spare time • Health /Medical Care • Social environment /Stability • Public security /Crime and safety • Social opportunity/ participation • Community stress • Community affordability • Social well-being	• Housing • Land use • Transportation / Access /Mobility • Physical environment • Natural environment • Recreation and culture • Population resources • Government services • Education and health Services	• Work /Employment • Consumption / Financial • Food /Nutrition	• Political rights and general values • Government • Justice

Source: Sun, 2005

2.1.4 Urban Planning

Urban planning is defined as the branch of architecture concerned with designing and organizing the urban space and activities; also urban planning is referred to as the act of setting and withdrawing plans for upcoming concrete arrangement and states of a society (The free dictionary, 2017).

Urban planning is represented as a technical and political procedure that focuses on the dominance of the employment of land and design of the urban surrounding, including transportation networks, to direct and secure the organized improvement of settlements and societies. (Wikipedia, 2017).

As a section of architecture, urban planning emphasizes on conducting metropolitan areas; it is formed of different domains starting with engineering to social studies. Moreover, city planning endeavours to grant inhabitants of both modern and old towns a secure, arranged, and delightful home and practical life. Today, urban planning faces a number of matters of concern, such as, building locations, zoning, transportation, and the design of a city or a town; planners in their side strive hardly to set aside fatigue districts and stop their growth, let alone the maintaining of the natural environment of the area (Wisegeek, 2017).

The principle concentration of the city planning, design and organization of the uses of space lies in the physical image, economic functions, and social effects of the urban environment along with the spot of several activities within it. (Britannica, 2017).

Through of all above, this study will centre its emphasis on the planning of the neighbourhood in a manner that view it as a self- sufficient spatial unit which inhabitants are sharing public social interactions. This means that one small neighbourhood is considered somewhat as a whole independent region that consists of houses, labours, retail, and civic spots and their instant environment with which dwellers and employees identify in regard to social and economic behaviours, lifestyles, and foundations.

2.1.5 Urban Quality of Life Definition

Planners highlight that the pressing need centres on strengthening the quality of life in a specific area or in favour of an individual person or group. The process of upgrading the quality of life in cities is not any longer confined to the plain issue of bricks and mortar, but it also cares about the individual satisfaction with respect to various urban issues. Some of these issues can be listed as follows: transportation, quality of public places, enjoyable chances, land use styles, population and building densities, easy access to primary goods, services and public entertainment. Moreover, the social issues comprise distinct matters, some of which are related to saving the public health, ensuring safety, social integration, education and security, reinforcing the notion of equality and acceptance of diverse cultural identities, supporting the constant engagement of persons with disabilities, maintaining every building with historical, sacred, religious and cultural importance, enhancing the spatial variation and blended use of habitation and services at the regional scale in order to go along with the several requirements and expectations. Besides, an example of the environmental issues is associated with dealing with local landscapes and treating the local environment respectfully and carefully (Shafer et al., 2000). Based on previously mentioned definitions, it can be deduced that the term urban quality of life refers to the urban planning whose objective is to realize the sustainability of the development with the respect of individual quality of life (figure 2.2).

Figure (2.2): Urban Quality of Life concept
Source: The researcher, 2017

It is worth mentioning that the concept of urban quality of life surpasses the traditional linking of its name to urban regions only in order to also cover the quality of constructed environment in rural areas. The description of urban quality of life is complex and not linear, as to understand the concept, one should not only include the essence of the subject, but also all the relationships, the dynamics, and the reticular relationships that exist between the various dimensions of this concept, i.e. the network (Shafer et al., 2000).

Based on literature review, it is concluded that the seven leading aspects which take part in perceiving the urban quality of life are environmental, physical, mobility, social, psychological, economic and political. These facets are shown in the figure (2.3) as interrelated and connected to one another.

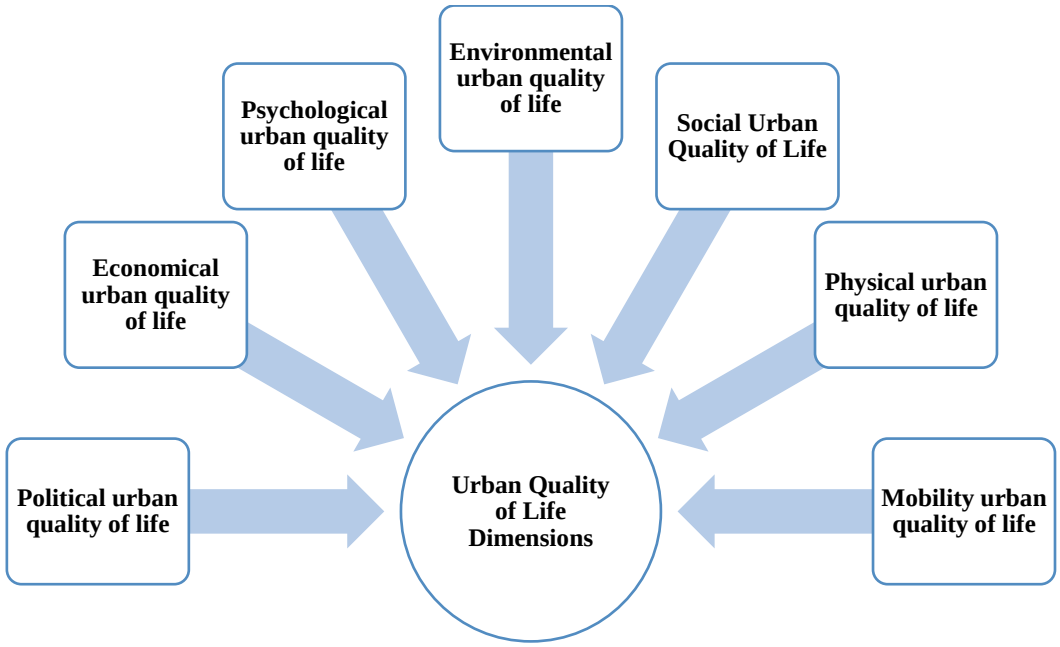


Figure (2.3): Urban quality of life dimensions
Source: The researcher, 2017

2.2 Urban Quality of Life Indicators

This part will define urban quality of life indicators and discuss different approaches used for measuring quality of life and urban quality of life where urban quality of life refers to individual satisfaction towards urban issues.

2.2.1 Urban Quality of Life Indicators Definition

The indicator works primarily as a parameter or a derived value, for it delivers data that describes the phenomenon's condition with a sense that transcends what it is straight attached to the parameter's value. According to Giordano (2010), an indicator is useful and usable instrument and must have intrinsic features as:

- Relevance: To accurately and unambiguously reflect, measure the ingredient and sensitivity attributed to the alteration of the investigated phenomenon and richness of meaning.
- Measurability: availability either immediate or in logical time, statistical and scientific quality, potentiality of regular upgrades.
- Information Efficacy: clarity, simplicity, smooth understanding, society acknowledgement.
- Analytic Consistence: Scientific basis , harmony with criteria or value limits for the estimate , chance to refer to connections

The indicators are not deemed as complete tools that lead to the final stage of problem solving; however, they are way too beneficial since they have the capacity to precisely determine the structure, prove the dissimilar scenarios and observe situations. Additionally, they offer their support in evaluations and, thus, in resolutions, communications, and finally in performance of options and data exchange within the time. (Giordano, 2010).

Urban quality of life is assessed by the usage of a number of indicators. Whether the change of places or persons would affect the consistency of these indicators is a

question worthy to be raised. The fact that a common group of indicators for quality of life can be known as stable throughout the time or among cultures is typically supposed by studies of quality of life and personal welfare. (Garling and steg, 2007).

2.2.2 Urban Quality of Life Indicators Types

Most researchers agree that measures of urban quality of life should contain subjective and objective indicators (figure 2.3). The use of both objective and subjective indicators is to deliver a composite and complete image of living conditions for urban populations that is potential to be easily realized by general audience and policy makers. If objective and subjective indicators converge, the researcher will be able to make definitive and useful conclusions about urban quality of life. Many researches in urban quality of life measurement shed light on objective indicators, others on subjective indicators, but recently researches started to use both objective and subjective standards in order to reach satisfactory results in terms of weighting urban quality of life. A comprehensive picture of the monitoring system of the urban life quality was illustrated by Santos and Martins, and this city life quality was improved by the Porto City Council, which is an unprecedented instrument invented originally to act as a supportive tool in the urban planning and organization. Moreover, this system has two branches, a quantitative approach and a qualitative analysis. The former relies on the statistical indicators, while the latter centres on the perceptions of the residents with respect to life conditions. (yuan et al,1999).

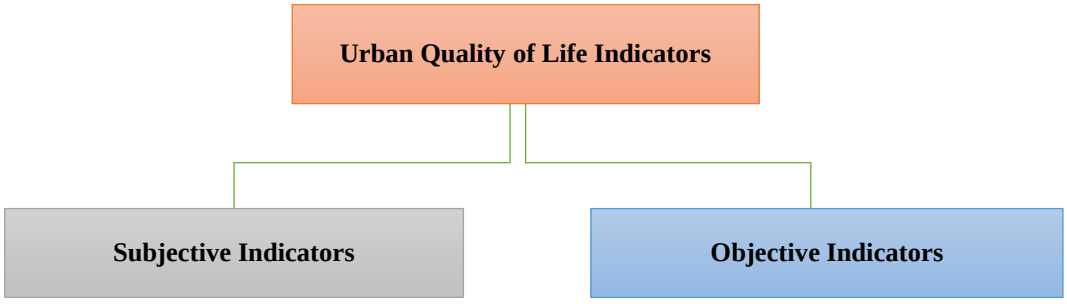


Figure (2.4): Urban quality of life indicators
Source: The researcher, 2017

2.2.2.1 Subjective Indicators

Subjective measures takes into consideration the emotions one can feel regarding his life in general, and this type of measuring is often held through a set of questions related to the satisfaction or gladness in urban areas. That is to say, direct information (questionnaires, interview….) about the level of the satisfactory regarding several aspects of urban life is deduced from the inhabitants of the urban areas. The most common methods depend on either a Likert-type scale or bipolar scale. As for the Likert-type scale, it is notable that a number of levels of satisfactions are introduced to the resident, such as (1=extremely satisfied, 2=satisfied, 3=neutral, 4=dissatisfied, 5= extremely dissatisfied) (Garling and steg, 2007).

2.2.2.2 Objective Indicators

The objective indicators are built around quantitative statistics associated with the features of urban environment that satisfy the main requirements of the citizens. (Garling and steg, 2007).

2.3 Measuring Urban Quality of Life

This part will discuss approaches used for measuring quality of life and urban quality of life where urban quality of life refers to individual satisfaction towards urban issues.

2.3.1 Contemporary Urban Planning Theories and Approaches

The late twentieth century was the real start for most of the novel urban planning studies and methods, such as New Urbanism, Smart Growth, Compact Cities, Green Infrastructure, neo-traditional planning, liveable societies, and sustainable development. It is necessary to analyse the diverse modern urban planning studies and methodologies that aim to enhance the quality of life by the usage of a set of basics so that sub-dimensions of the Urban Quality of Life can be eventually concluded. These new urban planning approaches make use of previous labour; they also break unprecedented norm by combining recent and conventional design basics (Bahrainy and Bakhtiar, 2016).

2.3.1.1 Smart Growth

Smart growth is a relatively recent urban planning and transportation study that emphasizes on the development of compact walk-able city positions to stay away from sprawl and supporters compact, walk-able, transit-oriented, bicycle friendly land use, including surroundings schools, entire streets and mixed-use expansion (Wikipedia, 2017).

According to the EPA (Environmental Protection Agency), Smart Growth is "***Development that serves the economy, the community, and the environment. It changes the terms of the development debate away from the traditional growth/no growth question of how and where should new development be accommodated.***" It is a matter of fact that in the recent days Smart Growth forms an integral part of the knowledge of almost each person who has a special desire concerning urban matters including the planners and policy makers (Song & Knaap, 2004). Smart growth targets the progress in many aspects of life. For example, it aims at making the scope of transportation, employment, and housing options much wider, and also it intends to fairly divide the expenses and benefits of improvement, maintain and promote natural and cultural resources, foster public health, economic prosperity and social justice and upgrade quality of life as shown in figure 2.5 (Smart Growth, 2017).

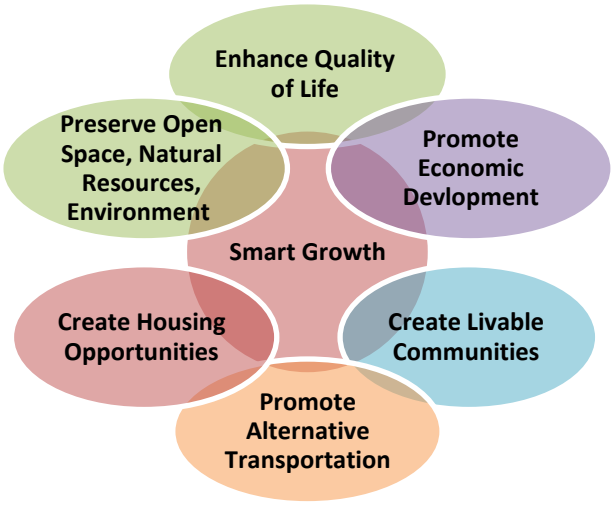


Figure (2.5): Smart growth goals
Source: The researcher, 2017

Smart Growth Principles can be deduced with 6 main topics which are Land use, Housing, Transportation, Environment, Infrastructure, and Community. These major topics are distributed into ten key principles as shown below that are possible to be implemented in different formulations to create smart communities (Bahrainy and Bakhtiar, 2016);

- Adopt compact building patterns and efficient infrastructure design
- Create a range of housing opportunities and choices
- Create walk-able neighborhoods
- Encourage community and stakeholder collaboration
- Foster distinctive, attractive communities with a sense of place
- Make development decisions predictable, fair and cost effective
- Mix land uses
- Preserve open space, farmland natural beauty and critical environmental areas
- Provide a variety of transportation choices
- Strengthen and direct development toward existing communities

2.3.1.2 Principles of Intelligent Urbanism (PIU):

Principles of Intelligent Urbanism (PIU) is defined as a theory of city planning widened by Benninger in Indian and it consists of a group of ten axioms which aim at directing the structure of urban plans and city designs. These ten basics for Intelligent Urbanism are listed as follows: environmental sustainability, legacy maintenance, convenient technology, infrastructure competence, place-making, "Social Access," transit oriented growth, local integration, human scale, and corporate fairness (Caves, 2004).

2.3.2 Analysis of Urban Planning Theories and Approaches:

A matrix was developed to show the relationship between the urban planning theories and approaches principles, and the seven dimensions of urban quality of life as shown in (table 2.4).

Table (2.4): Matrix of urban quality of life Vs. urban planning theories and approaches

	Smart Growth	Intelligent Urbanism
Environmental	• Maintain open space and significant environment districts. • Enhance and guide growth toward present communities.	• Balance with nature. • Efficiency. • Appropriate technology.
Physical	• Mixed land use. • Embrace compact building styles and effective infrastructure design.	——
Mobility	• Establish walk-able neighborhoods. • Supply a set of transportation options.	• Balanced movement.
Social	• Promote community and stakeholder cooperation. • Produce a variety of housing chances and options.	• Conviviality. • Human scale. • Opportunity matrix.
Psychological	• Reinforce distinguished, attractive areas with a sense of place.	• Balance with tradition.
Economical	——	——
Political	• Make growth decisions foreseeable, just and efficient in terms of cost	• Regional integration. • Institutional integrity.

Source: The researcher, 2017

2.3.3 Assessment tools for urban planning evaluation

After discussing the different contemporary movements in urban planning that resulted many urban design principles whose objectives are to monitor the urban sprawl and enhance the urban quality of life; it is necessary to analyse the previous principles of the city design for the sake of creating a range of minimum criterions concerning the supply of a general domain that is way too human, consistent and sustainable and to know how these standards could be assessed. Other models of certification that win an advanced ground in many local and global contexts are closely attached to energy aspects. In this regard, The LEED certification system and the BREEAM and others are increasingly suggesting their techniques as "international" systems of environmental evaluation so that they can be used in case national protocols are not attainable.

2.3.3.1 LEED for Neighborhood Development - United States:

LEED Rating System is progressively turning into a widespread, "globalized" estimate system that assesses the environmental performance in terms of planning and buildings. Moreover, it embraces a leading set of special protocols concerning various kinds of growth, for instance, residential, neighbourhood, office development etc. at the two levels of design and operation (Clemente & De Matteis, 2010).

LEED for Neighbourhood Development (LEED-ND): It is important to mention that the U.S. Green Building Council (USGBC), the Congress for the New Urbanism (CNU), and the Natural Resources Defense Council (NRDC) have all worked jointly in order to improve an evaluation system in relation to community planning and development founded on the common principles of smart growth, green infrastructure and building and New Urbanism (Giordano, 2010).

The evaluation fields: the assessment system has three main branches: Smart Location & Linkage, Neighbourhood Pattern & Design, and Green Infrastructure & Buildings. These branches have preconditions which are considered as a key need for every project and credit that reward performance. Ten more points take place for Innovation and Design Process (typical performance and creative performance) and Regional Priority Credits (table 2.5).

Table (2.5): Summary of LEED-ND and main issues

Category Description		Issues Covered
Smart Location & Linkage	Smart Location & Linkage shed light on where the project is constructed. The prerequisites determines the locations in which the project cannot be built so that the primary farmland, wetlands, and wildlife habitat will be protected. Simultaneously, it is advised for projects to have their locations set in present areas that have an easy reach of services or transit. Therefore, this part concentrates on the wider context of the project along with the manner by which sensitive features situated inside or close to the project are addressed.	• Proximity to present growth. • Proximity to goods and services. • Proximity to present infrastructure. • Protect sensitive lands. • Situate jobs near housing. • Supply bicycle amenities.

Category Description		Issues Covered
Neighborhood Pattern & Design	Neighborhood Pattern & Design focuses on HOW the project is planned. This part fosters compact, perfect and joined growths which is capable of profoundly improving the attitude of the resident. Moreover, this section re-mentions that real communities have unprecedented character and encompasses a range of uses and building kinds which embody local tastes. Also it enhances neighborhood design which contains a broad number of chances for inhabitants, laborers and visitors to meet and construct a complete community with its plazas, farmers markets and gardens.	• People linked to place and to one another. • Shared public places. • Goods and services within the reach of the residents. • Historic buildings • Housing in many sorts and prices • Farmer's markets and community parks. • Neighborhood schools • Civic spots. • Community involvement in design
Green Infrastructure & Buildings	The Green Infrastructure & Buildings section centers its attention on measures which are capable of decreasing the environmental effects connected to the construction and operation of infrastructure and buildings. It as well heartens the use of more effective power and water.	• Energy use. • Water use. • Solid waste.

Source: Usgbc, 2017

2.3.3.2 BREEAM for Communities - Great Britain:

BREEAM (The Building Research Establishment Environmental Assessment Method) was created by the Energy & Environment Consultancy (ECD) in cooperation with Building Research Establishment (BRE). The main aims: Bream for Communities has five main aims (Giordano, 2010):

- To reduce the effects of development projects.
- To empower development projects to be realized due to the benefits they provide to the local community in the environmental, economic and social levels.
- To supply a reliable and inclusive environmental, economic and social sustainability for development projects in the constructed environment.
- To encourage a large amount of demand upon sustainable development in the constructed environment.
- To guarantee the implementation of sustainable communities in the constructed environment.

Table (2.6): Summary of BREEAM for Communities and main issues

Category Description		Issues Covered
Climate and Energy	Declining the suggested contribution of the project in the climate change while assuring that growth is adequately undertaken to the effects of current and coming climate change.	• Flood management • Power and water efficiency • Renewable energy • Infrastructure • inefficient design principles
Resources	Designing for the effective utility of resources, such as, water, waste in building, materials, construction and distraction and reducing the life cycle effects of selected materials.	• Material choosing • Waste management • Construction management • New techniques of construction
Transport	Handling the way residents access to the sites and facilities they want; granting inhabitants options rather than personal cars and promoting walking and cycling activities which contribute in enjoying a healthier lifestyles.	• Walk-able neighborhoods • Cycle networks • Supply of public transport • Green travel plans • Construction transport
Ecology	Preserving the environment, visiting the location and owning the entire chance for environmental strengthening inside and around the development along with buildings.	• Maintaining/Enhancing habitat • Green corridors • Ground pollution • Contaminated land • Landscaping schemes
Business	Granting chances for business to locate in order to serve the site and supply occupations for residents who live inside and near the development.	• Inward investment • Local employment • Knowledge sharing • Sustainable charters
Community	Planning the development to be able to enhance a lively novel community that is capable of merging with the neighboring areas and trying not to establish actual or concrete "gated" communities.	• Social impact rating • Community involvement • Sustainable lifestyles • Facilities management • Mixed of use • Affordable housing
Place shaping	Furnishing a framework for the design of a "real place" accompanied with an identity which assures people's natural ability to trace their way around and also confirming that the modern development derives from local context and legacy.	• Location selection • Defensible space • Active frontages • Green space • Secured by design • Housing density
Buildings	Affirming that individual buildings' design shares in stimulating the sustainability of the development in general by means of high ecological and social criterions.	• BREEAM buildings • Code for sustainable homes • Eco-Homes

Source: BREEAM for Communities, 2011

2.3.4 Analysis of assessment tools for urban planning evaluation:

A matrix was developed to show the common indicators, with the intention to differentiate those indicators according to the seven facets of urban quality of life previously satated; this matrix is shown in table (2.7).

Table (2.7): Matrix of assessment tools for urban planning evaluation

	LEED for Neighborhood Development	BREEAM for Communities
Environmental	• Protection from natural hazards. • Conservation of endangered species and ecological communities. • Conservation of natural features. • Brownfield redevelopment. • Shaded streets. • Green infrastructure. • Construction activity pollution prevention. • Heat island reduction. • Waste management. • Light pollution reduction.	• Energy management. • Reuse of contaminated land. • Water resources management. • Guarantee that the development is adaptive to the weather. • Monitoring energy and water consumption. • Low environmental impact of used materials. • Locally sourced materials. • Waste management. • Resources conservation. • Protection of natural features. • Biodiversity action plan. • Make sure that the landscape's character is honored and upgraded through the site of attributes and design which is convenient to the local environment. • Security lighting.
Physical	• Compact Development. • Mixed-use neighborhood. • Reduced Parking Footprint. • Integrating schools into the neighborhood. • Access to civic and public space. • Access to relaxation facilities. • Certified Green Building. • Housing and jobs proximity.	• Flexible parking to be used for other use when not being used for parking • Residential/mixed use streets • Access to high quality public green space. • Buildings are assessed under the appropriate Code for Sustainable Home rating. • Easy access to infrastructures. • Management and operation.
Mobility	• bicycle network and storage. • Walk-able Streets. • High connectivity. • Transportation demand management. • Transit transportation services.	• Pedestrian friendly movement. • Network of safe bike routes • Provide bicycle storage • Appropriate vehicle speeds • Ensure public transport. • Provision transit waiting rooms. • High connectivity.

	LEED for Neighborhood Development	BREEAM for Communities
Social	• Community Involvement. • Diversity of Housing Types. • Enable the widest spectrum of people to more easily participate in community life (elders, handicaps, etc.). • Mixed-income diverse communities.	• Community engagement in the design of the development. • The development attracts a diverse community. • Community facilities. • Local demographic. • Indistinguishable affordable housing. • Secure by design.
Psychological	• Historic Resource Preservation.	• Ascertain that the development complies with local character. • Ensure that building frontages serving to create a place feel more lively and sharing in achieving vitality.
Economical	• Affordable Housing • Local Food Production	• Enhance business development in locally prioritized sectors. • Create additional jobs. • The development is laid out to attract inward investment. • Affordable Housing.
Political	___	___

Source: The researcher, 2017

2.4 Neighbourhood Urban Quality of Life Dimensions

According to the analysis of contemporary urban planning approaches and theories and after reviewing the different assessment tools for environmental sustainability and urban planning evaluation, the seven main dimensions of urban quality of life were divided into 25 sub dimensions (table 2-8). The seven main dimensions refer to different aspects of the neighborhood; the first dimension, Environmental Urban Quality of Life, indicates the natural facets of the area; the second dimension, Physical Urban Quality of Life, points out to facilities, land use, urban fabric, services and infrastructure; the third dimension, Mobility Urban Quality of Life, examines the traffic, transportation and accessibility matters; the fourth dimension, Social Urban Quality of Life, includes the indicators that demonstrate the social aspects of the community and the connection between people, that is, questions related to personal options and the engagement of residents, the fifth dimension, Psychological Urban Quality of Life, discusses the issues

concerning the sense that residents feel toward their community, such as the identity of the area ; the sixth dimension, Economical Urban Quality of Life depicts the district as an area of economic activities, the seventh dimension, Political Urban Quality of life, points out to the city policies which support the norm of urban quality of life and the manner in which these policies are effectively conducted. Each sub-dimension has a set of indicators each indicator has a tool box to measure it.

Table (2.8): The organization of Urban Quality of Life (UQoL) dimensions and the sub-dimensions

Dimensions of Urban Quality of Life (UQoL)	Sub-dimensions of Urban Quality of Life (UQoL)
1. Environmental Urban Quality of Life	• Quality of Air • Quality of Water • Quality of Land • Quality of Materials • Quality of Local Environment • Energy Use • Waste Management & Recycling
2. Physical Urban Quality of Life	• Land Use • Compact Neighborhood • Urban Layout • Housing & Buildings Quality • Management & Maintenance
3. Mobility Urban Quality of Life	• Accessibility • Walkability & Cyclability • Public Transportation • Traffic Load
4. Social Urban Quality of Life	• Social Equity & Inclusion • Social Connectedness • Behavioral Performance
5. Psychological Urban Quality of Life	• Community Identity • Pleasing Milieu
6. Economical Urban Quality of Life	• Economic Development • Economic Standard of Living
7. Political Urban Quality of Life	• Urban Policies & Strategies • Civil & Political Rights

Source: The researcher, 2017

2.5 Kano's Model

This section is devoted to Kano's Model and its application. In a wider sense, the aim is to scrutinize Kano's model in various quality studies.

2.5.1 Kano's Model and its Application

Kano model explains the connection between quality features of products and users' satisfaction. This method is useful to understand how users evaluate a product. In this study 'product' refers to urban environment and its performance levels assessed by its users' needs and expectations. Kano model is defined as a tool for measuring quality, and it is devised for prioritizing user's needs which are determined by their influence on user satisfaction. Also it is rendered to identify the needs by a hierarchy measurement ranging from most to least important. Kano analysis is capable of determining the quality factors that lie on the top of users' priority. Moreover, it can be used for the sake of recognizing user segments, dependent on the relative priority of every segment's necessities. (Berger et al., 1993).

Professor Noriaki Kano and his colleagues have developed Kano model in 1984. The first usage of this model was in the development of manufactured product quality of T.V. and decorative clocks (Berger et al., 1993).

According to Kano, one-dimensional and two-dimensional models are two basic models understanding the customer satisfaction. The one-dimensional model is linear that is based on continuous improvement. A wide number of the previously mentioned definitions of quality were linear and one-dimensional in nature (i.e., good or bad, small versus large). Kano defines this situation as "more begets more, and less begets less" (Jane and Dominguez, 2003).

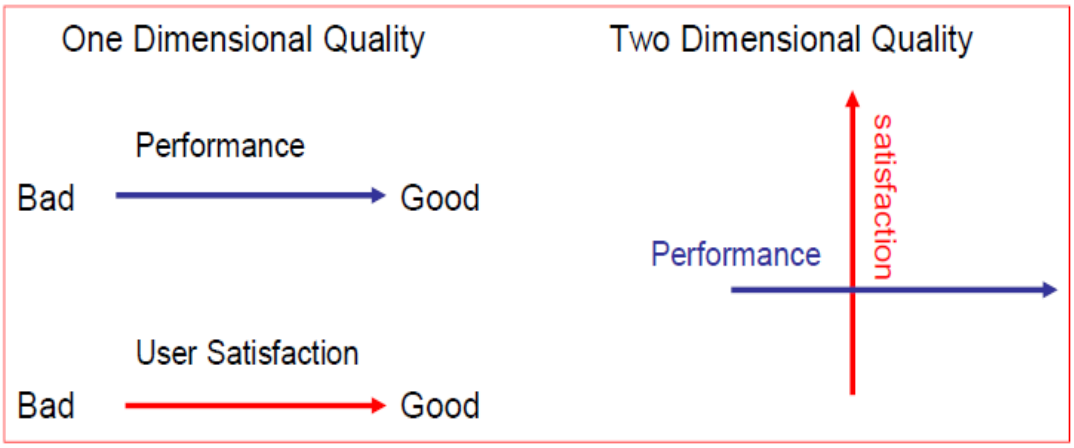


Figure (2.6): Two dimensions of quality
Source: Berger et al., 1993

Kano's Model uses notions which are somewhat similar to the hierarchy of human requirements proposed by Maslow. Kano makes use of three distinct kinds of needs which jointly indicate the customers' understanding of quality. These necessities are (Lodenius, 2011):

- Stated needs: predicated by the customer to be pleased indicates that these necessities are very apparent to the customer that they are not even mentioned by him/her when asked, for instance, in a survey.
- Implied needs: do not elevate better customer satisfaction, for the fulfillment of these requirements is a must. Yet, in case these needs are not obtained, the level of customer satisfaction will decline profoundly.
- Unconscious needs: are known as needs that the customer do not expect; however, it may bring about a high levels of customer satisfaction. On the other

hand, when these needs are not fulfilled, the result is dissatisfaction.

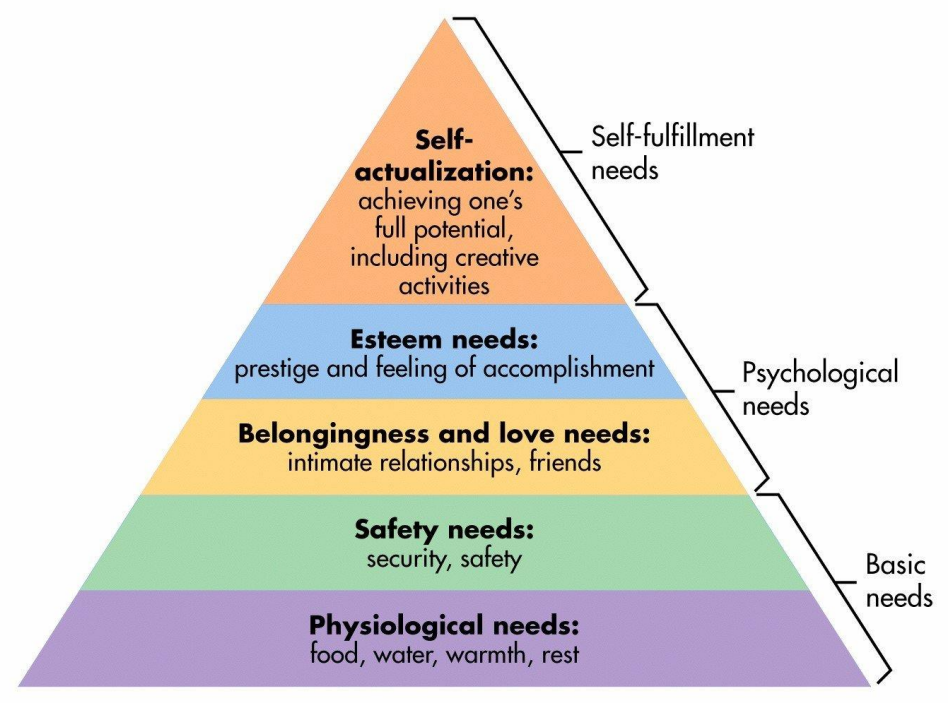


Figure (2.7): Maslow's Hierarchy of Human Needs
Source: Lodenius, 2011

Kano proposes that the features are not all the same in the mind of the customer, and also not all of them records a linear connection to satisfaction. The capacity of defining quality more comprehensively is reached out through the juxtaposing of the quality parameters of performance and user satisfaction in a two-axis plot. Therefore, Kano defines three unprecedented definitions of quality which are performance, excitement and basic quality. (Figure 2.8). (Gregory and Parsa, 2013).

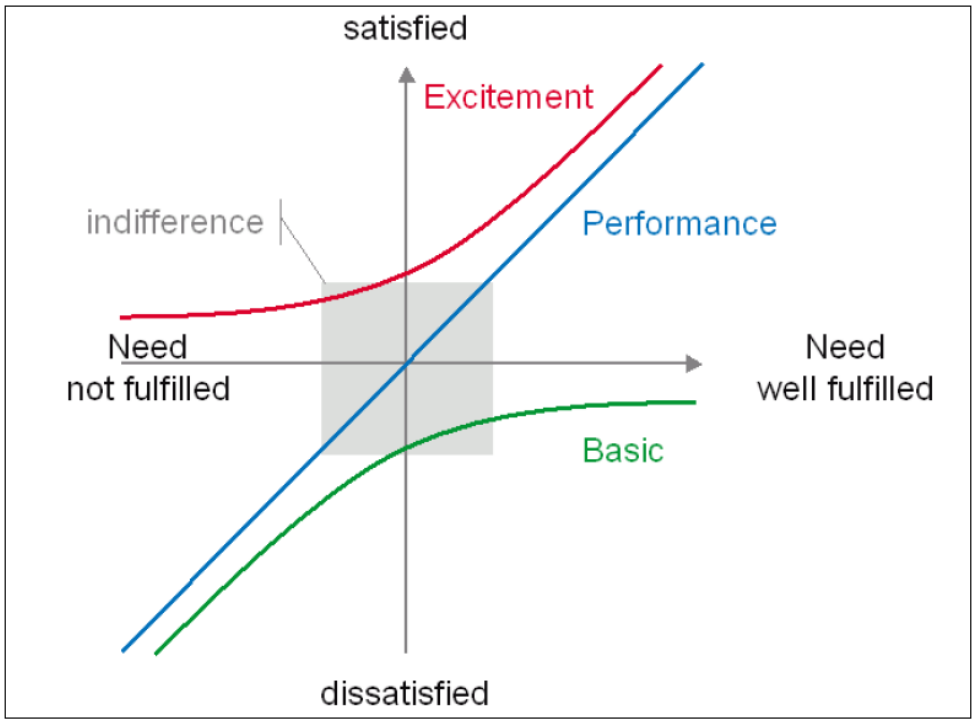


Figure (2.8): Kano model
Source: Berger et al., 1993

The must-be or basic quality: This quality category indicates that in case some of the user's needs are not fulfilled, it results in high dissatisfaction, but, meeting these needs will only lead to a small extent of user satisfaction. This is mainly due to the fact that the customer expects this kind of quality. For instance, the user predicts to have a space for sitting when going to a restaurant, so when s/he sees no setting places, s/he will not feel satisfied. However, having this place for sitting does not grant credit to the restaurant because it is supposed to have one. (Sauerwein et al., 1996).

The one-dimensional or performance quality: The features of the performance quality usually cause a linear response. The growing levels of fulfilment lead to growing levels of satisfaction. For example, in a restaurant, the customer anticipates that what s/he orders is to be answered immediately and precisely within a proper time period. (Sauerwein et al., 1996).

The attractive or excitement quality: Attractive needs are not manifestly declared or predicated by the customer. Meeting these requirements causes a higher level of proportional satisfaction. However, in case they are not fulfilled, no sense of dissatisfaction is expressed. (Sauerwein et al., 1996).

This model is established through the usage of surveys in which a customer questionnaire is provided with a number of question pairs for all products feature. The first functional form question included in this pair targets the react of the customer upon the product that owns a particular feature, whereas the second dysfunctional form question records the customer's behaviour when the product does have that attribute (Figure 2-9). This questionnaire is distributed among a group of customers, and every pair is in correspondence with the Kano rating table, disclosing every customer's perception of product attribute (Figure 2-10). The last stage of classification of a product attribute depends on a statistical analysis of the survey results of all respondents. (Figure 2-11) (Mikulic, 2007).

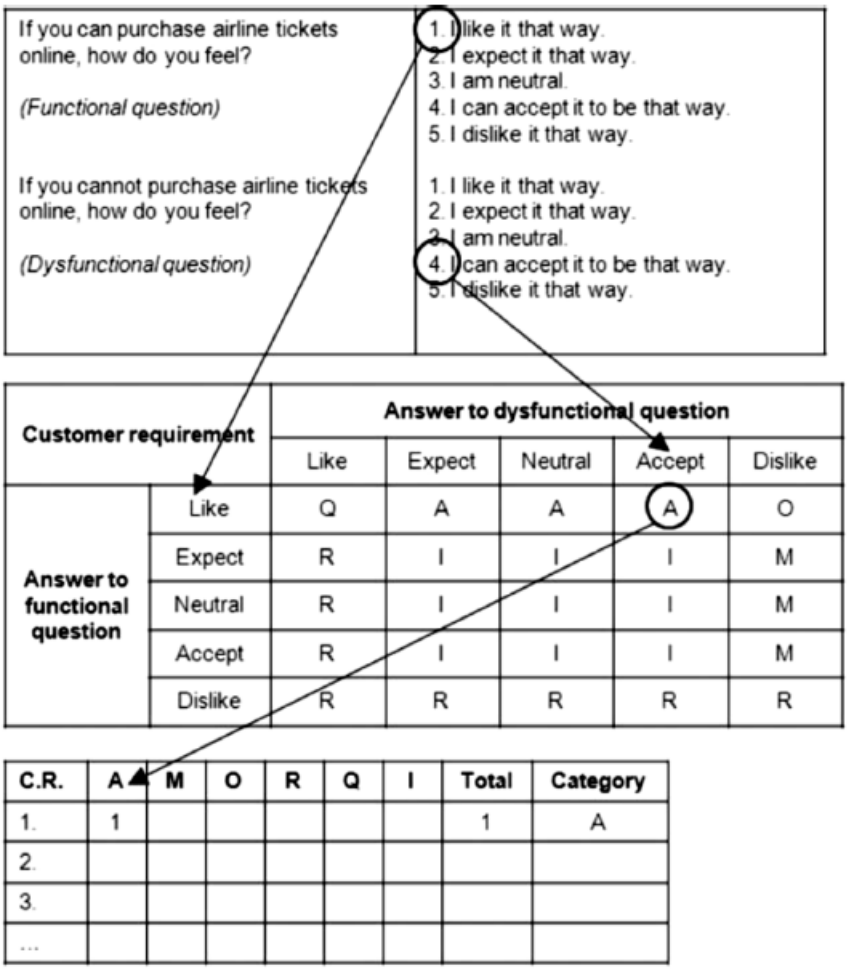
Kano question	Answer
Functional form of the question (*e.g., if the car has air bags, how do you feel?*)	☐I like it that way ☐It must be that way ☐I am neutral ☐I can live with it that way ☐I dislike it that way
Dysfunctional form of the question (*e.g., if the car does not have air bags, how do you feel?*)	☐I like it that way ☐It must be that way ☐I am neutral ☐I can live with it that way ☐I dislike it that way

Figure (2.9): An example of Kano questionnaire
Source: Mikulic, 2007

Customer requirements		Dysfunctional				
		Like	Must-be	Neutral	Live with	Dislike
Functional	Like	Q	A	A	A	O
	Must-be	R	I	I	I	M
	Neutral	R	I	I	I	M
	Live with	R	I	I	I	M
	Dislike	R	R	R	R	Q

Notes: A: Attractive, O: One-dimensional, M: Must-be, I: Indifferent, R: Reverse, Q: Questionable

Figure (2.10): Kano evaluation table
Source: Mikulic, 2007



Notes: A = attractive; M = must-be; O = one-dimensional; R = reverse; Q = questionable; I = indifferent

Figure (2.11): Kano method
Source: Mikulic, 2007

2.5.2 Kano's Model for Urban Studies

Despite some partial applications of Kano's model related to satisfaction level of people on some daily urban services (i.e. parks, kindergarten) so far, no studies have used Kano's methodology to the definition of urban dwellers' need-based quality perceptions in any geographic setting (i.e. neighbourhood level for this study). However, Kano's Model can contribute to urban studies whose relations will be discussed in this section.

Kano Model focuses on product/service quality. What is the product of urban planning and design? The urban space is the product that urban planning and design works to produce (Madanipour, 1997). In the term 'urban planning', 'urban' part refers to product. The modern term "city" comes from civic or civilization which has Latin origins urb and civitas. The civitas was the realm of the religious and political; the urbs was the place, a solid one (Sennett, 1992). On the other hand, 'planning' part implies a process that managing and shaping the urban spaces.

According to Madanipour (1997), throughout the history architects have been concerned in the product of their design rather than the management and urban development operations regarding to implementation. However, planners have larger interest with the policies and procedures of change in the urban environment. Today urban planning and social sciences interface, researchers face mainly two subjects. The former refers to understanding meaning and measurement of quality of life; the latter is to develop principles or to define indicators in the evaluation of changes in QoL. Kano model assists researchers to understand user-defined quality (Voice of Customer in quality management studies) and to mobilize this knowledge by making invisible ideas about quality make visible.

The domains of architecture and urban planning build a link between the quality of an urban neighbourhood and its physical structure for the sake of enhancing a complete perception of the social, psychological, and physical aspects that take part in creating a

quality community. Moreover, the comprehension of the cognitive factors that direct the rating of the residents of their town or community is never an easy mission since it demands a mutual relationship between diverse fields of knowledge beyond town planning. Consequently, it will be taken into consideration the models in quality management studies like SERVQUAL, QFD and Kano in urban research that concentrates on urban quality of life. Such environmental understating studies clarify that the connection between user response and encouraging estates does not have to be linear. Therefore, to measure non-linear attitude, analytical methods are required to understand overall satisfaction (Nasar, 1993). In this study, Kano's Model presents a flexible tool of translating vast majority of urban dimensions into a language of quality of urban life. Kano's model technical will be mentioned in the case study area.

Chapter 3

Urban Planning in Gaza City

Chapter 3
Urban Planning in Gaza City

Introduction

This chapter will discuss four main topics. These topics are Geographic Characteristics of Gaza City, Urban Structure Description for Gaza City, Neighborhoods in the Gaza City and Description of study area.

3.1 Geographic Characteristics of Gaza City

Gaza City is located within the territory of Gaza Strip (Southern Governorates of Palestinian Territories). The strip locates on the eastern coast of the Mediterranean Sea, at 31 25 N^o, 34 20 E^o. It occupies the far southern west of Palestine and extends from north to south with length of 45 km, width between 6-12 km, and with a total area of 360 km2; as in figure (3.1); also the strip takes its name from the Gaza City. Gaza Strip is split administratively into five governorates; North Gaza Governorate, Gaza Governorate, middle Area Governorate, Khan Younis and Rafah Governorates. The city is located in the north of Wadi Gaza that passes through the middle of the strip. The city is bounded from the west with the Mediterranean Sea with coastal line about 6.5 km, bounded from the east with Green Line of the Occupied Palestine, bounded from the north with Jabalya City and bounded from the south with Az-Zahra' City, Joher Ad-Diek and Al-Moghraqa, with total area about 45 km^2 (Al-Moughani 2006).

This geographical characteristics influence the urban sprawl, that the city is limited from eastern direction with political and administrative borders and limited from western direction with the coastal line. From this perspective, it can be seen that urban growth will have a linear form over the long term.

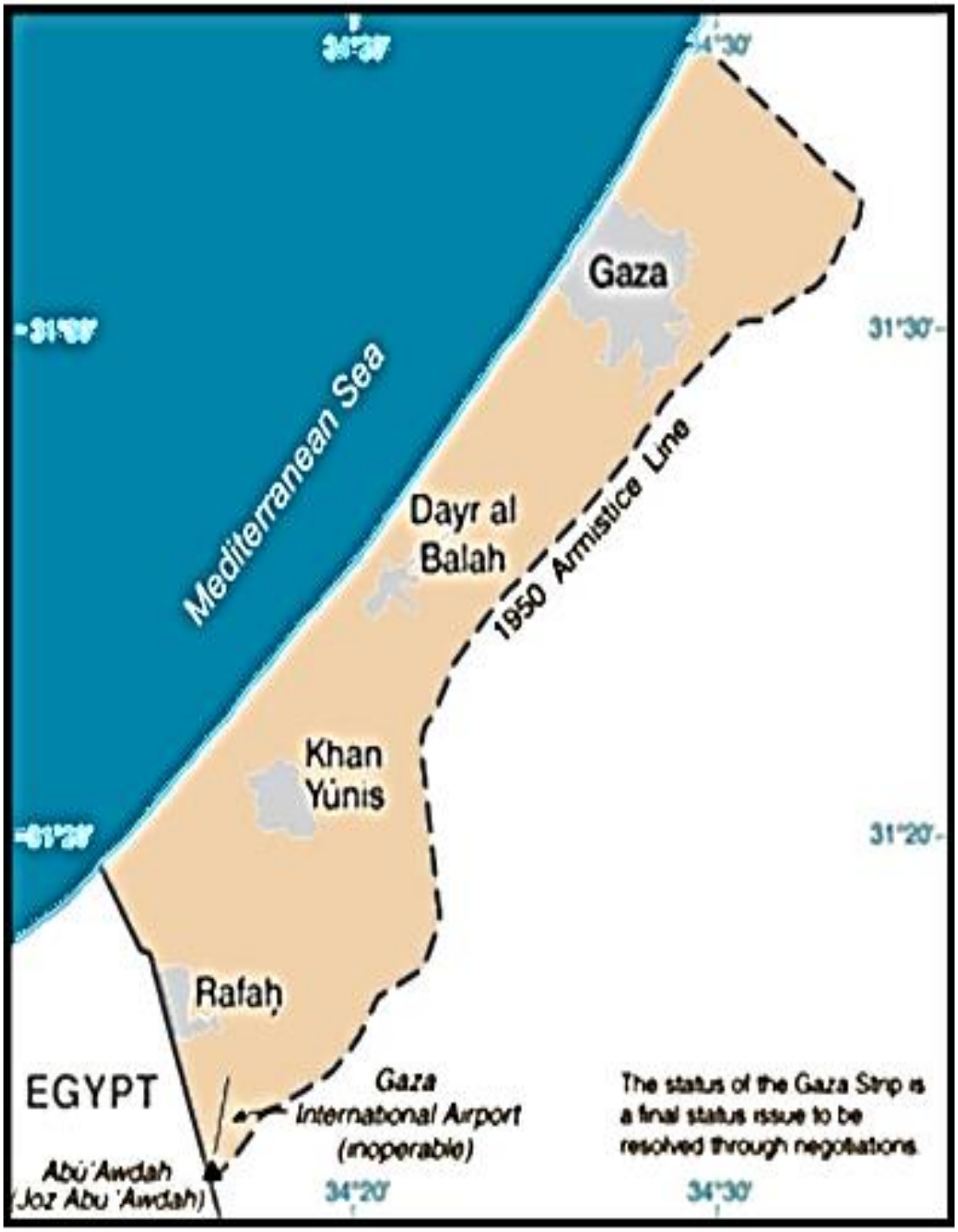


Figure (3.1): Gaza Strip Map
Source: UN OCHA 2009

Gaza city is divided administratively into 17 districts; as in figure (3.2), with various areas and various population densities.

Figure (3.2): Gaza City and its districts and borders
Source: UN OCHA 2009

3.2 Urban Structure Description of Gaza City

According to the master plan 1997 after the advent of the Palestinian National Authority, a master plan for Gaza City was carried out, and it is adopted in 1998 to achieve several objectives. These objectives were tended to guide the processes of urbanization in the city, providing a healthy and safe residential environment, and develop the basic services to be corresponding with the increase of population. Also, the master plan attempted to prepare a high efficiency transportation network. Moreover, the plan aimed to protect the natural resources, and develop the infrastructure issues (sanitation, water and solid waste). It is clear from the objectives of the proposed master plan that it was done in order to address the urban troubles, and it can be seen as a contingency plan to deal with the urgent problems of planning, and therefore; it is not a comprehensive and detailed plan (Al-Moughani, 2002). See figure (3.3) and table (3.1).

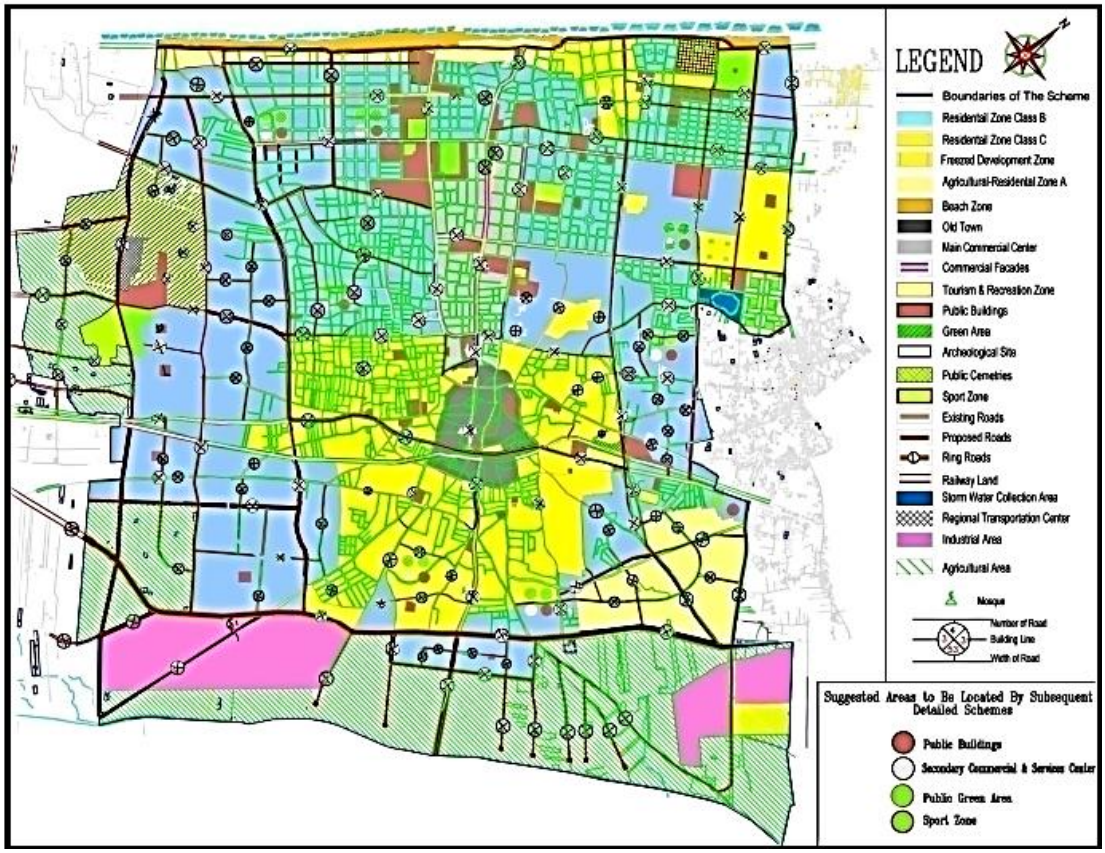


Figure (3.3): Master plan (2007) of Gaza City
Source: Ministry of local government, 2007

Table 3.1): The adopted details of land use in the master plan of Gaza City

Land use	Area (Donum)	Percentage of total area (%)
Total area	45,000	% 100.0
Residential - medium density - class (B)	10,300	% 22.89
Residential - high density - class (C)	8,600	% 19.11
Old town	900	% 02.00
Agriculture zones	10,260	% 22.80
Freezed development zone (Al-Shate')	700	% 01.55
Shore zone	500	% 01.11
Main commercial center	2000	% 04.44
Touristic and recreation zones	1800	% 04.00
Public buildings	900	% 02.00
Sport	300	% 00.66
Industrial	2140	% 04.76
Green areas	390	% 00.87
Other (roads, rain collectors, cemeteries, regional transportation center)	6,210	% 13.81

Source: Ministry of local government, 1997

It is Clear from the master plan which is shown in figure (3-3) the city offers all the functions but in varying degrees, these functions act as spatial uses of the city with

an overlap in the uses of different parts of the city. And shows that the residential use and services occupy 54.85% of the land in the city, while the agricultural use, industrial use, tourism and recreation, transportation and cemeteries occupy around 45.15% of the total area, hence the residential use occupies the largest area in comparison with the rest of the other uses in the city, followed by agricultural use which occupies 22.8% of the total area, 16.46% of this area is classified as agricultural areas, and 6.34% is classified as residential- agricultural use (Al-Moughani, 2002).

There are two types of planning patterns in Gaza city (Ministry of local government, 1997):

- **Planned Areas:** They are the modern neighborhoods like Al- Rimal, Al- Nasr, Al-Sheikh Radwan neighborhoods, and some western areas of Al-Sabra neighborhood.
- **Un Planned Areas:** Like the old neighborhoods that has grown randomly and Beach refugees camp.

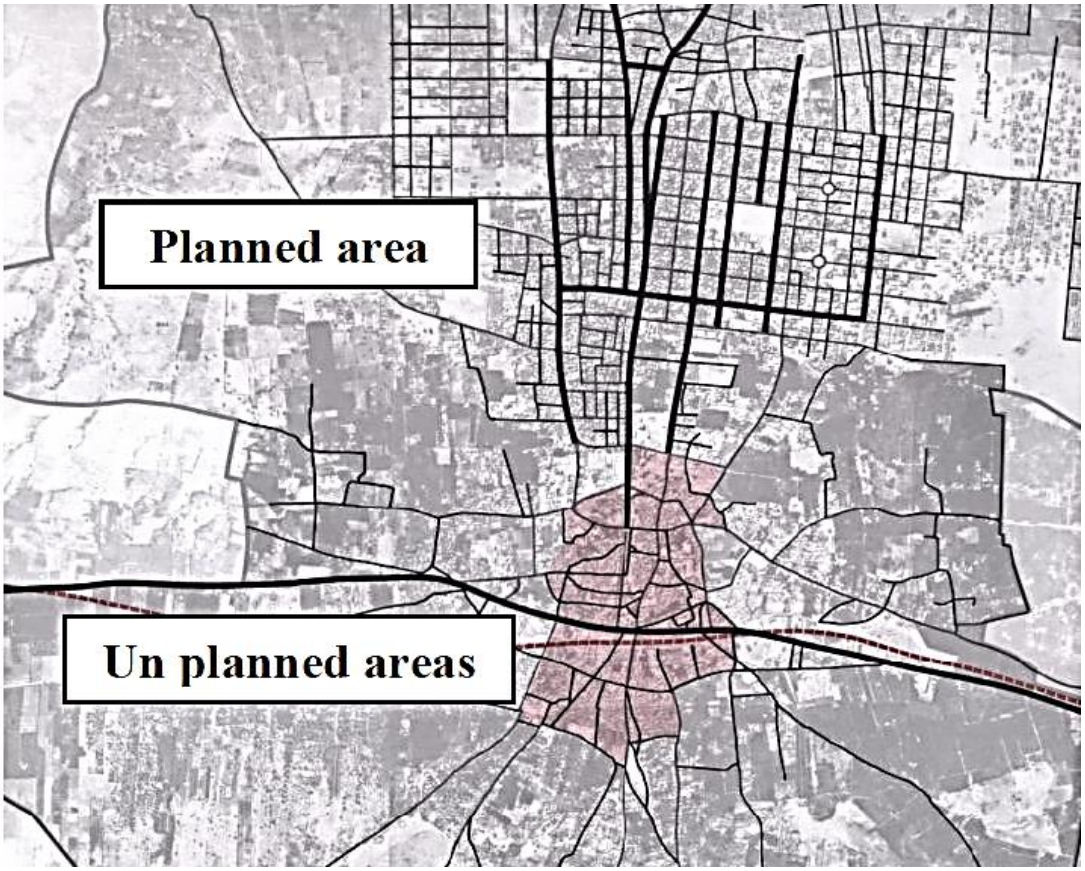


Figure (3.4): Planning patterns in Gaza city
Source: Ministry of local government, 1997

Roads network and transportation in Gaza City can be classified as follows (Mohaisen, 2011):

- **Regional Roads:** which connect Gaza City with the rest of cities in Gaza strip, and there are three major regional roads in Gaza City: Salah El-Din, Street No. 4 (Al-Karama street and Al Rashid Street.
- **Main Roads:** They extend from the regional roads to serve residential areas located on both sides of the regional roads such as Omar Mukhtar Street and Al Wehda Street and Al Mina' Street.
- **Collective Roads:** They are used to collect and distribute traffic to and from local streets and to ensure free access to the main roads, like Kamal Nasser, Omar bin Al-Khattab, Salah Khalaf and Falasteen Street.
- **Local Roads:** These roads connect residential neighborhoods and the local services with the collection roads, they are characterized by low traffic and restricted speed of traffic, they are linked to the collection roads to reach the public road network.

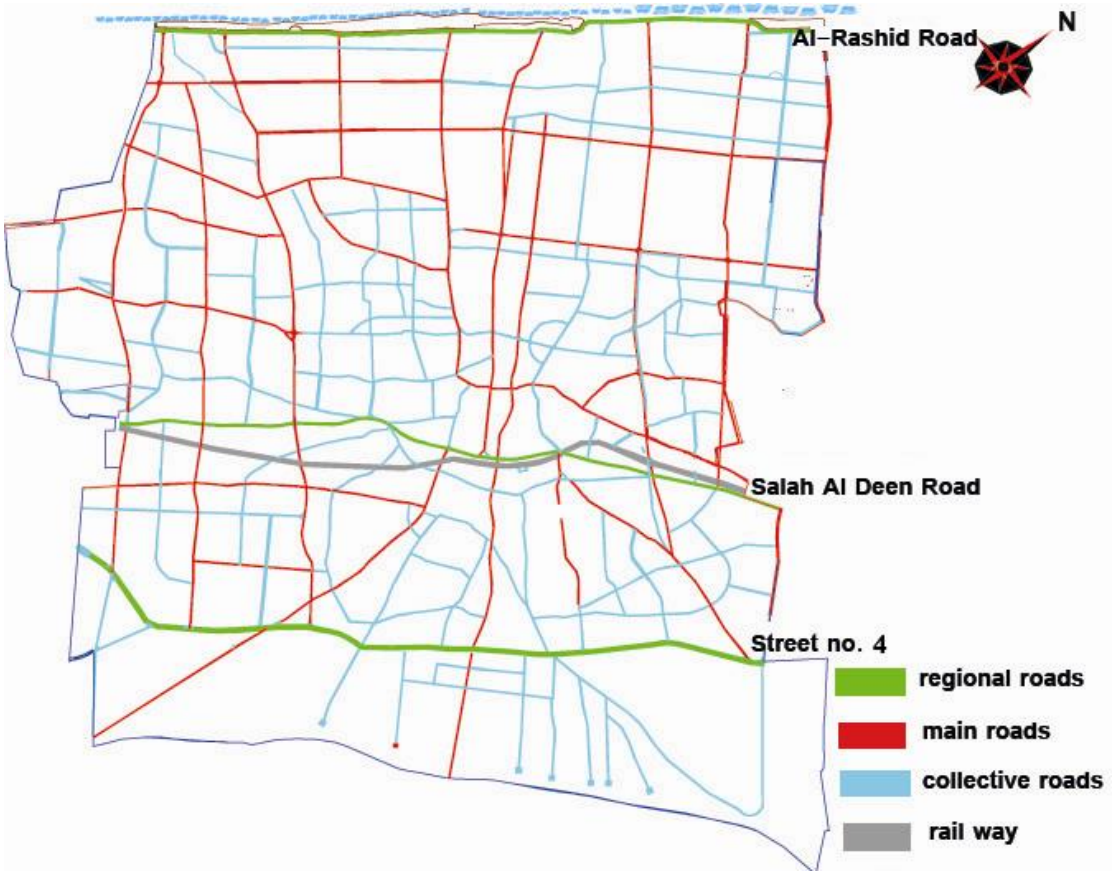


Figure 3.5): Roads classification in Gaza city
Source: Ministry of local government, 1997

After the adoption of the master plan of Gaza, detailed plans for different areas were prepared. These plans aimed to achieve urban development within the social and economic needs. The plans were based on accurate studies to the needs of the current situation as well as the future. The preparation of detailed plans encountered problems that related to the established slums, in addition to the problem of private land ownership as well as problems of social and economic configuration (Al-Moughani, 2002).

Gaza City includes many land uses with size variation from time to time. Also, the population growth is increasing dramatically and this leads to the creation of other land uses related to the needs of the population. On the other hand, there is a reduction in green land and open spaces, which can be considered as an environmental and agricultural resource, and outlet for the city. Generally, the urban troubles of Gaza City can be summed up within the following points (Mohaisen, 2011):

- Population growth, which leads to a shortage of land for future expansion.
- Lack of services.
- Deficit in infrastructures.
- Environmental pollution especially in water (Contamination of the aquifer).
- Traffic congestion especially in the city center.
- Lack of recreational areas.
- The existence of Ash-Shate' refugee camp, which limits the development process for some parts of the coastal zone.

Figure (3.6): Urban fabric in Gaza city
Source: Al-resalah, 2017

3.3 Neighbourhoods in the Gaza City

Gaza City is subjected to many circumstances that influence the urban growth and impose limitative framework. This framework directs the expansion and restricts any developmental aspirations. The urban fabric may contain various features ranging from a small village to a town or a refugee camps; however, all towns, villages, and refugee camps share a mutual elements and components creating the urban fabric. Besides, the two major kinds of urban areas development are city centres and neighbourhoods, while other urban areas contain industrial areas, educational institutions or individual buildings. Neighbourhoods are major residential districts, yet it also comprises commercial uses, for example, restaurants, grocery stores and small offices. In addition, neighbourhoods consist of many sorts of buildings including separated houses, villas and flats. (Al-Moughani,, 2002).

The urban geometry complexes of Gaza are considered as dense in construction, high degree of impervious surfaces such as (asphalt, concrete, and interlock), high heat storage capacity of construction material, and the geometry block can easily trap the radiation that create air stagnation. Generally, street takes parallel and perpendicular orientations to the sea coast (north eastern- south western) and (north western- south eastern). Land plots take the same orientation of the streets. Thus, buildings take the same orientation of land plots due to the decrease in land area. So buildings orientation doesn't take into consideration the climatic factors especially the solar coefficient. The main form of buildings range between the cube (square in plan) and cuboid (rectangular in plan) as the rectangular shape is the most popular geometric shape in parcels. There are other small percentage forms such as circular, L shape and U shape (Abed, 2012).

The housing sector in the Gaza city is a major challenge in the Palestinian situation which requires concerted efforts of all governmental and private institutions. Since Al- Aqsa Intifada in September 2000, the growing demand for housing has increased the need for housing. As well as that population growth rates in the Gaza Strip is one of the highest rates of population increase in the world. The Gaza Strip needs 123106 housing units annually to meet the deficit in the housing sector (Abed, 2012).

Housing is one of the critical problems facing the Palestinian people in general and the Gaza Strip in particular. It has been developed in several stages, including the UNRWA camps to modern housing projects implemented by the Housing Council and the Palestinian Ministry of Housing. Residential buildings are considered the main construction subsector in Gaza. Detached buildings are the most commonly used style in residential complexes. The attached style is only found in the old town in Gaza city. Building's density, height, area and spacing are determined according to the local municipality's regulations. Residential buildings range between 1-15 floors. Also, there areas range between 80- 500 m^2 according to their type (Mohaisen, 2011).

Figure 3.7): Neighbourhoods of Gaza City
Source: Wikipedia, 2017

Neighborhoods of Gaza City are in this category: Daraj Quarter, Nasser, Rimal, Sabra, Al-Shati Camp, Sheikh Ijlin, Sheikh Radwan, Shuja'iyya, Tel al-Hawa, Tuffah, Zaytun Quarter, Turukman, Judeide (Wikipedia, 2017).

Population density in areas of extreme urban neighborhoods such as the neighborhood of Al-Daraj, Al-Zaitoun, Jdaida and Turkmen is between 4-5 units/donum, while attempt is made in Sheikh Radwan neighborhood to retain the density up to 6 units/donum, but in the old town and Shija'ia the density is between 4-5 units/donum (Al-Moughani, 2002).

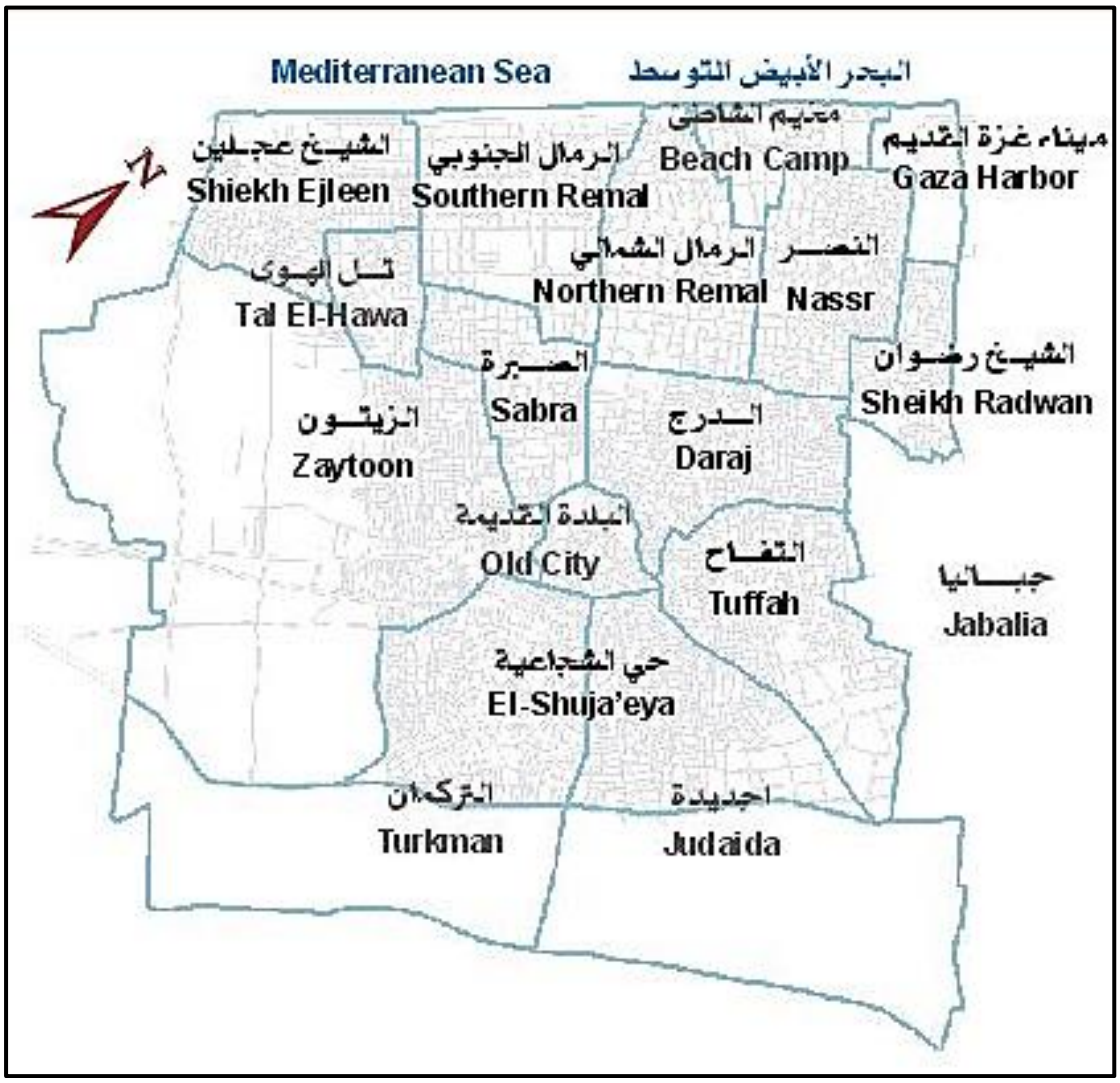


Figure 3.8): Neighbourhoods of Gaza City
Source: Wikipedia, 2017

3.4 General Description of Study Area

Study area is Tel al-Hawa or Tel al-Islam project which is a neighbourhood located in the southern part of Gaza, a Palestinian city, established by the Palestinian National Authority (PNA) in the late 1990s. Tel al-Hawa is considered one of the more wealthy neighbourhoods of the city (Wikipedia, 2017).

3.4.1 Tal al-Hawa Neighborhood Location:

Tal al-Hawa neighborhood lies in the south of Gaza City and at 1.5Km from the sea with land area is about 430,000 square meters with a population 8841 person see figure (3-9). It contains approximately 72 apartment buildings. Each building consists of 5-7 floors in addition to the ground floor. The first model consists of 4 apartments in each floor with an area of 140 m^2. The second model consists of 3 apartments in each floor with an area of 189 m^2 (Abed, 2012).

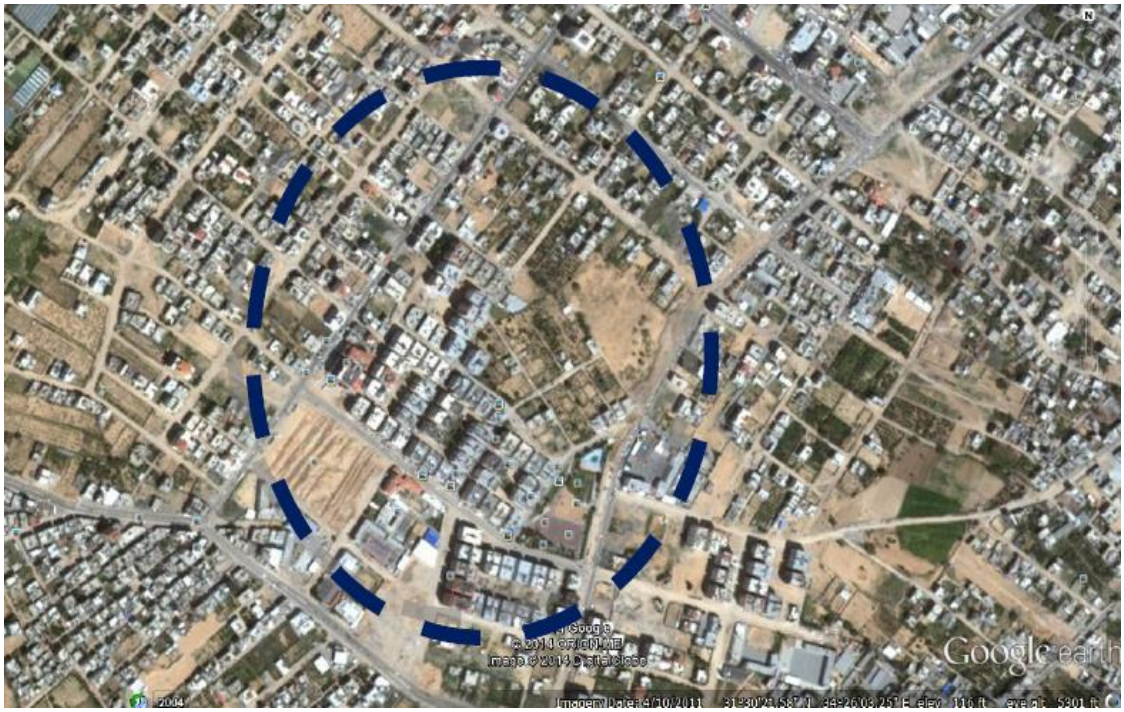


Figure (3.9): Tal al-Hawa neighbourhood
Source: Abed, 2012

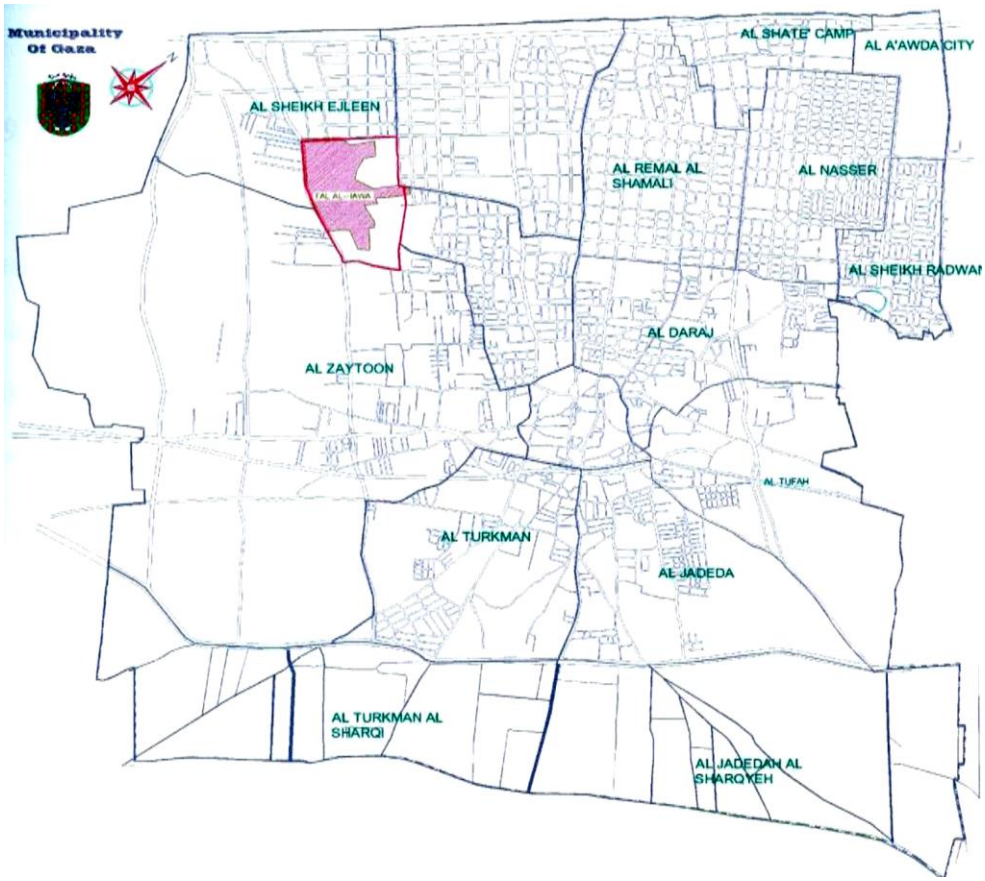


Figure 3.10): Tal al-Hawa neighbourhood location
Source: Elessy, 2008

3.4.2 Tal al-Hawa plan and design:

This project followed the system of high buildings with high population density and this is acceptable in the Palestinian society due to land scarcity. These systems of cooperative housing building require increasing the density in addition to providing commercial services inside the blocks. Also, the high density would strengthen and compensate the government for the low price of the land. There are a number of elements that contributing to movement towards high buildings (Al Haddad, 2012):

- The limited availability of government land
- The need for housing units due to the increase in the population and the limited income of the people
- The difficult geological situation
- The horizontal expansion requires a lot of infrastructure works.

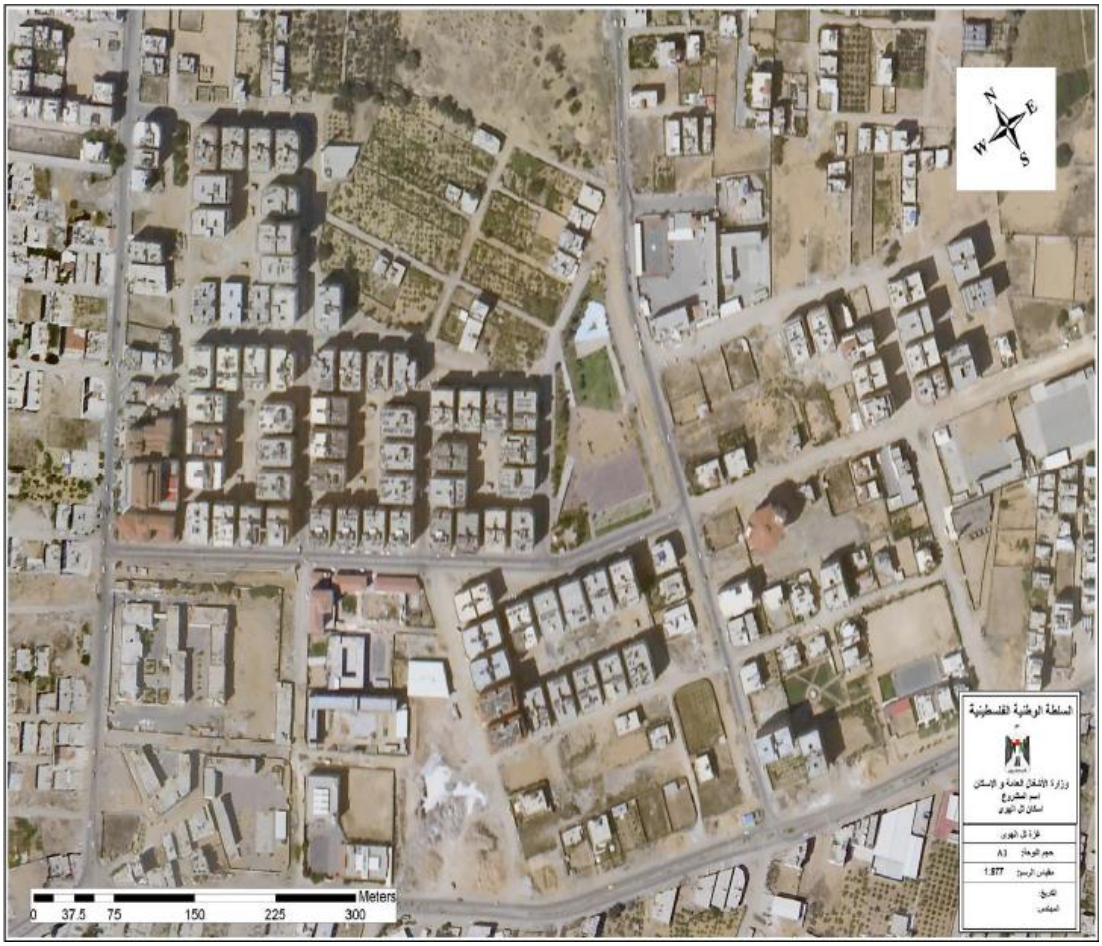


Figure (3.11): Tel al-Hawa neighbourhood plan
Source: Al Haddad, 2012

The project was focused on the residential sector, the necessary services and land use. Land use can be classified as residential, commercial and educational with ratio 49.62% and 27% of the land use can be classified as a public service such as roads and green areas, see figure 3.12 and table 3.2 (Al Haddad, 2012).

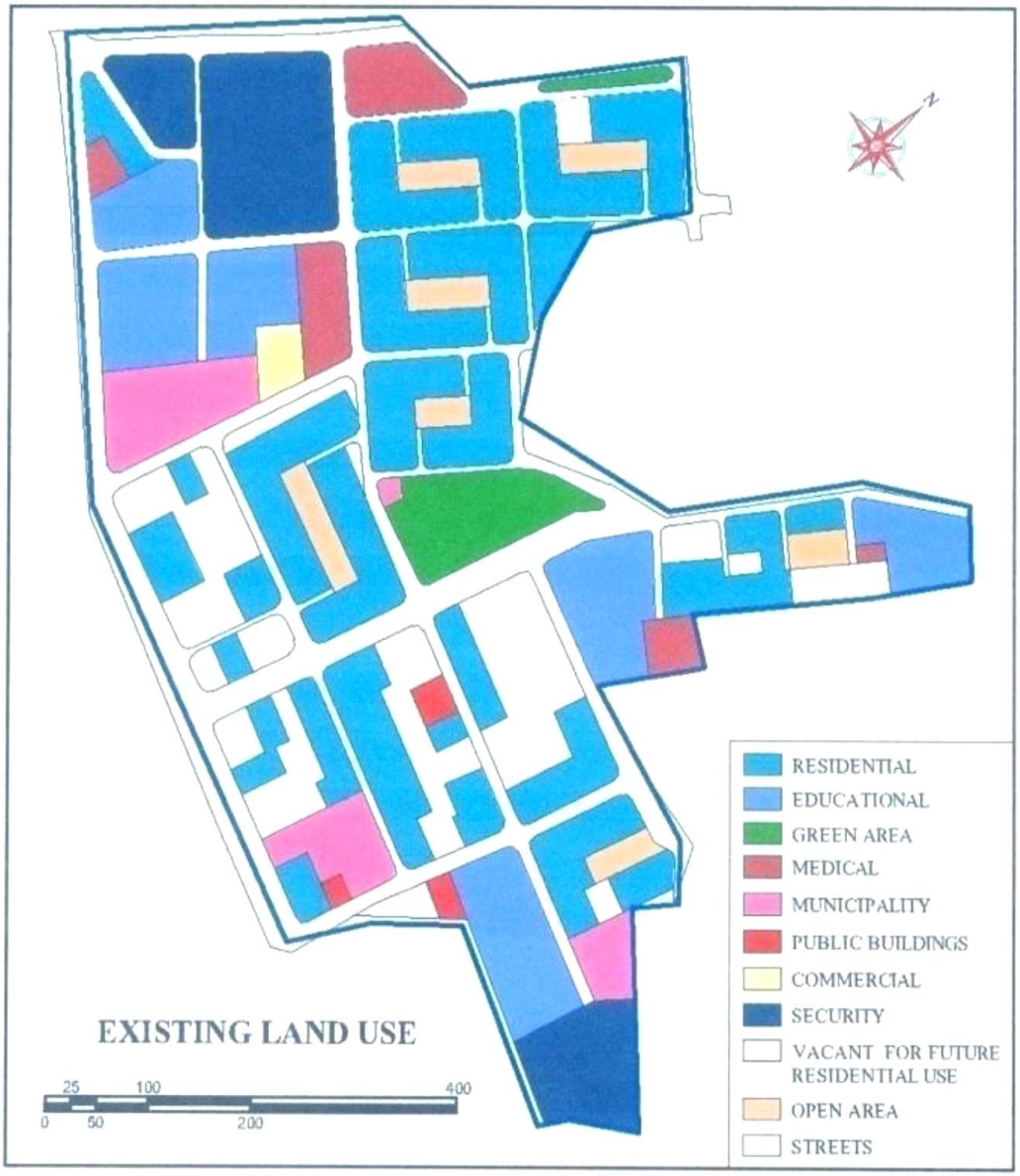


Figure (3.12): Land use plan for Tel al-Hawa neighbourhood
Source: Al Haddad, 2012

Table 3.2): Land use of Tal al-Hawa neighbourhood

Land use	Area (M^2)	Percentage of total area (%)
Residential	117669.3	26.4%
Educational	47103	10.57%
Medical	14311	3.21%
Green areas and recreation zones	14703	3.30%
Economical	1721.7	0.39%
Public buildings	2996.5	0.67%
Future extension	46362.5	10.41%
Securely	34240	7.68%
Open areas	17140.5	3.85%
Other (roads)	1130226.5	29.23%

Source: Al Haddad, 2012

In figure (3.13) commercial public services are covered 33% of the total project's areas and there are distributed on a project suburb frames and include educational, commercial and public spaces and in figure (3.14) study are noted pubic services surrounding in the Tal al-Hawa Neighborhood (Al Haddad, 2012).

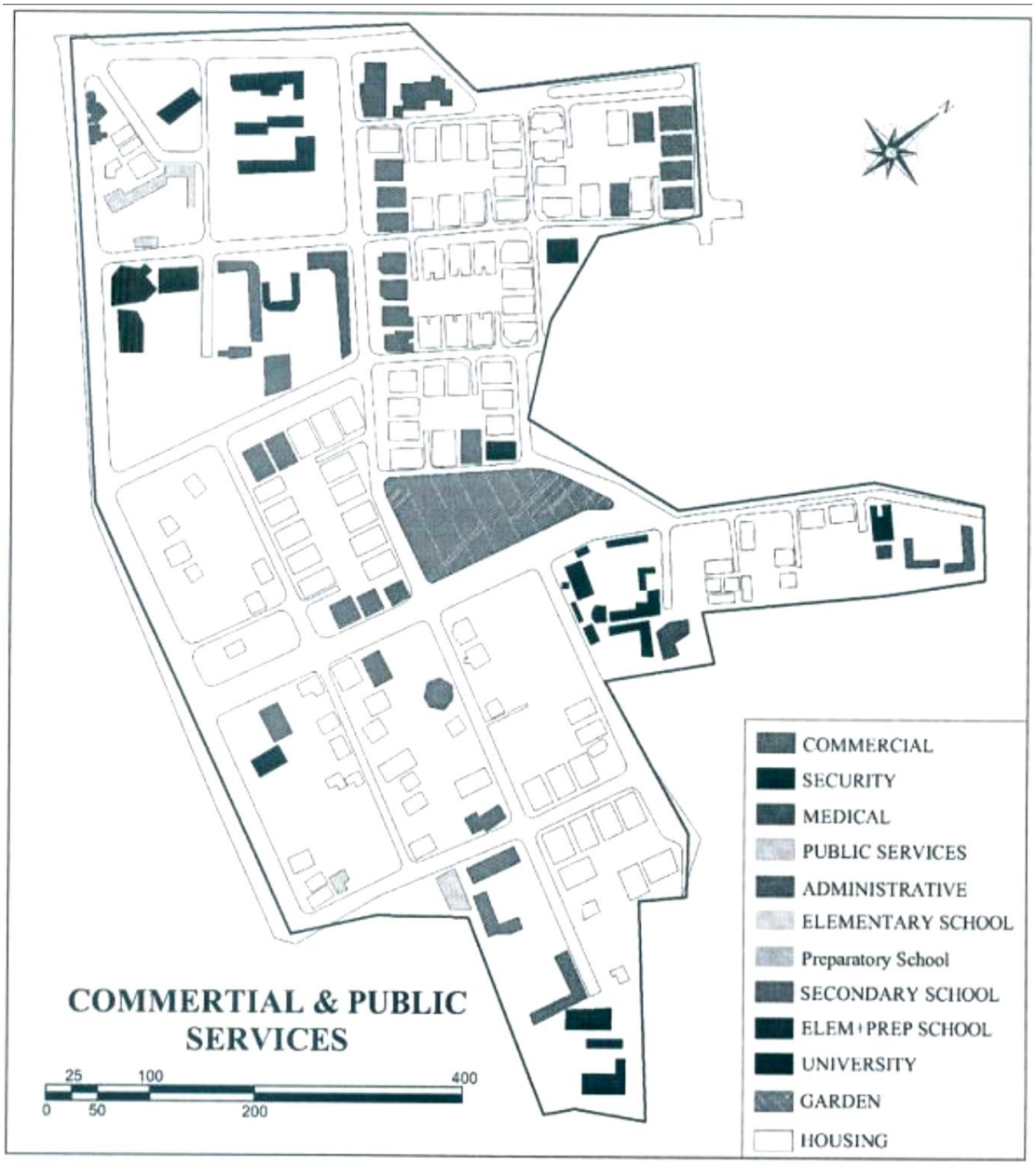


Figure (3.13): Commercial and public services plan in Tal al-Hawa neighbourhood
Source: Al Haddad, 2012

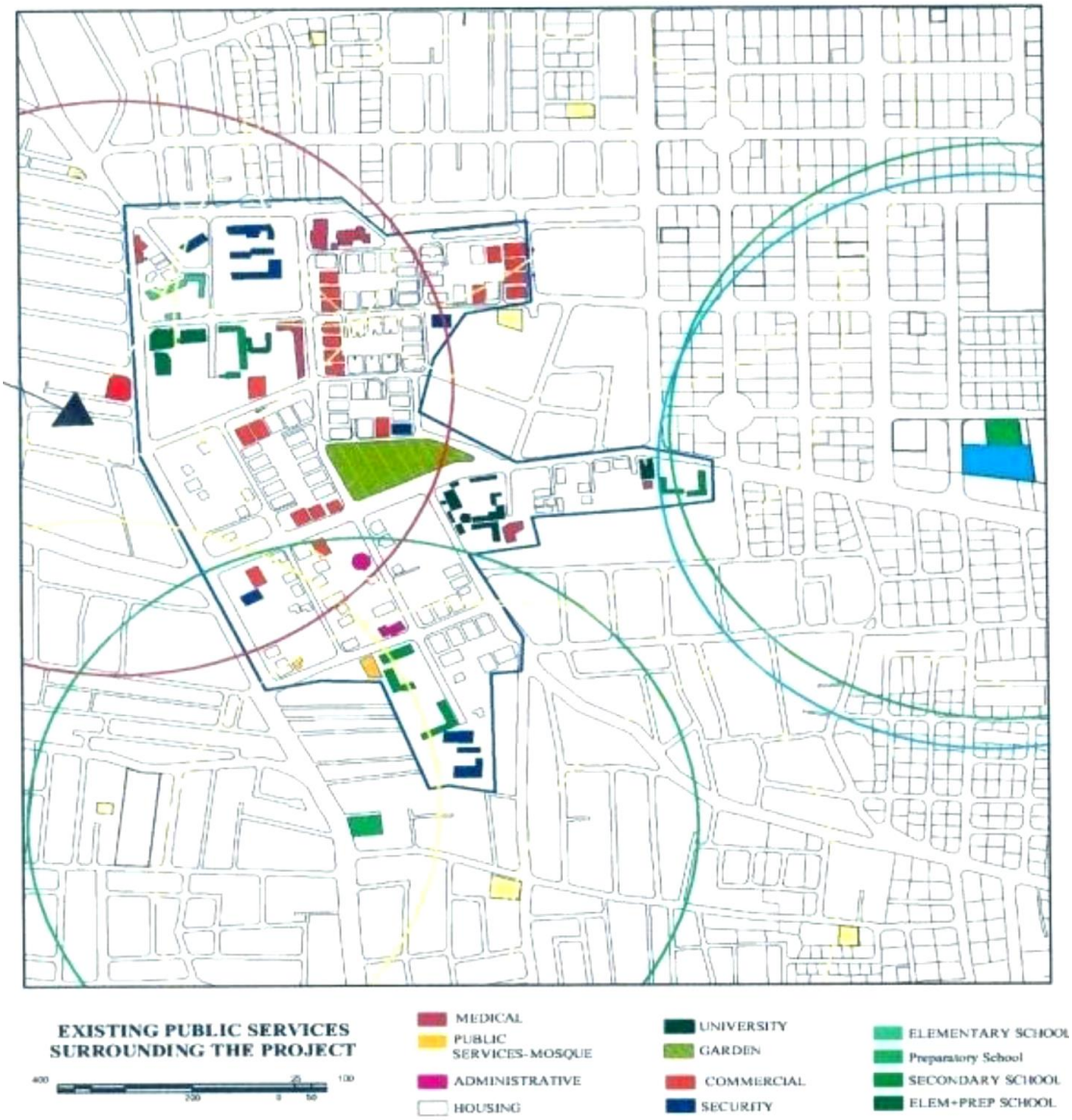


Figure 3.14): Pubic services surrounding plan in the Tal al-Hawa neighbourhood
Source: Al Haddad, 2012

In figure (3.15) roads network in the Tal al-Hawa neighborhood contain of main street with 20 meters width, local streets with 14 -19 meters width and pedestrian streets with 8 meters width. There are two central streets in the neighborhood which are known as the Arab Street and 8 Street. Figure (3.16) is focused on green and open areas in the Tal al-Hawa neighborhood which are covered 3.30% of the total project's area and figure (3.17) is focused on commercial services which exist and proposed in the Tal al-Hawa neighborhood. Finally figure (3.18) is focused on the solid and void areas in the Tal al-Hawa neighborhood (Al Haddad, 2012).

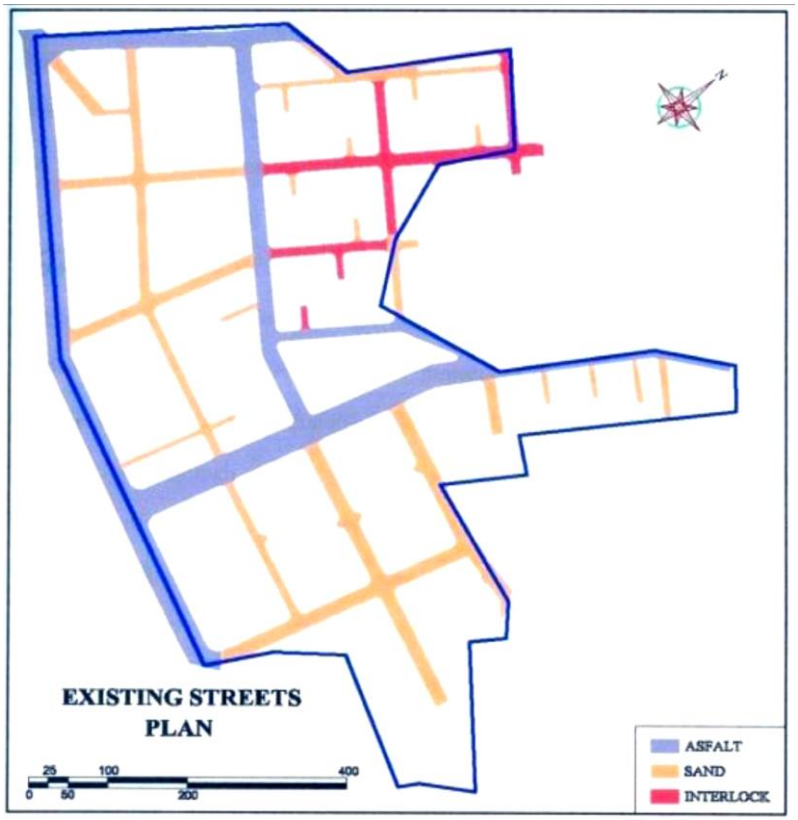


Figure (3.15): Streets plan in the Tal al-Hawa neighbourhood
Source: Al Haddad, 2012

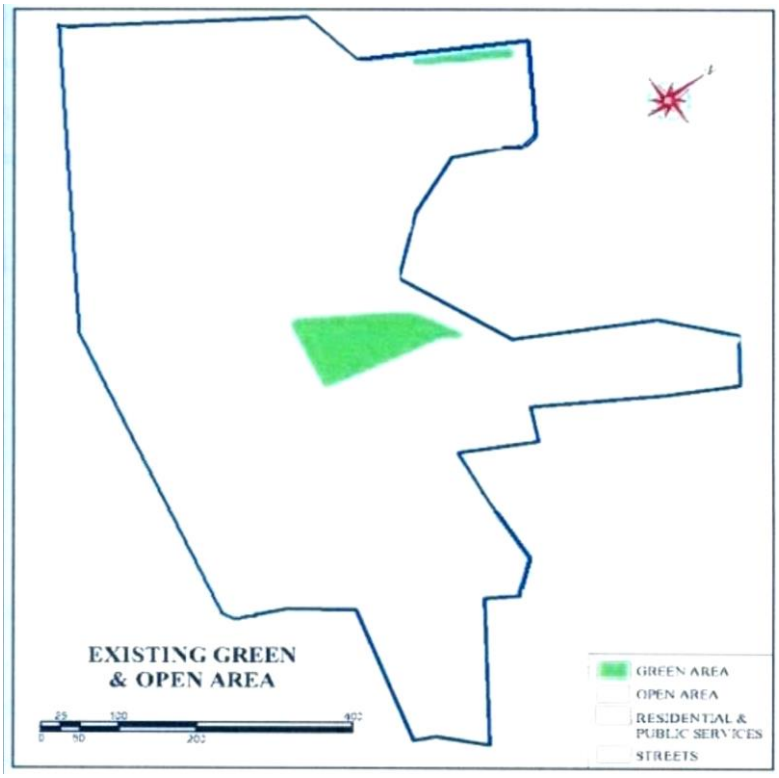


Figure 3.16): Green and open area plan in the Tal al-Hawa neighbourhood
Source: Al Haddad, 2012

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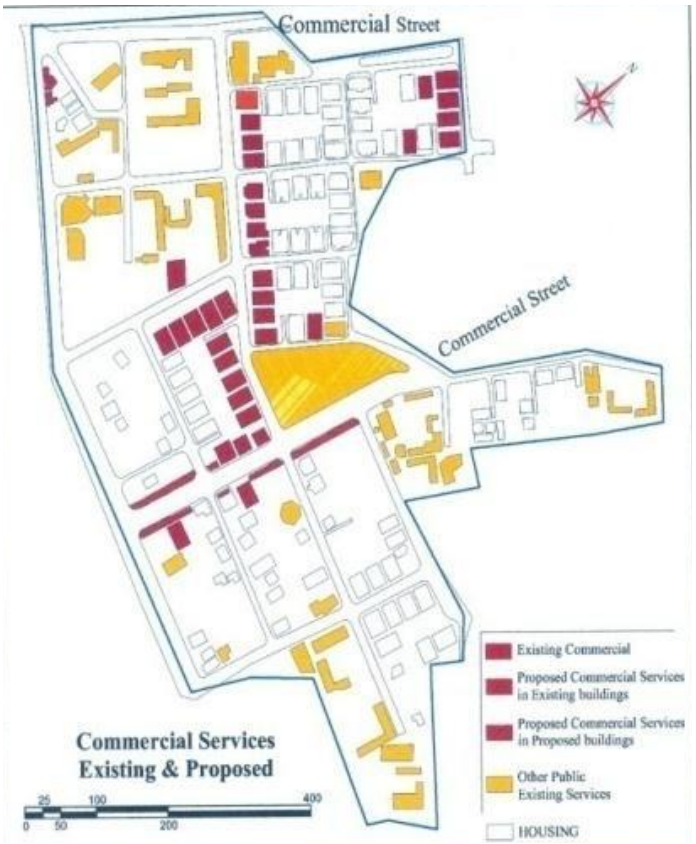


Figure 3.17): Commercial services plan in the Tal al-Hawa neighbourhood
Source: Al Haddad, 2012

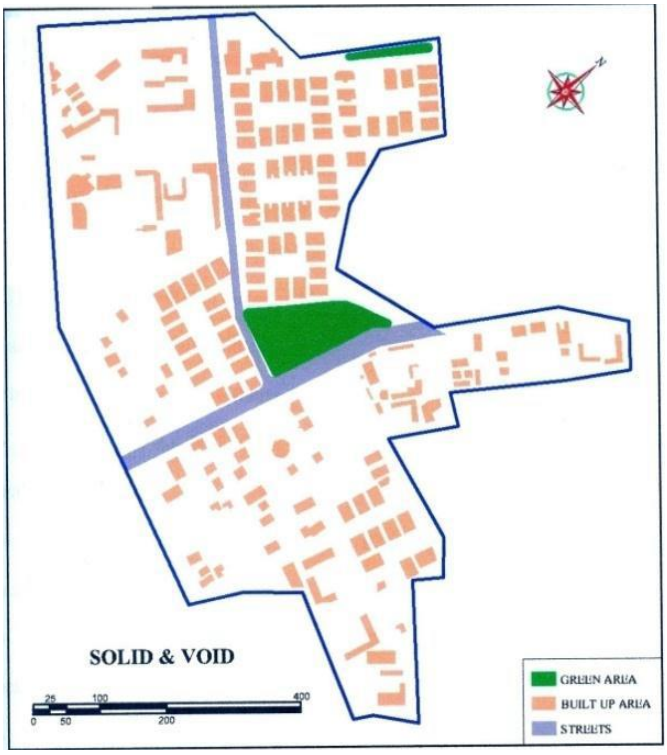


Figure (3-18): Solid and void plan in the Tal al-Hawa neighbourhood
Source: Al Haddad, 2012

3.4.3 Tal al-Hawa housing project

It was designed on the basis of several ‘Blocks”: Block 32 and 685 with total area of 242.063 donoms and Block 13 and 729 with total area of 164.174 donoms making the total area of the project is 406.237 donoms. The area assigned to the project according to the regional plan in 1998 was 445 donoms. The number of housing units is about 4760 units and the expected number of inhabitants is 33,000 people. Residential building types were divided into villa, houses and towers, see figure (3.20). The project was divided into several organized blocks that encompassed housing areas as well as open spaces divided from each other by a network of roads (Al Haddad, 2012). The project followed a group of rules special for the housing units in the buildings with high population density as mentioned by Al Haddad (2012):

- The maximum percentage of constructed area should not exceed 60%
- Maximum number of floors is 8 including the ground floor
- The front and rear spaces are equal in area and that is 3 meters
- The ground floor is an open area in order to allow providing the commercial services necessary for the residents with a total of 35% of the total area of ground floors in the project
- Building on the roof is not allowed
- External finishing is unified in shape and color

Figure 3.19): Tel al-Hawa housing project
Source: Al Haddad, 2012

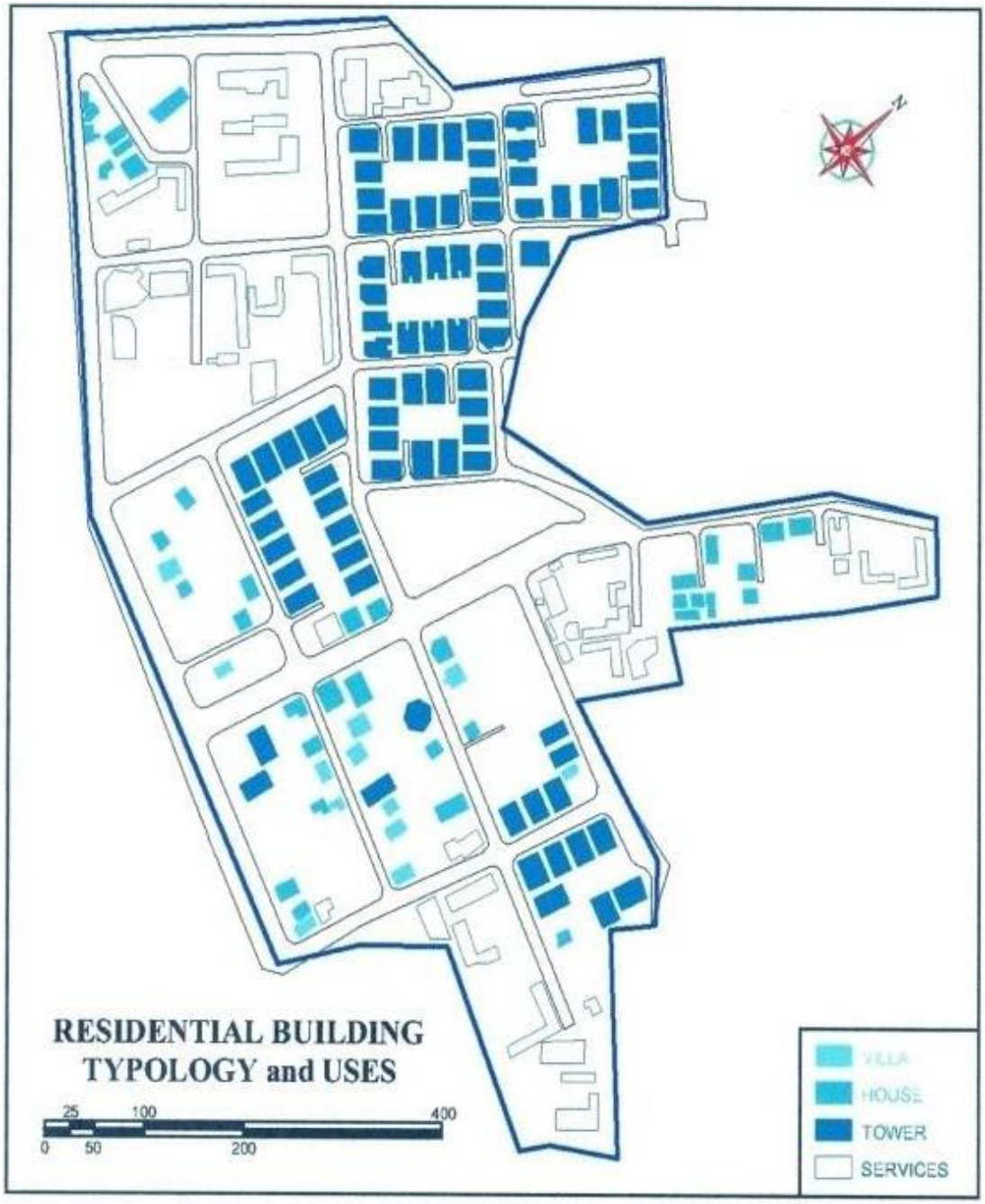


Figure (3.20): Residential building types in the Tal al-Hawa neighbourhood
Source: Al Haddad, 2012

According to Mohsen (2010), most of the buildings up to 8 floors and there are 113 building height does not exceed 8 floors see figure (3.21). The building's floors have three apartments which provide 24-32 housing units see figure (3.22). About buildings finishing there are 83% of the buildings are completed with excellent finishing see figure (3.23); also 92% of the buildings are in very good construction see figure (3.24)

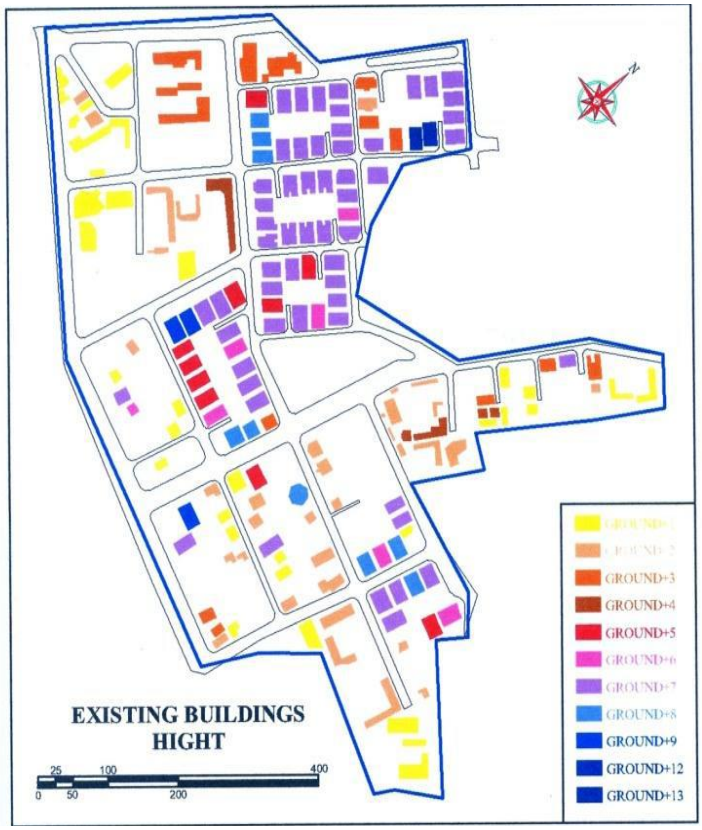


Figure (3.21): Building height plan in Tal al-Hawa project
Source: Al Haddad, 2012

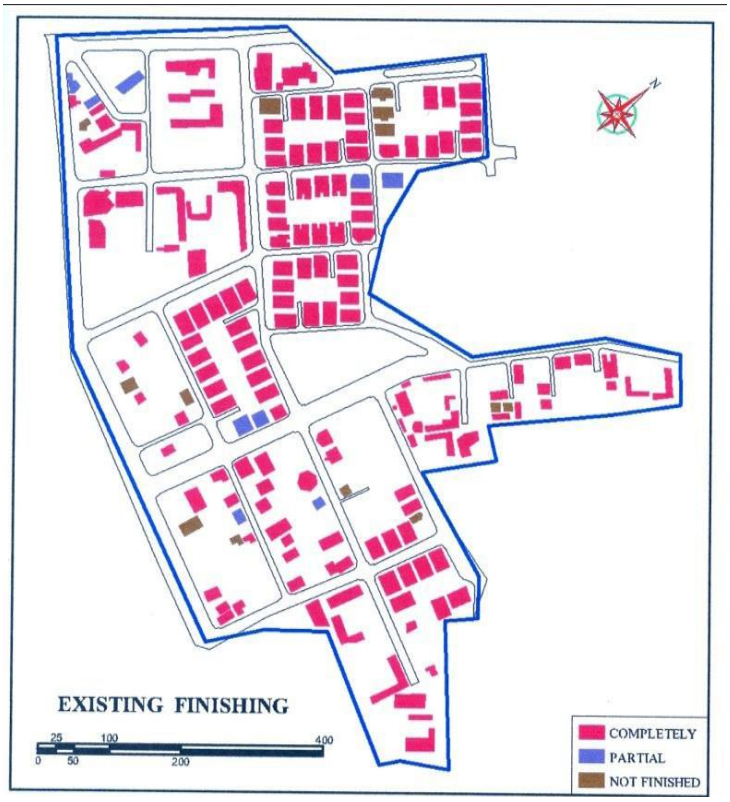


Figure 3.22): Building finishing plan in Tal al-Hawa project
Source: Al Haddad, 2012

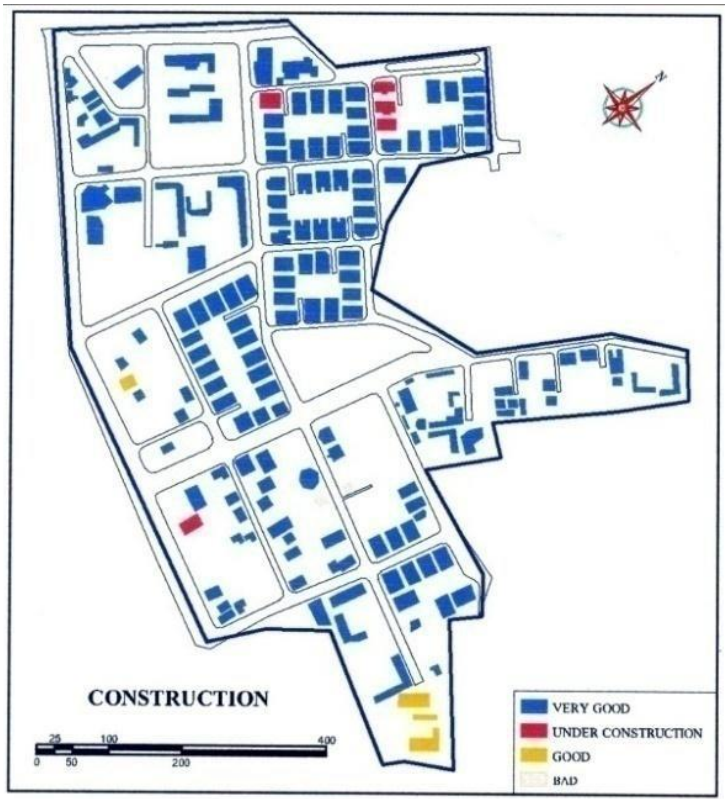


Figure 3.23): Building construction plan in Tal al-Hawa project
Source: Al Haddad, 2012

3.4.4 Evaluation of Tal al-Hawa housing project:

To study the planning elements of Tal al-Hawa housing project, study would evaluated two major aspects of the project:

Firstly: Evaluation of the planning aspects of Tal al-Hawa housing project as mentioned by Al Haddad (2012):

The basic services are missing in the neighborhoods such as the urban center. Services are distributed sporadically and are limited to grocery shops. In addition, many of the neighborhoods do not have a primary school. Therefore, children are obliged to walk long distances and to cross main streets outside the neighborhood to reach their schools.

- Many of the neighborhoods do not have green or recreational areas and when existent, they are usually small in size and do not meet the needs of the residents. In addition, the spaces between the housing towers were not prepared as gardens or green spaces.

- The planning of the neighborhoods depended on the grid's system which reduces the factor of safety and security due to passing traffic and the wide streets.
- The non-availability of services (health, education and economic) in the neighborhood which lead the residents to seek these services outside the area.
- Mixing the usage of land where the existence of government and security institutions interfered with the principle of housing project.
- Working places are far from the home as the working opportunities in the neighborhoods are limited some commercial activities.

Secondly: Evaluation of the design aspects of Tal al-Hawa housing project (Al Haddad, 2012):

Analyzing the design aspects of the project that are related to the elements of safety and security, study can note the following:

- No implementations of the principles of public safety as the fire distinguishers were rarely available in the housing units, and when available they did not work efficiently.
- Many of the housing towers did not have basic fire means such as water pipes and fire distinguishers. And when available, they are often out of service and do not have regular maintenance.
- The design of the emergency stairs did not take into consideration, in many cases, the correct design basis such as the direction of door opening, the type of stairs' walls, the location of the stairs and the type of materials used in the stairs. Field visits showed that many of the doors of the emergency exits do not function properly and do not open. In addition, the stairs end at the main entrance of the building and not outside it.
- As for the apartments in the housing tower, we cannot consider any clear and general negative observations in the design. Nevertheless, there are some small details that differ from one place to another such as the inaccurate distribution of functions and openings inside the apartment, or the type of finishing materials used, or the thickness of the walls and no anticipation of dangers and not achieving human safety.
- Non-existence of meeting spaces for the residents for social interaction. But rather the buildings' halls and garages occupied these spaces.

Chapter 4

Methodology, Analysis and Results

Chapter 4

Methodology, Analysis and Results

Introduction

This chapter will illustrate the main approach of the research to indicate the main steps in details. Moreover it will focus on the strategy, design, sampling and development of the conceptual framework of the study .The processes of conceptual framework's development will be identified in systematic procedures to enable having clear perspective about research methodology and main approach.

4.1 Research Strategy

The research methodology implemented a strategy of inquiry that consisted of sequential methods procedures which the researcher seeks to elaborate on the findings of one method to another. This approach is updated to study an urban phenomenon that based on the fact there is a correlation between scientific frame (theoretical trend) and practice (applied trend), and it permits maximum interaction between the two trends. Also, this approach allows the researcher to achieve depth by using literature and historical method, coverage by using descriptive manner, and balance by using analytical tools. Besides, the methodology takes into consideration all factors and variables at the same time in order to increase the possibility of generalization of smart and sustainable urban development pattern, and achieving real findings and recommendations.

4.2 Research Design

The research design was based on Quantitative Data which is one of the main parts of this study, which aimed to rank quality of life in urban areas in Gaza city. The Researcher used the closed ended questionnaire approach focusing on prioritization. Firstly, the theoretical framework of the study (the use of the descriptive approach). Secondly, the operational framework and information for the study (the analytical framework for the study which used deductive approach deals with the analysis of information and data that will be obtained).

4.3 Research Variables

In regard to Measurement of Variables, there are interrelationships and interdependences among problems of the proposed thesis. The research studied the relation and interpolation between the independent and dependent variables, many spatial problems was structured hierarchal because the importance of the criteria determines the selection and allocation of urban quality of life indicators. Accordingly the mean weight is the dependent variable and is changing among the independent variables criteria in urban areas.

4.4 Data Collection

For the purpose of collecting the necessary data for this research, there are two types of data sources are used as follows:

- **Preliminary resources:** which are collected through questionnaire.
- **Secondary resources:** which are collected through the previous chapters such as; research papers, thesis, books, reports and web pages.

Questionnaire is used as a tool to gather Preliminary data about community attributes about the proposed approach.

4.4.1 Questionnaire Design

Questionnaire is a preliminary data source, which is applied on study population for the purpose of getting their opinions about the criteria that are needed to enhance the quality of life in Tel al-Hawa neighborhood. To obtain accurate and relevant information and to maximize the return of answers as much as possible, questionnaire is designed with Kano Model which is prepared using different types of participation mechanisms. The survey is sensitive not to obtain personal information, reasonable length of time answering the questionnaire and clarity of questions for the comparable level of comprehension by the respondents. A face-to-face questionnaire technique is selected and before starting the survey all people participating is told about the purpose of the study. Research methodology relies on data analysis on the use of descriptive analysis, which in turn relies on the poll and use the major program. (SPSS).

4.4.1.1 Population and sample size

The population of the study is the people of Gaza City whom live in Tel al-Hawa neighborhood. Identification of the sample chosen to conduct the survey on was implemented in line with the method of random sampling that is 10% simple. Then, sample size for district is determined through the following see table (4.1). For the questionnaire sample in this study which are selected Tel al-Hawa neighborhood with a population about 8841 person, ninety-nine questionnaires were distributed to the research sample. In the research sample size had been determined according to the size of population in Tel al-Hawa residential neighborhood to get results that reflect the target population as precisely as needed. The fieldwork are based on the sample size; 100 questionnaires were filled through personal interviews, each of them took 30 minutes to finish the questionnaire since the questionnaire needs very accurate ranking and scoring of the data for each criteria.

Table 4.1): Sample size for ±10% Precision Levels where confidence level is 95% and P=5

Size of population	Sample size (n) for Precision (e) ±10%
9,000	99
10,000	99
25,000	100
50,000	100

Source: Glenn, 1992

4.4.1.2 Questionnaire Content

The questionnaire is attached along with a covering letter illustrating the aim of the study, how to respond, the objective of the research and the information security in order to motivate an elevated response. The aim of this questionnaire is to assess urban quality of life in the Tel al-Hawa residential neighborhood and find out how knowledge of Palestinian society in a concept of quality of life. In addition, to collect information on the opinion about urban quality of life and its indicators in the areas of study. From the questionnaire, study is evaluated urban planning situation in Tal al-Hawa residential neighborhood and it is measured the satisfaction and dissatisfaction factors in there.

The survey questionnaire is composed of six main parts:

- Background questions.
- Kano questions.
- Self-stated importance of users.
- Satisfaction of housing environment, neighborhood and urban life.
- Open ended questions about satisfaction and dissatisfaction factors in neighborhood.
- Basic characteristics defining high urban quality of life.

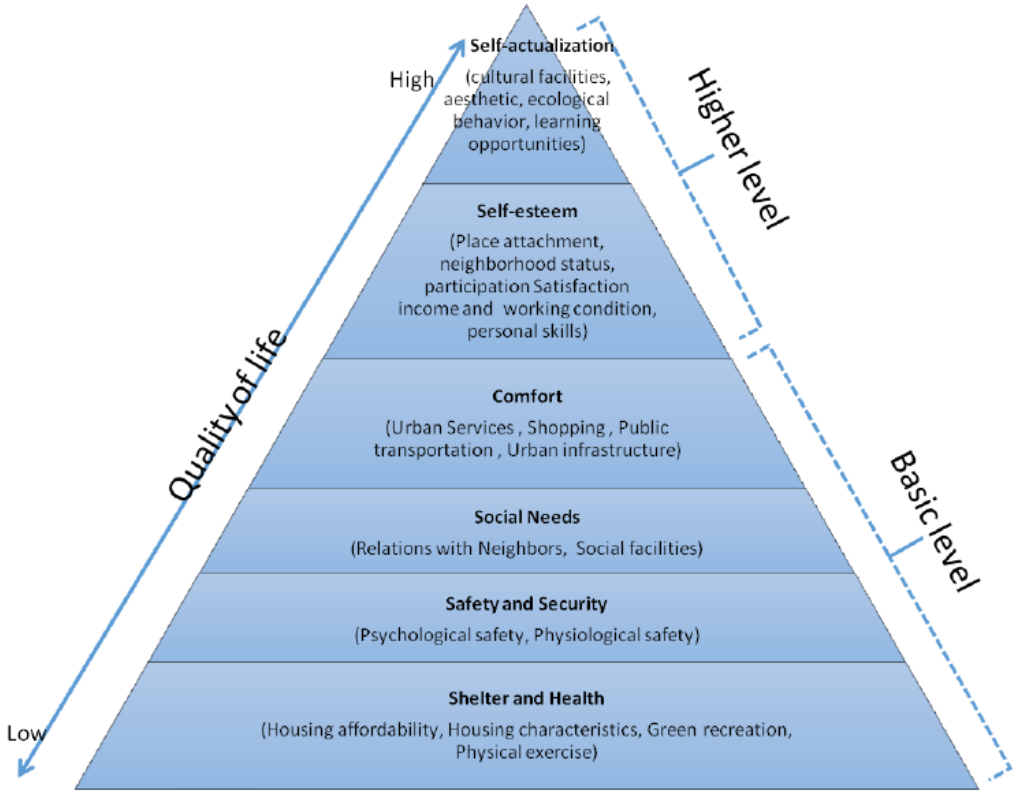


Figure (4.1): Elaborations of need dimensions for the study
Source: The researcher, 2017

In the first part of the survey, basic demographic information about respondents (age, gender, marital status, income, education, occupation, home ownership, house size and duration of time in the city and the neighborhood) are asked. In the second part, fit to the purposes of the study, revised Kano questions are asked. Kano's model is used as unique and flexible model for characterizing users' needs. This model is easily applied when evaluating users' expectations about service and product quality. On the other hand, it is the first time in this study Kano's Model is used to evaluate urban needs and priorities of users. Therefore, question types are revised in order to

fulfill the purposes of this study. Survey questions are prepared in line with the conventional Kano questionnaire. Based on basic level needs and higher level needs, 21 needs components are constructed according to both positive and negative Kano question pairs. For each feature, a pair of questions are formulated to which the users can answer in one of five different ways (Table 4.2).

Table (4.2): Question types applied in the survey

What do you think if you find healthy exercise opportunities in your everyday life (walking trails, bicycle roads, sports and activity areas etc.) ?	**I like it that way** **It must be that way** **I am neutral** **I can live with it that way** **I dislike it that way**
What do you think whether you do not find healthy exercise opportunities in your daily life?	**I like it that way** **It must be that way** **I am neutral** **I can live with it that way** **I dislike it that way**

Source: The researcher, 2017

Kano's method usually uses a questionnaire with a self-stated significance along with the Kano questionnaire. Therefore, the third section in the questioner is formulated to gather self-stated significance questions which contribute in understanding the relative importance of every requirement for the users and concentrate on the most essential results from the Kano Survey.

Designing the self-stated significance questionnaire is simple as follows;

- In order to include every user requirement in the Kano questionnaire, formulate a question on the self-stated importance questionnaire in the following manner (Table 4.3).

Table (4.3): An example of self-stated importance question

	Not Very Important	**Neutral**			**Extremely Important**
	1	**2**	**3**	**4**	**5**
How important for you to find healthy exercise opportunities in everyday life?					

Source: The researcher, 2017

- Give a scale on which users can mark their responses from 5 points Likert scale table varies from “Extremely important” to “Not very important”. In the fourth part of the survey, user satisfaction levels on the housing environment, neighborhood and urban life were asked on 5 points Likert scale illustrated in Table (4.4).

Table 4.4): Examples of satisfaction level of users

	Completely Dissatisfied	**Neutral**			**Completely Satisfied**
	1	**2**	**3**	**4**	**5**
Housing environment Neighborhood					

Source: The researcher, 2017

In the fifth part of the questionnaire, respondents were required to answer open-ended questions measuring the level of satisfaction or dissatisfaction about their neighborhood by prioritizing three options respectively (Table 4.5).

Table 4-5): Open-ended question format

	I am Satisfied with	**I am dissatisfied with**
Housing environment Neighborhood		

Source: The researcher, 2017

In the last part of the questionnaire, open-ended questions were asked to define characteristics of high quality living environment. In this section, it was aimed to measure which user-defined quality dimensions are effective on the respondents’ perception and definition of urban quality of life.

4.5 Data Entry

An SPSS data entry sheets were developed and disaggregated per each of the proposed Urban Quality of Life (UQoL) indicators to set-up criteria per each of them, accordingly a coding system was developed to formulize reposes into analytical SPSS sheet that enabled transferring the data from the questionnaires into the SPSS sheets. Data cleaning was conducted to the computerized filled SPSS files to eliminate errors and check consistency.

4.6 Data Analysis

The collected data was analyzed to have a comprehensive view about the Urban Quality of Life (UQoL) in the Tel al-Hawa residential neighborhood. SPSS was used since it is a tremendously strong data analysis package that can deal with very complicated statistical procedures (major colorations, frequencies and tabulations) were conducted to the entered data to compare between the developmental projects and its relevant criteria were formulated to set out the precise major criteria of project selection for the highly ranked projects according to the results of the questionnaire. Frequency distribution is the first method applied in Kano's Model, and it measures the count of the occurrences of values within a particular group or interval. In Kano assessment, frequency distribution was approved as starter in order to evaluate general picture of the survey data. Using this method, survey answers were classified according to frequency distribution table (see Table 4.6). For each needs/quality category the most frequent, secondly and thirdly frequently occurred data classifications were obtained. If different needs/quality dimensions counted as equal in numbers then M>O>A>I rule was used for Kano evaluation (Table 4.7).

Table 4.6): Most frequents responses to user needs

Need Dimensions	A	M	I	O	Q	R
Housing affordability	18	4	8	27	1	0
Housing characteristics	1	30	13	12	1	1
Green recreation	19	6	20	13	0	0
Physical exercise	22	0	16	20	0	0
Psychological safety	16	2	1	39	0	0
Physiological safety	11	3	1	43	0	0
Neighbors relations	12	1	19	26	0	0
Social relations	23	6	16	13	0	0
Urban services	26	3	13	16	0	0
Shopping	21	2	11	24	0	0
Public transportation	7	9	19	23	0	0

Need Dimensions	A	M	I	O	Q	R
Urban infrastructure	11	10	15	21	1	0
Place attachment	11	6	17	24	0	0
Status neighborhood	16	2	14	26	0	0
Participation decision-making	14	1	32	8	1	2
Display personal skills	17	6	22	13	0	0
Satisfaction income working condition	21	3	10	24	0	0
Learning opportunities	7	1	27	23	0	0
Practicing culture facilities	11	1	27	17	0	2
Aesthetic and design living environment	19	5	11	23	0	0
Ecological behavior	10	3	25	19	0	1

A: Attractive / M: Must-be / O: One-dimensional / R: Reverse / Q: Questionable / I: Indifference

Source: The researcher, 2017

Table 4.7): Kano Evaluation

Customer requirements		Dysfunctional				
		1. I like it that way	**2. It must be that way**	**3. I am neutral**	**4. I can live with it that way**	**5. I dislike it that way**
Functional	**1. I like it that way**	Q	A	A	A	O
	2. It must be that way	R	I	I	I	M
	3. I am neutral	R	I	I	I	M
	4. I can live with it that way	R	I	I	I	M
	5. I dislike it that way	R	R	R	R	Q

A: Attractive / M: Must-be / O: One-dimensional / R: Reverse / Q: Questionable / I: Indifference

Source: Berger et al., 1993

Preliminary survey data was analyzed using Kano Evaluation Table given above. In Table (4.6), frequency distribution of quality categories was evaluated with the data provided by survey participants. Similarly, the frequency distribution according to sub-regions can be observed in Table (4.8).

Table (4.8): Distribution of need dimensions by Kano evaluation

Need Hierarchy	Need Dimensions	Tal al-Hawa neighborhood
Shelter	Housing affordability	A
	Housing characteristics	O
Health	Green recreation	M
	Physical exercise	A
Security	Psychological safety	I
	Physiological safety	O
Social	Neighbors relations	O
	Social relations	A
Comfort	Urban services	O
	Shopping	O
	Public transportation	O
	Urban infrastructure	O
Esteem	Place attachment	A
	Status neighborhood	O
	Participation decision-making	I
	Display personal skills	O
	Satisfaction income working condition	O
Self-actualization	Learning opportunities	I
	Practicing culture facilities	I
	Aesthetic and design living environment	I
	Ecological behavior	I

Source: The researcher, 2017

Kano Survey's results should be tested by the methods offered in original Kano model. "Customers' Satisfaction Coefficient" (CSC) is considered as one of these methods, and it is used in the validity and consistency of survey results. CSC illustrates satisfaction and dissatisfaction level of users regarding to their need fulfillment with that product or service. Satisfaction/dissatisfaction level of users is calculated according to formulas given in the Table (4.9). Satisfaction level ranges from "0" to "1". Should the value close to "1" illustrate that customers' needs fulfilled better. On the other hand, dissatisfaction level ranges from "0" to"-1" implies that the more values close to "-1", the higher their dissatisfaction becomes.

Table (4.9): Calculation method of CS and CDS

User satisfaction coefficient (CS): (A+O) / (A+O+M+I)
User dissatisfaction coefficient (CDS): (-1) x (O+M) / (A+O+M+I)

Source: Berger et al., 1993

Since most of the user needs are classified as one-dimensional (O) (11) and indifferent (I) (6). It is necessary to decide whether their tendencies belongs to must-be (M) or attractive (A) category. Thus, Total Customer's Satisfaction Coefficients (CSC) formula is used in order to calculate this operation. (Table 4.10).

Table (4.10): Total Customer Satisfaction Coefficient

Total CSC	$\frac{A+O}{(A+O+I+M)} + \frac{O+M}{(-1)x(A+O+I+M)} = \frac{A\_M}{(A+O+I+M)}$

Source: Berger et al., 1993

Should the results of Total CSC is positive it is categorized closer to attractive (A) category or should the results are negative, that need generally belongs to must-be (M) category. Total CSC results then illustrated among the 17 needs dimensions that fall into one-dimensional and indifferent categories just one of them refers to must-be (M), rest of them are regarded as attractive (A) (Table 4.11).

Table 4.11): Total Customer Satisfaction Coefficient CSC

Need Dimensions	CSC	CDS	Total CSC
Housing affordability	0.79	-0.54	0.25
Housing characteristics	0.23	-0.75	-0.52
Green recreation	0.55	-0.33	0.22
Physical exercise	0.72	-0.34	0.38
Psychological safety	0.95	-0.71	0.24
Physiological safety	0.93	-0.79	0.14
Neighbors relations	0.66	-0.47	0.19
Social relations	0.62	-0.33	0.29

Need Dimensions	CSC	CDS	Total CSC
Urban services	0.72	-0.33	0.40
Shopping	0.78	-0.45	0.33
Public transportation	0.52	-0.55	-0.03
Urban infrastructure	0.56	-0.54	0.02
Place attachment	0.60	-0.52	0.09
Status neighborhood	0.72	-0.48	0.24
Participation decision-making	0.40	-0.16	0.24
Display personal skills	0.52	-0.33	0.19
Satisfaction income working condition	0.78	-0.47	0.31
Learning opportunities	0.52	-0.41	0.10
Practicing culture facilities	0.50	-0.32	0.18
Aesthetic and design living environment	0.72	-0.48	0.24
Ecological behavior	0.51	-0.39	0.12

Source: The researcher, 2017

The customer satisfaction coefficients are drawn in figure (4.2). The diagram can be nearly split into four quadrants in accordance with the various sorts of requirements. The Y-axis reflects influence on satisfaction level, whereas the X-axis reflects the dissatisfaction level. It is worth mentioning that the locations of the cross hair dividing the matrix into quadrants are the means of satisfaction and dissatisfaction level. A representation of satisfaction and dissatisfaction coefficients can also be overlaid on the traditional Kano diagram. This Kano graphic is representing more information simultaneously than a non-graphical approach.

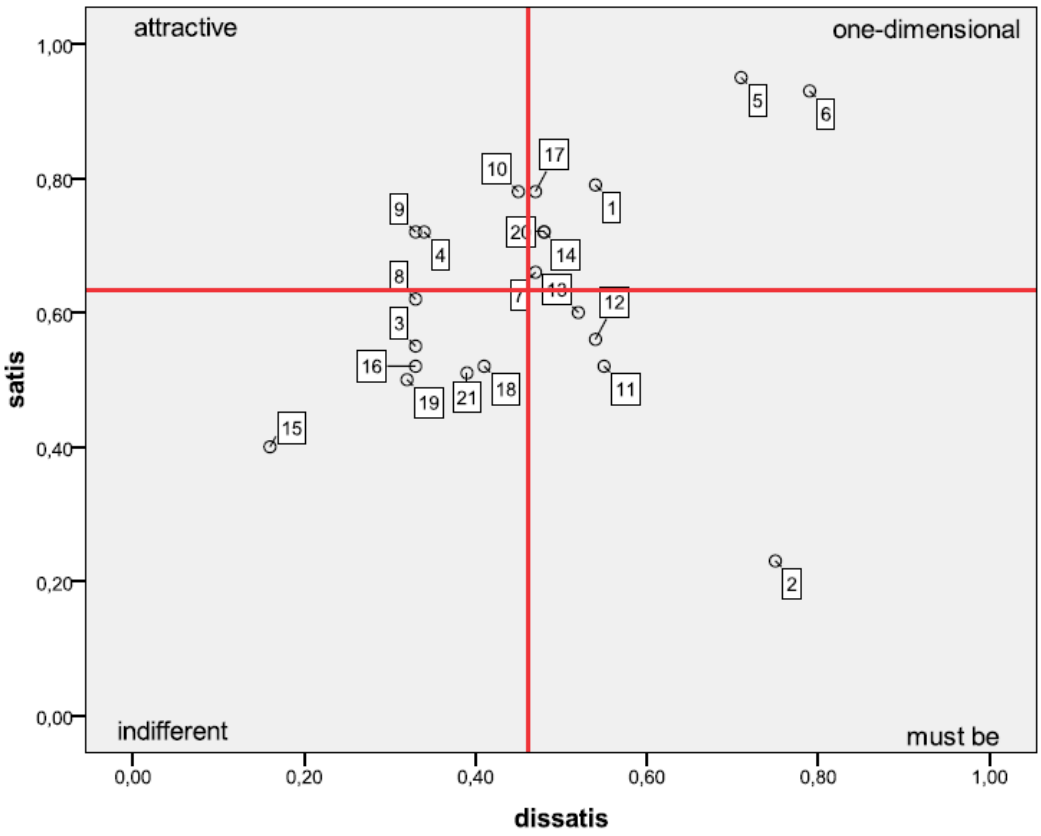


Figure 4.2): Sample graphical representation of Kano quality categories
Source: The researcher, 2017

In this preliminary test, the emphasis was given to effectiveness of Kano calculation methods and questionnaire design rather than the examination of the survey results. The results of preliminary survey study found acceptable in line with Kano questionnaire design. Next section focuses on the assessment of main study results applied to 100 respondents in Tal al-Hawa Neighborhood.

4.7 Questionnaire Results

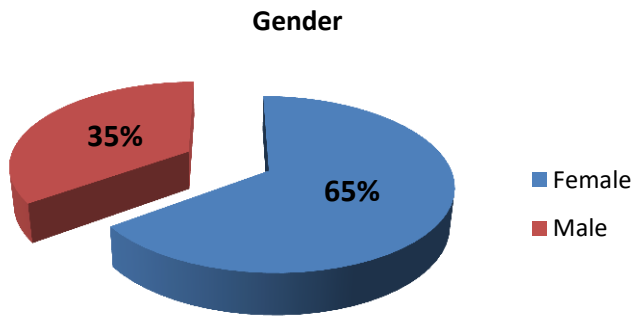
The collected raw data was foremost arranged, edited, coded and thereafter entered into computer software. The Excel sheet and SPSS software are the two programs used. Moreover, suitable graphical representations and charts were mainly acquired to comprehend and analyze the questions. Derived from survey results, residents' demographics, economic profile, preference of the neighborhood and duration of stay in the city and the neighborhood were analyzed using frequency distribution and cross-tabulation. The following is the results and analysis of the questionnaire, see table (4.12).

4.7.1 Demographic Profile

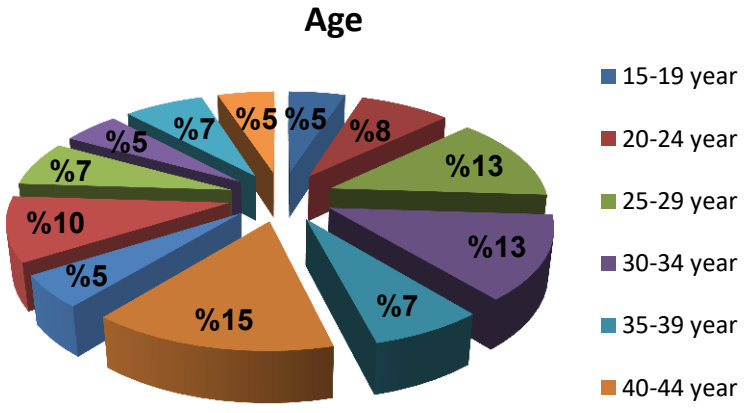
Age of the survey respondents are range from 15 to 70. People from 25 to 54 age interval and female respondents are the majority in the case study area (Table 4.12).

Table 4.12): General information results of the questionnaire

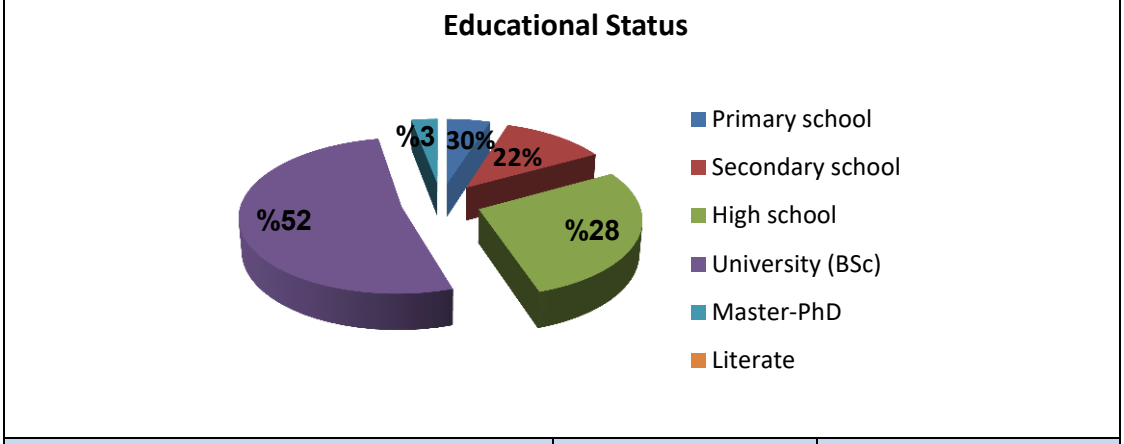
Gender	Frequency	Percentages %
Female	65	65%
Male	35	35%



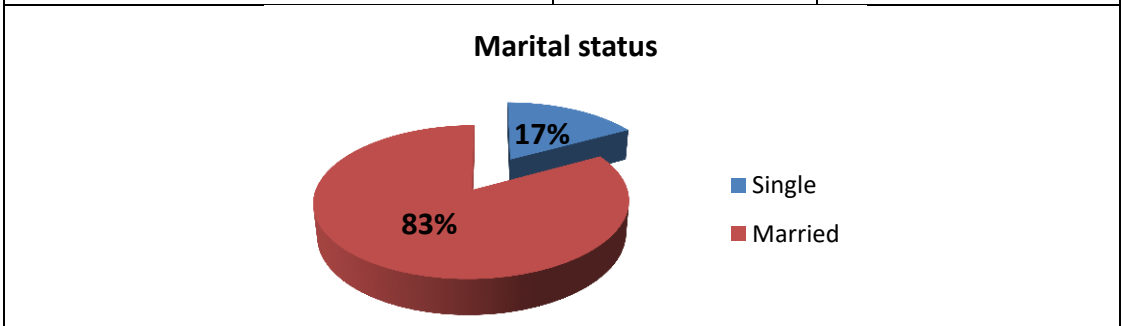
Age	Frequency	Percentages %
15-19 year	5	5%
20-24 year	8	8%
25-29 year	13	13%
30-34 year	13	13%
35-39 year	7	7%
40-44 year	15	15%
45-49 year	5	5%
50-54 year	10	10%
55-59 year	7	7%
60-64 year	5	5%
65-69 year	7	7%
More than 70 year	5	5%



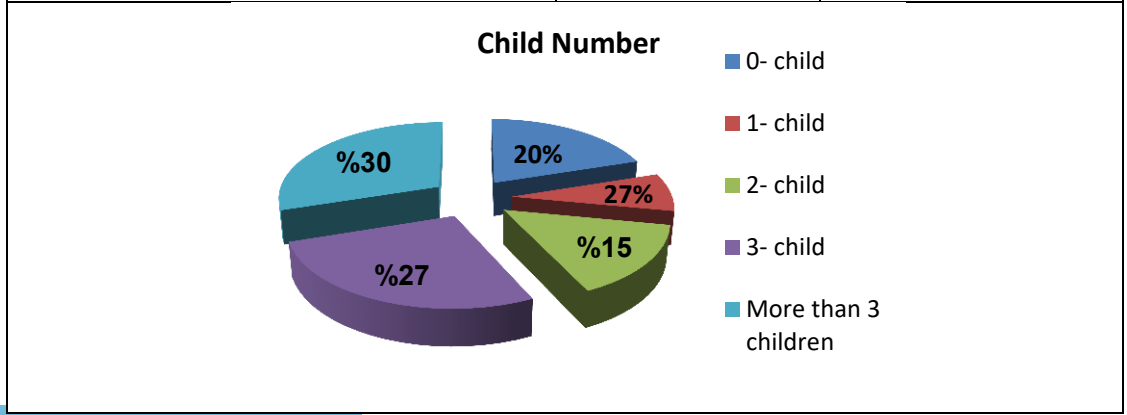
Educational Status	Frequency	Percentages %
Primary school	15	15%
Secondary school	12	12%
High school	28	28%
University (BSc)	42	42%
Master-PhD	3	3%
Literate	-	0%



Marital status	Frequency	Percentages %
Single	17	17%
Married	83	83%



Child Number	Frequency	Percentages %
0- child	20	20%
1- child	27	27%
2- child	30	30%
3- child	8	8%
More than 3 children	15	15%



Resulted notes:

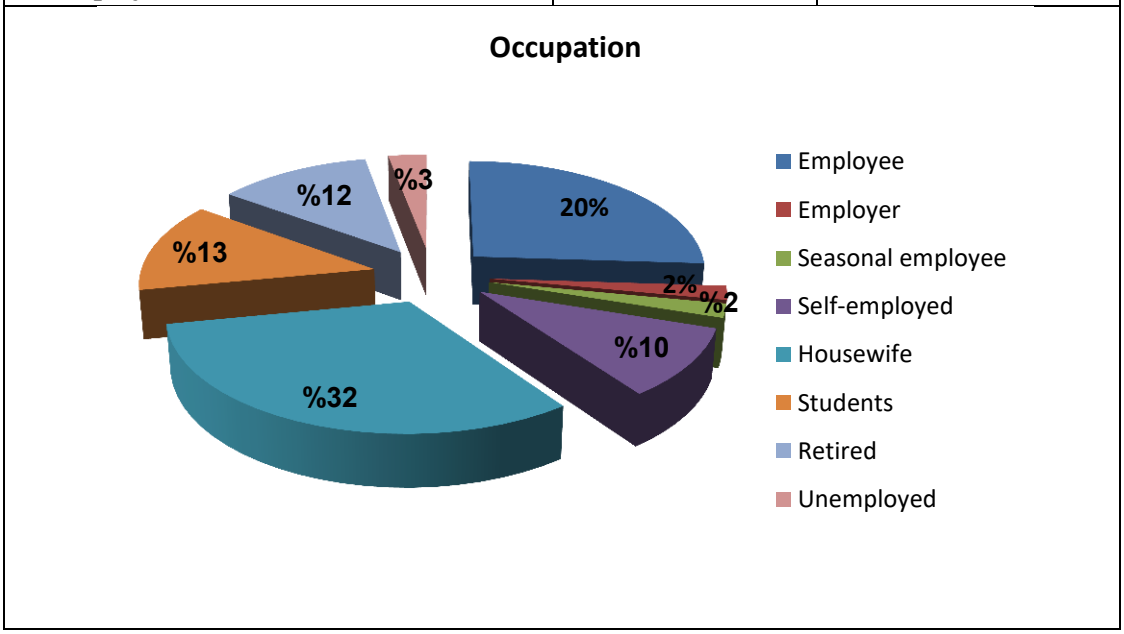
- Age of the questionnaires are range from 15 to 70. People from 25 to 54 age interval and female respondents are the majority in the case study area.
- The educational status the post graduate (university and master graduates) are the highest with 55 percent, however, primary, secondary and high school graduates are equal 45 percent.
- In the case study area, mean of married couples is 83 percent of the whole population. Percentage of single person is relatively 17%.
- Residents living with their children constitutes 80% of total population.

4.7.2 Economic Profile

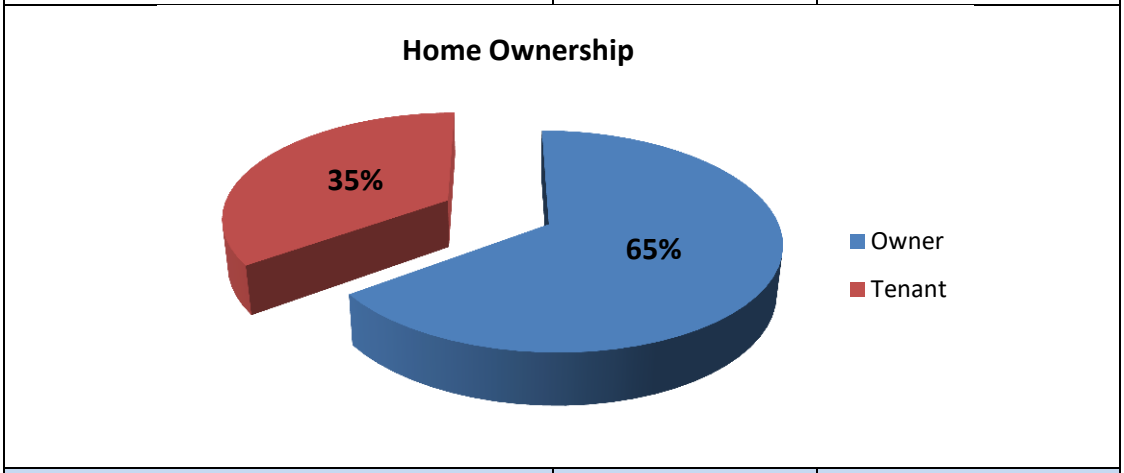
When scrutinizing the employment structure of the survey respondents housewives (32%) take the lead. The following is the results and analysis of the questionnaire, see table (4-13):

Table 4-13): Economic Profile results of the questionnaire

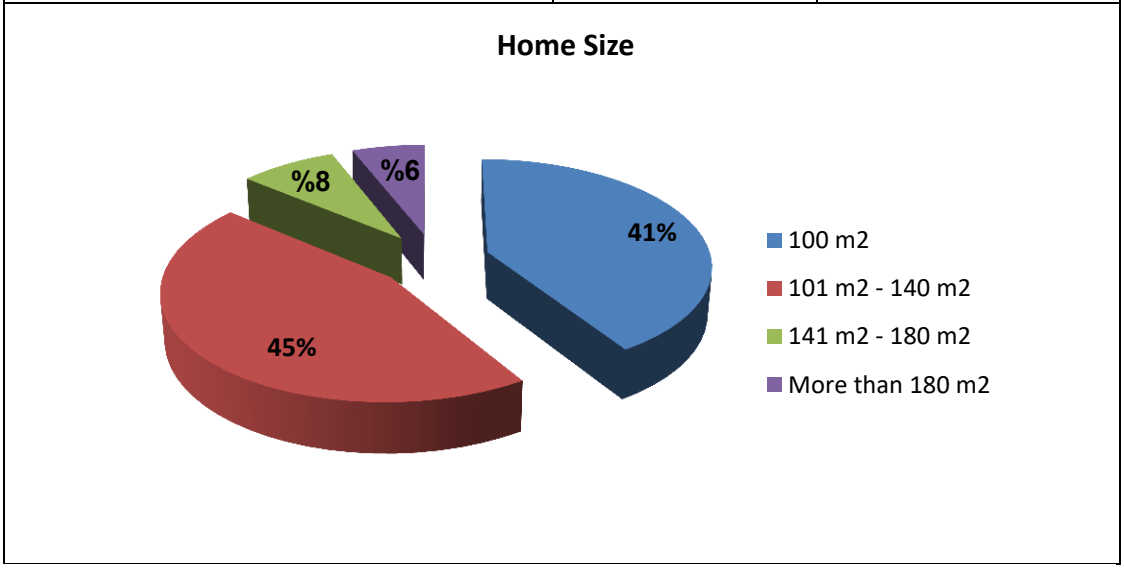
Occupation	Frequency	Percentages %
Employee	**26**	**26%**
Employer	**2**	**2%**
Seasonal employee	**2**	**2%**
Self-employed	**10**	**10%**
Housewife	**32**	**32%**
Students	**13**	**13%**
Retired	**12**	**12%**
Unemployed	**3**	**3%**



Home Ownership	Frequency	Percentages %
Owner	65	65
Tenant	35	35



Home Size	Frequency	Percentages %
100 m^2	41	41%
101 m^2 - 140 m^2	45	45%
141 m^2 - 180 m^2	8	8%
More than 180 m^2	6	6%



Resulted notes:

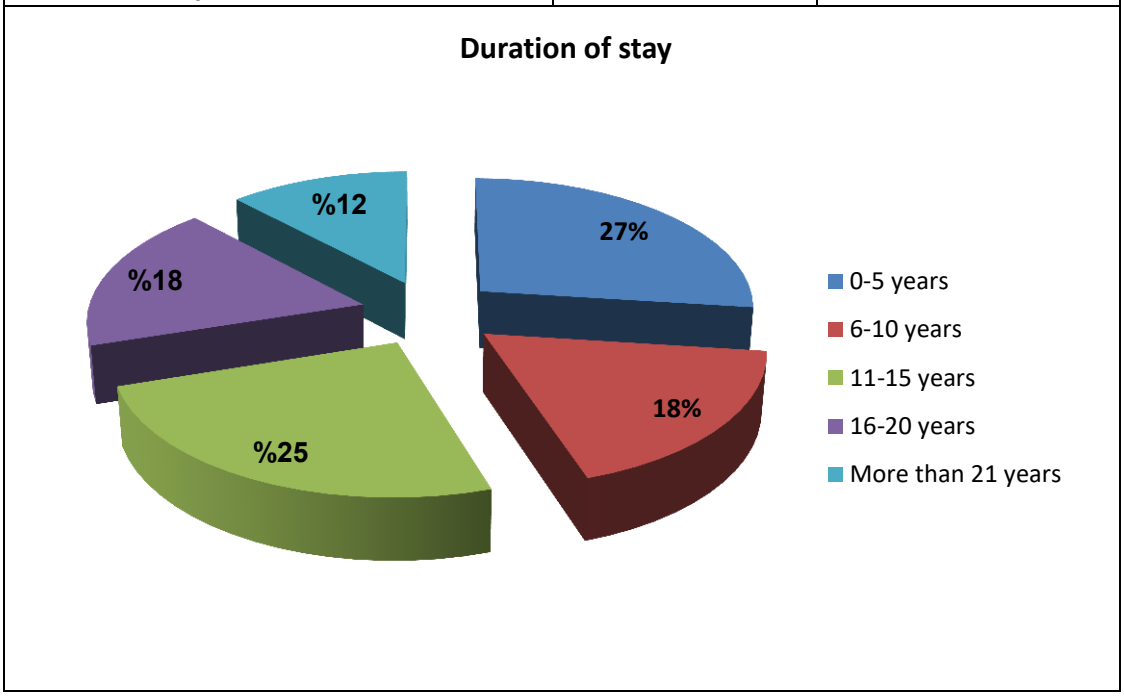
- When scrutinizing the employment structure of the survey respondents are dominated with salaried employees, housewives (32%) take the lead. While the least rate is unemployment (3%), the causal have 2 percent and the students have 13 percent.
- Regarding home size, 101-140 m^2 have the highest percentage with 45% then 100 m^2 with 41% and the least is home size 180 m^2 with 6%.

4.7.3 Mobility Features

Duration of stay in the neighborhood and the city is one of the most used indicators in the UQoL studies. Those same studies suggest that displacement has become common trend when UQoL is perceived low by residents (Topçu and Dökmeci, 2005). Similarly, duration of stay is strongly coincided with indicators like place attachment. In this study, this indicator was asked in the resident survey too, see table (4-14).

Table (4-14): Duration of stay results of the questionnaire

Duration of stay	Frequency	Percentages %
0-5 years	**27**	**27%**
6-10 years	**18**	**18%**
11-15 years	**25**	**25%**
16-20 years	**18**	**18%**
More than 21 years	**12**	**12%**



Resulted notes:

- Intervals regarding duration of stay in the neighborhood seems to be clusters within 0-5 years (27%) and 11-15 years (25%).
- Duration of stay in the neighborhood have the highest percentage with 27% for 0-5 years then 11-15 years with 25% and the least is more than 21 years with 12%.

4.7.4 Selection of the Neighborhood

Motivation of selecting the neighborhood is one of the common indicators in UQoL research. Physical characteristics of the home (size, quality etc.), household features (age, income, marital status, home ownership etc.), environmental characteristics of the neighborhood (location, accessibility, availability of social and physical facilities, safety etc.), closeness to friends and relatives, proximity to place to work etc. are cited as the indicators correlated with selection of the neighborhood, In the survey, an open-ended question was asked to know "how people selected the neighborhood" and then the most frequent answers were grouped and listed in table (4-15). It is found that family ties, place attachment, satisfaction with housing and environmental conditions, proximity to work, school and access to transportation facilities are the most frequent reasons in the selection of the neighborhood.

Table 4.15): Reasons for selection of neighbourhood

Personal preferences	Locational preferences	Environmental attributes	Housing attributes
Family ties	Proximity to the workplace	Modern	Single family home
Place attachment	Proximity to the school proximity to the transportation	Green areas	Housing quality Earth-quake resistant

4.7.5 Perception of Quality Dimensions

A Kano survey questionnaire results have distinguished to quality categories according to Kano Matrix. Frequency distribution was given in the table (4-16) subsequently. Perceived needs were remarked in A=Attractive, M=Must-be and O=One-dimensional categories. According to analysis results, among the total 21 needs dimensions 17, 3 and 1 are specified as one-dimensional, must-be and attractive respectively. For the basic level needs "housing characteristics" and the higher level needs "participation decision making" and "display personal skills" were determined as 'must-be' category. This means that should the needs in this category are not fulfilled then creates large amount of dissatisfaction. Furthermore, "Housing affordability" was treated as 'attractive' in quality categorization.

Table (4.16): Quality categorization with frequency distribution of needs

	Need Dimensions	A	M	I	O	Q	R	Evaluation according to frequencies
Basic Level Needs	Housing affordability	22	4	14	20	2	1	A
	Housing characteristics	5	22	21	8	3	6	M
	Green recreation	19	6	17	20	1	0	O
	Physical exercise	12	1	16	34	0	0	O
	Psychological safety	17	0	1	45	0	0	O
	Physiological safety	9	1	1	51	0	0	O
	Neighbors relations	7	1	24	31	0	0	O
	Social relations	18	5	17	22	1	0	O
	Urban services	20	1	8	34	0	0	O
	Shopping	9	3	4	47	0	0	O
	Public transportation	7	9	12	34	0	1	O
	Urban infrastructure	10	12	13	24	2	2	O
Higher Level Needs	Place attachment	6	23	3	29	0	2	O
	Status neighborhood	16	20	2	25	0	0	O
	Participation decision-making	10	31	1	18	1	2	M
	Display personal skills	10	26	6	20	0	0	M
	Satisfaction income working condition	16	2	14	30	0	0	O
	Learning opportunities	8	15	1	38	0	0	O
	Practicing culture facilities	12	15	1	34	1	0	O
	Aesthetic and design living environment	13	16	1	31	1	1	O
	Ecological behavior	7	23	0	31	1	0	O

Users' satisfaction and dissatisfaction level with respect to their need fulfillment with that product or service was analyzed through the usage of Customer Satisfaction Coefficient (CSC) values (Table 4-17). On one hand, when the value of satisfaction coefficient is closer to “1”, it means that that need dimension has greater influence on customer satisfaction. On the other hand, when dissatisfaction coefficient values close to “-1” that implies more dissatisfaction since that need is not fulfilled. Regarding satisfaction and dissatisfaction coefficient values top five need dimensions are given in table (4-18).

Table 4.17): Customer satisfaction coefficient values

No.	Need Dimensions	Quality Categories	CS coefficient Satis.	CS coefficient Dissatis.	Total CS Coefficient
1.	Housing affordability	A	0.70	-0.40	0.30
2.	Housing characteristics	M	0.24	-0.52	-0.28
3.	Green recreation	O	0.63	-0.42	0.21
4.	Physical exercise	O	0.73	-0.56	0.17
5.	Psychological safety	O	0.98	-0.71	0.27
6.	Physiological safety	O	0.97	-0.84	0.13
7.	Neighbors relations	O	0.60	-0.51	0.10
8.	Social relations	O	0.65	-0.44	0.21
9.	Urban services	O	0.86	-0.56	0.30
10.	Shopping	O	0.89	-0.79	0.10
11.	Public transportation	O	0.66	-0.69	-0.03
12.	Urban infrastructure	O	0.58	-0.61	-0.03
13.	Place attachment	O	0.57	-0.85	-0.28
14.	Status neighborhood	O	0.65	-0.71	-0.06
15.	Participation decision-making	M	0.47	-0.82	-0.35
16.	Display personal skills	M	0.48	-0.74	-0.26
17.	Satisfaction income working condition	O	0.74	-0.52	0.23
18.	Learning opportunities	O	0.74	-0.85	-0.11
19.	Practicing culture facilities	O	0.74	-0.79	-0.05
20.	Aesthetic and design living environment	O	0.72	-0.77	-0.05
21.	Ecological behavior	O	0.62	-0.89	-0.26

Table (4.18): Top five needs according to CSC values

No.	Satisfaction Coefficient	Quality Categories	CS coefficient Satis.	CS coefficient Dissatis.
5	Psychological safety	O	0.98	-0.71
6	Physiological safety	O	0.97	-0.84
10	Shopping	O	0.89	-0.79
9	Urban services	O	0.86	-0.56
17	Satisfaction income working condition	O	0.74	-0.52
No.	**Dissatisfaction Coefficient**	**Quality Categories**	**CS coefficient Satis.**	**CS coefficient Dissatis.**
21	Ecological behavior	O	0.62	-0.89
18	Learning opportunities	O	0.74	-0.85
13	Place attachment	O	0.57	-0.85
6	Physiological safety	O	0.97	-0.84
15	Participation decision-making	M	0.47	-0.82

In sum, needs are generally observed as "one-dimensional". Then, Total CS Coefficient values were examined to see whether those needs are closer to "attractive" or "must-be" categories (Table 4-19 and Table 4-20). According to this test, total 17 need dimensions in one-dimensional category, nine of them were close to 'attractive' category, and the rest of the eight were determined corresponding to 'must-be' category. A quadrant map was designed in order to illustrate Kano classification and to represent visually (Figure 4-3) (Table 4-21).

Table 4.19): Need Dimensions close to attractive category

No.	Need Dimensions	CS coefficient Satisfaction	CS coefficient Disatisfaction	Total CS Coefficient
3	Green recreation	0.63	-0.42	0.21
4	Physical exercise	0.73	-0.56	0.17
5	Psychological safety	0.98	-0.71	0.27
6	Physiological safety	0.97	-0.84	0.13
7	Neighbors relations	0.60	-0.51	0.10
8	Social relations	0.65	-0.44	0.21
9	Urban services	0.86	-0.56	0.30
10	Shopping	0.89	-0.79	0.10
17	Satisfaction income working condition	0.74	-0.52	0.23

Table (4.20): Need Dimensions close to must-be category

No.	Need Dimensions	CS coefficient Satisfaction	CS coefficient Disatisfaction	Total CS Coefficient
11	Public transportation	0.66	-0.69	-0.03
12	Urban infrastructure	0.58	-0.61	-0.03
13	Place attachment	0.57	-0.85	-0.28
14	Status neighborhood	0.65	-0.71	-0.06
18	Learning opportunities	0.74	-0.85	-0.11
19	Practicing culture facilities	0.72	-0.79	-0.05
20	Aesthetic and design living environment	0.72	-0.77	-0.05
21	Ecological behavior	0.62	-0.89	-0.26

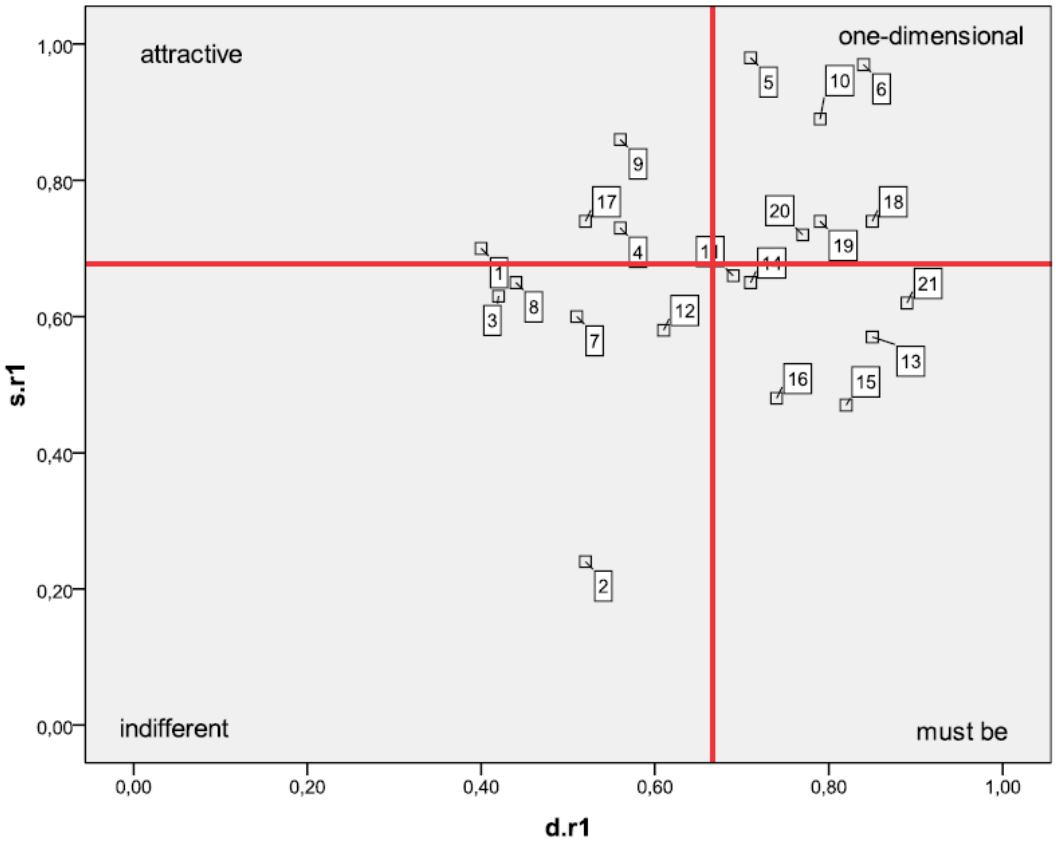


Figure 4.3): Quadrant map
Source: The researcher, 2017

Table 4.21): Distribution of need dimensions by Quadrant map

ATTRACTIVE		**ONE-DIMENSIONAL**	
1	Housing affordability	5	Psychological safety
4	Physical exercise	6	Physiological safety
9	Urban services	10	Shopping
17	Satisfaction income and working condition	18	Learning opportunities
		19	Practicing cultural facilities
		20	Aesthetic and design living environment
INDIFFERENT		**MUST-BE**	
2	Housing characteristics	11	Public transportation
3	Green recreation	13	Place attachment
7	Neighbors relations	14	Status neighborhood
8	Social relations	15	Participation decision-making
12	Urban infrastructure	16	Display personal skills
		21	Ecological behavior

General evaluation of the questionnaire can be summarized below depending on results of frequency distribution, satisfaction /dissatisfaction coefficient and quadrant map.

- **Frequency Distribution:** From total 21 need dimensions, 17 of them 'one-dimensional', three of them 'must-be' and the remaining one was labeled as 'attractive'. "Housing characteristics" from basic level needs and "participation decision-making", "display personal skills" from higher level needs category identified by survey respondents as 'must-be 'quality class. The quality of living conditions has a fundamental influence on health and well-being. Therefore, to know what people's priorities and criteria choosing their homes and to produce houses corresponding the users' profile are one of the basic condition of healthy and livable urban development. The result reflects this basic requirement as user tendency. It also suggests that a considerable amount of dissatisfaction will appear on users unless this need is satisfied. "Participation decision-making", for individuals, refers to basic conditions of living in a community, construct community belonging and identity, determine their own needs and expectations and defend their rights. This condition was indicated by survey respondents within basic needs category. Similarly, "Display personal skills" that refers to individual's awareness of his/her own skills and owning opportunities to exhibit them, was perceived as basic needs by survey respondents. "Housing affordability" was indicated as 'attractive' quality class which are for the most part unexpected (or unknown need) by the user but may bring about major satisfaction. In the case study area, to find affordable house is not an expected thing since real estate values are extremely high. Whenever they find it their level of satisfaction will surely increase.

- **Satisfaction and Dissatisfaction Coefficient:** Impact of needs over satisfaction levels was identified by calculating coefficient values. Consequently, it was found that need dimensions like "psychological safety", "physiological safety", and "shopping", "urban services" and "satisfaction income and working condition" have higher impact on user satisfaction. On the other hand, "ecological behavior", "learning opportunities", "place attachment", "physiological safety" and "participation decision-making" influencing the dissatisfaction of users.

- **Quadrant Map:** is designed by using CS Coefficient values. 'Attractive' part of the quadrant contains "housing affordability", "physical exercise", "urban services", "satisfaction income and working condition" that when those need dimensions have been satisfied this generates great satisfaction. Nevertheless, their influence on declining dissatisfaction is highly restricted. It is notable that policies/strategies require a major development in order to fulfill those needs and that is mainly because of the greater influence on satisfaction level that attractive quality has. In 'one-dimensional' part of the quadrant, "psychological safety", "physiological safety", "shopping", "learning opportunities", "practicing cultural facilities", "aesthetic and design living environment" are found. It is the fulfillment of those needs dimensions that contributes in raising the level of satisfaction and decreasing the dissatisfaction significantly, therefore, it is necessary that this fulfillment occupies the top of priority for policy makers and planners. In 'must-be' part of the quadrant, need dimensions like "public transportation", "place attachment", "status neighborhood", "participation decision-making", "display personal skills" and "ecological behavior" are observed. While those needs have small influence on the increase of satisfaction, a larger impact on the declining of dissatisfaction is noted. As a result, the best potential policy/strategy choice has to be the diminishing of dissatisfaction, for we realize that satisfaction will not considerably rises. "Housing characteristics", "green recreation", "neighbors' relations", "social relations", and "urban infrastructure" exist on the 'indifferent' part of the quadrant. It is worth mentioning that these features point out to facets that are neutral, as they are neither good nor bad, and also they do not lead to either user satisfaction or user dissatisfaction.

4.7.6 Self-stated Importance of Users

The self-stated Importance questionnaire involved in Kano survey is applied to assess and compare Kano method results. In order to have every user requirements involved in the Kano questionnaire, formulate a question concerning the self-stated importance questionnaire depending on a Likert scale ranging from "1= not very important" and "5- extremely important". In addition, self-stated importance questions were assessed using frequency distribution on the study area, and, thus, a

mean significance assessment score for every dimension was calculated. (Table 4-22).

Table (4.22): Mean evaluation of the self-stated importance

Need Dimensions	Mean evaluation of the self-stated importance
Housing affordability	4.60
Housing characteristics	4.00
Green recreation	3.88
Physical exercise	4.10
Psychological safety	4.87
Physiological safety	4.87
Neighbors relations	4.67
Social relations	4.13
Urban services	4.75
Shopping	4.87
Public transportation	4.55
Urban infrastructure	4.23
Place attachment	3.78
Status neighborhood	3.80
Participation decision-making	4.15
Display personal skills	4.18
Satisfaction income working condition	4.18
Learning opportunities	4.00
Practicing culture facilities	3.88
Aesthetic and design living environment	3.98
Ecological behavior	3.63

When the mean importance values are descending sorted out, “psychological safety”, “physiological safety”, “Shopping”, “Urban services” and “Neighbors relations” pick the first five positions in the list. It is notable that the same process was applied to other areas and mean importance values were compared with CSC values (Table 4-23). Accordingly, the outcomes of the self-stated importance test confirmed the outcomes of CSC of Kano’s Model. Thus, this result could be considered as distinct regarding the model's consistency.

Table (4.23): Self-stated importance and CSC ranking

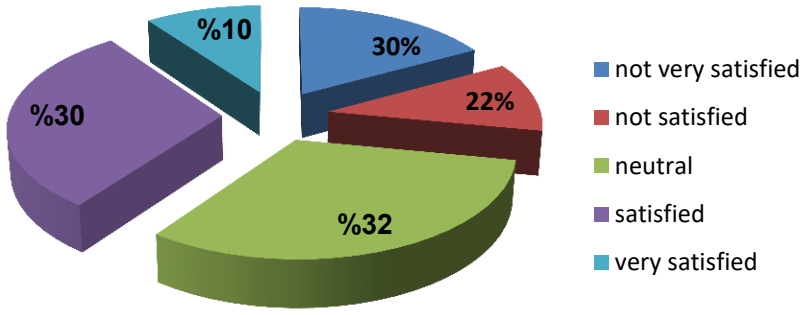
Self- stated importance	CSC
Housing affordability	Housing affordability
Psychological safety	Psychological safety
Physiological safety	Physiological safety
Urban services	Urban services
Neighbors relations	Neighbors relations

4.7.7 Satisfaction of Housing, Neighborhood and Urban Life

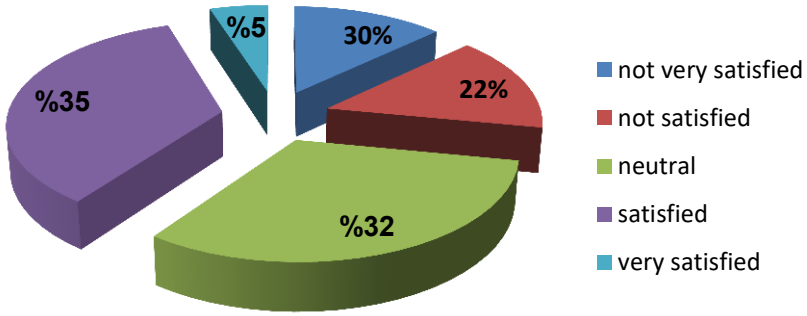
In the fourth part of the questionnaire, user satisfaction levels on the housing, neighborhood and urban life were asked on 5-points Likert scale. Regarding to answers, frequency distribution could be observed in table (4-24).

Table 4.24): Frequency distribution of housing environment, neighbourhood and urban life satisfaction

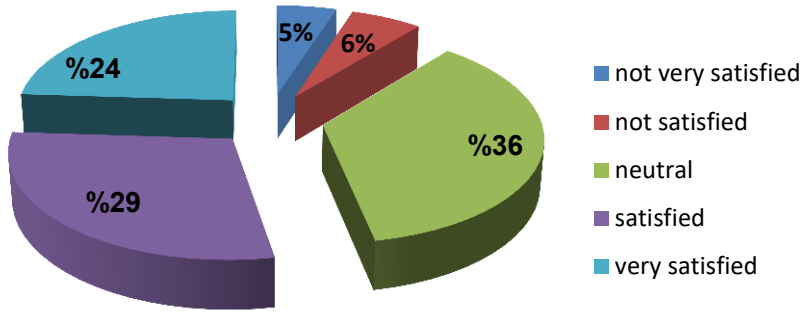
Sat. Housing and Environment	Frequency	Percentages %
not very satisfied	**17**	**17%**
not satisfied	**11**	**11%**
neutral	**32**	**32%**
satisfied	**30**	**30%**
very satisfied	**10**	**10%**



Satisfaction of neighborhood	Frequency	Percentages %
not very satisfied	**13**	**13%**
not satisfied	**15**	**15%**
neutral	**32**	**32%**
satisfied	**35**	**35%**
very satisfied	**5**	**5%**



Satisfaction of Urban life	Frequency	Percentages %
not very satisfied	5	5%
not satisfied	6	6%
neutral	36	36%
satisfied	29	29%
very satisfied	24	24%



In the person-environment relationship, Francescato (1998) claimed that housing can be associated with person's shelter in daily living environment, socio-economic status, symbol of his/her personality and so on. Therefore, there is an on-going debate on the components of satisfaction with housing within the frame of basic human needs (Lawrence, 1987). Considering the level of satisfaction from the urban life is highest score. On the contrary, furthermore, residents living in single family houses are much satisfied from the housing environment. (Table 4.25).

Table (4.25): Satisfaction housing, neighbourhood and urban life evaluation

Satisfaction of Urban life	Sat. housing, environment	Sat. neighborhood	Sat. urban life
Mean	3.15	3.38	3.43

Satisfaction from the neighborhood can be regarded as an important component of overall quality of life. Satisfaction or dissatisfaction from the neighborhood can be seen among the major reasons of displacement. Age, income, housing quality and duration of stay are among the major variables in the determination of neighborhood satisfaction (Topçu and Dökmeci, 2005). In the case study research, regarding to urban life satisfaction is the highest and Satisfaction of housing and environment is the lowest (Table 4.25).

Questionnaire respondents are asked to list positive and negative features of their neighborhood. According to this, aspects defining neighborhood satisfaction is mostly related to physical and environmental conditions such as closeness to nature, easy access to public transportation, plenty of parks and recreation areas, close proximity to shopping areas and availability of car-parking spaces. In second place, themes of social relationship and safety come to a fore. These positive themes were stated as 'good neighborhood relations', 'safety, 'educated people', 'calm' and 'comfortable' and 'orderly planned'. Among the negative features, lack of urban and municipal services, lack of social facilities and cultural events were specified. Considering the level of satisfaction with urban life is natural.

Negative features affecting urban quality of life can be grouped under three headings:

- Municipal services: 'low maintenance of roads', 'lack of urban infrastructure' and 'need for better public transportation'.
- Environmental quality: 'unplanned development', 'lack of car parking spaces', and 'lack of green spaces'.
- Social and economic life: 'lack of cultural events', 'limited job market', 'lack of investment', and 'slow development'.

Satisfaction from the neighborhood is the second, and satisfaction from the housing environment is the third.

4.7.8 Socio-economic Characteristics and Quality of Life

To investigate empirically the determinants of urban life satisfaction in Tal al-Hawa Neighborhood, study consider various dependent and independent variables in a multivariate regression setting and adopt the following model which takes the generic form:

$$Y_i = \alpha + \beta_1 x_{1,i} + \beta_2 x_{2,i} + \ldots + \beta_n x_{n,i} + e_i$$

Where Y represents a range of dependent variables and X denotes the independent variables. I represent the individuals which have been filled the questionnaire 100 people in total.

Study evaluate the impact of independent variables in three groups: socio-demographic variables, economic variables and mobility. A dichotomy of variables is summarized in the table (4.26). Each group of independent variables has been regressed on the dependent variables which produce 24 X 3 regressions in total.

Table 4.26): Summary of variables

Dependent variables	**Independent Variables**		
Need / Satisfaction	**Socio-Demographic**	**Economic**	**Mobility**
Housing affordability	Age	Homeownership	Gaza
Housing characteristics	Marital status	Home size	Tal al-Hawa
Green recreation	Child number	Retired	
Physical exercise	Education	Unemployed	
Psychological safety	Gender	Employee	
Physiological safety		Employer	
Neighbors relations			
Social relations			
Urban services			
Shopping			
Public transportation			
Urban infrastructure			
Place attachment			
Status neighborhood			
Participation decision-making			
Display personal skills			
Satisfaction income working condition			
Learning opportunities			
Practicing culture facilities			
Aesthetic and design living environment			
Ecological behavior			

A significance level has been scrutinized between answers to self-stated importance and satisfaction with the living environment (housing, neighborhood) and socio-demographic aspects of questionnaire respondents. Then, statistically significant variables were listed in table (4.27).

Table 4.27): Regression Results of socio-demographic variables

	Socio-Demographic	Economic	Mobility
Housing satisfaction	Age (0.12539***) Child number (-0.20269)	Homeownership (0,33698**) Housewife (0,49275**) Retired (0,69383***)	Gaza (0,1478**)
Neighborhood satisfaction	Age (0,05453*)		Gaza (0,13263**)
Urban satisfaction	Age (0,0374838*) Education (-0,0989339*)		
housing affordability	Child number (-0,092345*)		
housing characteristics	Education (0,17148***)		
green recreation	Age (0,04626*)	Retired (0,551894***)	Gaza (0,09237*) Tal al-Hawa (-0,08294*)
physical exercise			
psychological safety	Education (-0,0566*)		Tal al-Hawa (0,0805***)
neighbors relations	Marital status (0,42444**)	Homeownership (0,35398***) Unemployed (-0,9116***)	
social relations	Students (0,62369**)		
urban services	Child number (0,117697**)		
shopping	Child number (0,10322**) Education (-0,0696*)	Housewife (0,252617**) Employer (0,690136**)	
public transportation		Employer (0,79399**)	
urban infrastructure	Education (0,21563***)		
place attachment	Age (0,05849*) Child number (0,16531**) Students (-0,64026*) Gender (0,41976**)	Homeownership (0,274*) Housewife (0,48089**) Employee (0,46109**)	
status neighborhood	Age (0,051005**) Child number (-0,168001**) Gender (0,267503**)	Homeownership (0,31655**)	
participation decision-making	Education (0,1115899*) Students (0,8156321***)	Housewife (-0,61249***)	
display personal skills	Age (-0,03998*)		
satisfaction income working condition	Age (-0,05172**) Education (0,14253*)		Tal al-Hawa (0,09602**)
learning opportunities	Gender (0,253376**)		Tal al-Hawa (0,12783**)
practicing cultural facilities	Education (0,12809**)		
aesthetic &designed env.	Education (0,120613**)		
ecological behavior	Education (0,187155***)		

* denotes significance at 1 %; ** at 5 % ; *** at 10 %

Regarding the interpretations, study observe in the first equation the impact of demographic variables on the housing satisfaction. The only significant variables are age and child number which the former one has a positive coefficient and the latter one has a negative coefficient. This actually means that the individuals who are older and have less number of children are likely to have more housing satisfaction compared to others. Economic variables are homeownership, housewife, and retired has positive impact on the housing satisfaction. Finally, mobility variables in terms of time spent in the neighborhood has influence the housing satisfaction.

In the second equation, study instead observe the impact on neighborhood satisfaction. Age variable has a significant coefficient. According to which older people are likely to have more satisfaction from neighborhood life. Similarly, duration of stay in the neighborhood has been determined as effective in the level of satisfaction.

Thirdly, three variables which are supposed to be effective upon urban quality of life were determined: age, education and income. While a positive coefficient was observed with 'age', education and income were vice versa. As people get older, satisfaction from the urban quality of life rises. However, the same statement is not thru for income and education variables: the lower income and education levels are increasing the satisfaction from urban life.

As people get older, the importance of the needs such as green recreation, place attachment, status neighborhood rises. On the other hand, for younger people, display personal skills and income satisfaction needs are much more important in their perception of quality of urban life. It was found that, educational level has positive impact on housing characteristics, urban infrastructure, participation decision-making, satisfaction income and working condition, practicing cultural facilities, aesthetic and design living environment, and ecological behavior categories. The higher the educational level is increasing the importance of those need categories. On the other hands, the lower the educational level is increasing the importance of safety and shopping. Among the socio-demographic variables, in addition to educational status and age, gender, number of children, marital status and student status can be

considered as important. For instance, while married couples care about neighborhood relations, participation-decision making variable is a priority for students.

Among the economic variables, housewives involved pay greater attention to obtain daily needs from a walking distance of home. On the other hand, while retired people care about nature and existence of green areas, ‘neighborhood relations’, ‘place attachment’ and ‘neighborhood status’ have the greatest priority for home owners.

A limited numbers of coefficient have been determined between mobility and need dimensions. For a person, who lives in Tal al-Hawa for a long time, availability of recreation areas, satisfaction income and learning opportunities were found as important need dimensions. The variable of ‘duration of stay in the neighborhood’ has found positive relation with ‘psychological safety’.

Chapter 5

Conclusions and Recommendations

Chapter 5
Conclusions and Recommendations

Introduction

The thesis provides a synthesis of the major steps that are needed to create a more efficient community through the improvement of Urban Quality of Life (UQoL). In this section, research has presented principles to understanding the urban quality of life in a neighborhood scale which could be utilized to improve the individual quality of life in urban areas in the Gaza Strip.

5.1 Conclusions

- In the study, UQoL is defined as the performance level of urban life towards the needs and expectations of residents'.
- UQoL is a multidimensional construct appearing from the assessment of multiple requirements on the individual, community, urban, national, and global levels.
- The relationship between the urban planning and individual quality of life could explain why people prefer to live in some areas rather than others; therefore the urban quality of life could give the planners and decision makers a guideline for developing or redeveloping communities.
- The urban planning process in Gaza City needs upraising and developmental actions. This demands significant modifications to be implemented on the administrative level; as: Joining between urban planning and residents' preferences is the key for solving the serious and essential problems, Enhancing the community sharing and interactions and Promoting awareness about developmental and strategic trends between all attended groups.
- In this study Kano's Model used to measure impacts of urban need dimensions on user satisfaction and priorities.
- Creating micro-zoning concerning socio-demographic characteristics and unique environmental attributes could give more consistent Kano results when working in urban context.

- The highest priority urban need dimensions effective on satisfaction is 'must-be' groups in Kano categorization. For Tal al-Hawa residential neighborhood the physical characteristics of urban environment, community belonging, participation to decision making and display of personal skills have the highest priority rather than environmental, economic and educational status.
- Behavior pattern of people's perception and assessment are related to the attributes of their living environment.
- Urban residents in the case study area have similar responses to basic level needs. When climbing to the upper levels of needs pyramid, quality perceptions of people has differentiated and diversified.
- Users with bad environmental conditions put life-long learning and educational status forward (as basic need) instead of prioritizing their physical living conditions.
- There are selected need dimensions creating satisfactory character of urban living (one-dimensional) are as follows: safety (psychological and physiological), access to urban services, marketing opportunities at walking distance, comfortable public transportation, life-long learning opportunities, aesthetically pleasing and well-designed urban environment, existence of cultural activities, adequate income and working conditions. If they are met, user satisfaction will rise in a linear manner. Consequently, a good urban quality of life can be thought in such kind of environment.
- All survey respondents in the case study area have found 'affordable housing' crucial among the features making urban life attractive. Another common things in attractive category are neighbors relations, contact with the nature, aesthetic appearance of built environment are among the most prioritized needs bringing urban life satisfaction to the highest levels.
- In socio-demographic variables 'Age' confirms positive relationship with perception of satisfaction in housing environment, neighborhood and the city levels. When people get older, level of satisfaction rises from above-mentioned needs. When looking the relationships between basic level needs and socio-demographic variables, significant level of relationships were found with the age, education, occupation (retired, unemployed, housewife), child number and marital

status. Higher level needs category relates to variables like education (primary), age, gender, occupation (student, housewife, employee).

- Practicing cultural facilities, aesthetic and design living environment, ecological behavior, satisfaction income and working condition, participation decision-making are the higher. Also urban needs that have strongly been coincided with the rise of education status.
- Substantive approaches are needed to fulfill the gap between UQoL research and the urban decision making.
- The UQoL means to urban residents is not enough without seeking the advantages to sustain additional information to urban decision making process. To engage this additional information in hand, urban decision makers and planners need to interpret it, and to apply it to the specific context of their activities.
- Urban planning and design not only just do with understanding cities but also designing them. Therefore, normative dimensions should add to the research and application.
- UQoL for urban strategy making process could be evaluated in two ways: 'how opportunities are created to meet human needs' and 'how capacities of people are improved'.
- The Kano model proves to be great at realizing the need of residents and their expectations for better quality living. Yet, as a strong strategy instrument, it has to be converted into a hands-on knowledge for decision makers in order to depict the concept of UQoL as effective and measurable groups informing planning policy and practice.
- Applying Kano's Model to let urban planners and decision makers realize the way to achieve better understanding of the requirements and priorities of urban users. It helps to allocate scarce organizational resources on the targeted needs accurately.
- The concept of UQoL could be exploited at least three stages: **First stage** is when planners attempt to have a right and dependent point of view from the present circumstances of the town. The fact is that planners aim at determining the issues which priorities are more, therefore, the knowledge about the various dimensions of QoL is considered as a suitable guide in this stage. Second stage is when projects and plans had better be investigated and proven for their effectiveness and

benefits. Moreover, in this stage, the influence of several projects on the QoL could be quite essential for the planners and decision makers. It is also obvious that more efficient plans and projects expand the UQoL and particularly have the ability to improve the facets of planner's concerns. **Third stage** is related to public participation. To know which inhabitants are most satisfied or dissatisfied with their urban needs and to compare their views with the other stakeholders (housing associations, municipalities, policymakers) help to determine a district's problems and success factors and can reveal the consensuses/conflicts of opinion between these stakeholders.

Outputs of this study can be used as strategies to improve the individual quality of life in urban areas in the Gaza Strip which can be stated as follows:

- Assessing the spatial distinction of chosen territories from the QoL perspective,
- Producing territorial comparisons of the levels of QoL and identifying the most "problematic" areas to enhance problem-solving in effective decision making,
- Comparing knowledge about how satisfactions/dissatisfactions are divided among individuals and across space,
- Identifying problems deserving special attention and possible socio-spatial action,
- Observing the impacts of policies on the ground,
- Enhancing public involvement in the policy making,
- Respecting the reality of heterogeneity in the treatment of UQoL,
- Instead of 'one-size fits all' approach to UQoL, producing solutions on local basis (making use of local –tacit- knowledge)
- This study can be considered as a starting point for studies in urban developmental in Gaza City such as; designing of urban spaces, more details about community needs, more details about quality of life, etc.
- For future researches in this field, the results of Kano's Model should be triangulated with other methods both in QoL research and quality management research. Usability of the Kano's Model need to be confirmed in different geographical scales (i.e. rural areas, non-metropolitan cities), in different urban contexts (i.e. urban regeneration areas, inner city neighborhoods), with different user profile (i.e. gender, elderly) or provision of different/novel urban services (i.e. transportation, recreation) by the local governments.

5.2 Recommendations

This part presents the final recommendations for planners, decision-makers and the users of assessment tool based on the research findings which will be summarized as follows:

- The planners and decision makers should take into consideration individual quality of life when developing or redeveloping urban areas. So, residents' preferences should be carefully considered by planners and decision makers when designing new communities or upgrading an existing one.

- There is not agreement worldwide on a definition for what a quality of life should be or what components should be included. On the other hand, this concept is still new in Gaza and has no clear definition or settled criteria till now. Each group of people has their own definition of what constitutes quality of life. So, residents' preferences should be carefully considered by planners and decision makers when designing new communities or upgrading an existing one.

- Decision makers should grant special concern to potential impacts on individual quality of life while designing and implementing sustainable development since a number of issues related to sustainable development are acceptable and others are not according to individuals.

- Urban quality of life is a multidisciplinary concept that should be represented by a reticular relationship between their dimensions, so planners and decision makers should take into consideration all dimensions (environmental, physical, mobility, social, physiological, economical, and political) and their influences on each other.

- The urban quality of life dimensions suggested by this study help the planners and decision makers to determine the vulnerable dimension in order to deal with.

- Modern urban planning theories and approaches have been emerged in the late twentieth as response to challenges and problems facing the conventional urban development. So, decision makers and planners should address these new trends in urban planning in order to avoid the problems occurred in new cities in Gaza.

- It is essential to confirm that the relative weight of urban quality of life indicators differs between different groups of people. So, planners and decision makers should take into consideration these differences when designing new communities or upgrading an existing one.

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Appendix

الجامعة الاسلامية _ غزة
عمادة الدراسات العليا
كلية الهندسة
قسم الهندسة المعمارية

Appendix

استبيان موجه لسكان حي تل الهوا ـ مدينة غزة

استراتيجيات تعزيز مفهوم جودة الحياة في المناطق العمرانية في قطاع غزة

Strategies for Enhancing the Quality of Life (QOL) in Urban Areas in the Gaza Strip

يتم اعداد هذه الدراسة استكمالاً لمتطلبات الحصول علي درجة الماجستير في الهندسة المعمارية، حيث تسعي الباحثة لبناء نموذج عمراني مستدام مبني علي أساس التنمية القائمة علي تطوير وتحسين جودة الحياة في المناطق العمرانية في قطاع غزة، وقد اختارت حي تل الهوا في مدينة غزة كحالة للدراسة والبحث لتقييم أولويات المستخدمين فيما يتعلق بالاحتياجات الحضرية وتحيد مستوى الرضا عن الحياة السكنية والعمرانية في المجاورة، وتعتمد منهجية الاستبيان كأداة لإثبات صحة الفرضيات والنتائج التي سيتم التوصل إليها في إطار هذا البحث.
تعتمد هذه الدراسة إلي حد كبير علي مساعدتكم ودعمكم، فنرجو منكم التكرم بالإجابة على الأسئلة الواردة في الاستبيان وإغنائه بآرائكم وملاحظاتكم، كما نرجو أن تتميز إجاباتكم بالدقة والموضوعية لكي تزود البحث بمجموعة من المؤشرات التي من شأنها تحديد الأولويات. علما أن الاستبيان لا يحوي معلومات خاصة، والإجابات تتمتع بالسرية التامة، ولن تستخدم إلا لأغراض البحث العلمي فقط.

لذا نأمل من سيادتكم التكرم بالإجابة عن فقرات الاستبيان ولكم منا جزيل الشكر.

شكراً لحسن تعاونكم

الباحثة: م. نعيمة سعيد غربية، قسم الهندسة المعمارية، الدراسات العليا، الجامعة الإسلامية.

الدكتور المشرف: أ.د. أحمد سلامة محيسن، أستاذ دكتور، قسم الهندسة المعمارية، الجامعة الإسلامية.

(ضع(ي) علامة / أمام العبارة التي تناسبك (ي))

1) المعلومات الشخصية:

- **الجنس:**

ذكر	☐	أنثى	☐

- **الفئة العمرية:**

19 - 15	☐	24 -20	☐
29- 25	☐	34 - 30	☐
39 - 35	☐	44 - 40	☐
49 - 45	☐	54 - 50	☐
59 - 55	☐	64 - 60	☐
70 فأكثر	☐		

- **الدرجة العلمية:**

مدرسة ابتدائية	☐	مدرسة اعدادية	☐
مدرسة ثانوية	☐	كلية / جامعة	☐
دراسات عليا (ماجستير – دكتوراه)	☐	محو الأمية (لم تنه المدرسة)	☐

- **الحالة الاجتماعية:**

متزوج	☐	أعزب	☐

- **عدد الأطفال:**

لا يوجد	☐	طفل واحد	☐
طفلين	☐	3 أطفال	☐
أكثر من 3 أطفال	☐		

- **العمل:**

موظف	☐	صاحب العمل	☐
موظف موسمي	☐	يعمل لنفسه	☐
ربة منزل	☐	طالب	☐
متقاعد	☐	عاطل عن العمل	☐

- **ملكية المسكن:**

تمليك	☐	تأجير	☐

- **حجم المسكن:**

100 متر مربع	☐	140-101 متر مربع	☐
180-141 متر مربع	☐	أكثر من 180 متر مربع	☐

- **مدة العيش بحي تل الهوا:**

5-0 سنوات	☐	10-6 سنوات	☐
15-11 سنة	☐	20-16 سنة	☐
25-21 سنة	☐	أكثر من 21 سنة	☐

- **سبب اختيار حي تل الهوا:** _____

2) تم تحديد ست فئات لتقييم خصائص ومزايا البيئة العمرانية في حي تل الهوا السكني، وتشمل هذه الفئات معلومات توضيحية. يرجى ملء الأسئلة أدناه وفقاً لما يناسبك/ي، اختر واحدة من هذه 'مهم جدا'، 'مهم' و 'غير مهم'.

	الاحتياجات الضرورية	مهم جداً	مهم	غير مهم
.1	العثور على مسكن مناسب تمليك / تأجير			
.2	العيش بمسكن آمن ومستقر			
.3	العيش بمسكن مريح ذو حجم كاف			
.4	العيش بمسكن يتضمن موقف سيارات			
.5	العيش بمسكن يتضمن حديقة			
.6	ما هي المزايا الأخرى التي تحتاجها في المسكن؟			

	الاحتياجات المادية في البيئة العمرانية علي مستوي الحي	مهم جداً	مهم	غير مهم
.1	العيش في بيئة نظيفة من حيث (الضوضاء، الهواء ونوعية المياه، وما إلى ذلك)			
.2	العيش في بيئة تكتمل فيها البنية التحتية (الغاز الطبيعي والكهرباء والهاتف والصرف الصحي وما إلى ذلك)			
.3	العيش في بيئة تتيح ممارسة الرياضة البدنية (الشوارع التي يمكن المشي فيها، ومسارات الدراجات، والمناطق الرياضية، وما إلى ذلك)			
.4	العيش في بيئة تسمح بالاندماج مع الطبيعة (المساحات الخضراء المفتوحة، وحدائق المدينة، والملاعب، وما إلى ذلك)			
.5	العيش في بيئة توفر مجموعة متنوعة من فرص التسوق (الغذاء والملابس، الخ)			
.6	العيش في بيئة توفر سهولة الوصول إلى الخدمات مثل التعليم والصحة ورعاية الطفل			
.7	العيش في بيئة توفر خدمات حكومية محلية جيدة (جمع القمامة، والإضاءة، والتنظيف، وما إلى ذلك)			
.8	العيش في بيئة توفر وسائل النقل العام العادية (الحافلات والتاكسي، وما إلى ذلك)			
.9	ما هي المزايا الأخرى التي تحتاجها في البيئة العمرانية؟			

	الاحتياجات الأمنية	مهم جداً	مهم	غير مهم
.1	العيش في بيئة آمنة من الناحية المادية (مضاءة جيدًا، توفر نظام لحركة المرور، معدة لحالات الطوارئ والكوارث)			
.2	العيش في بيئة آمنة من الناحية النفسية والمعنوية (المشي في الشوارع ليلاً ونهاراً، لا خوف من الجريمة، وما إلى ذلك)			
.3	ما هي مزايا الأمان الأخرى التي تحتاج إليها؟			

	الاحتياجات الاجتماعية	مهم جداً	مهم	غير مهم
.1	العيش في حي يدعم العلاقات الاجتماعية (حسن الجوار)			
.2	العيش في بيئة تسمح للناس بالانخراط في المجتمع والالتقاء بالناس (الحدائق والمراكز المجتمعية، وما إلى ذلك)			
.3	ما هي المزايا الأخرى التي يمكن أن تكون ذات صلة بالعلاقات الاجتماعية؟			

	الاحتياجات المعنوية	مهم جداً	مهم	غير مهم
.1	العيش في بيئة تضمن الخصوصية الشخصية			
.2	العيش في بيئة تدعم الشعور بالانتماء			
.3	العيش في بيئة مناسبة للوضع الاجتماعي (الدخل والتعليم ونمط الحياة، وما إلى ذلك)			
.4	العيش في بيئة تدعم عملية التعليم والتطوير (دورات مهارات المعرفة، أنشطة، وما إلى ذلك)			
.5	العيش في بيئة تسمح باستخدام المعرفة والمهارات الخاصة بك (من الحرف اليدوية والهوايات الخ)			
.6	ما هي المزايا الأخرى المتعلقة بالاحتياجات المعنوية والتي يمكن أن تكون مهمة؟			

	احتياجات التنمية	مهم جداً	مهم	غير مهم
.1	العيش في بيئة مرضية بصرياً (الناحية الجمالية)			
.2	العيش في بيئة توفر فرصاً للنشاط من الناحية الثقافية والاجتماعية (الحفلات الموسيقية والمسرح والأنشطة في الهواء الطلق، وما إلى ذلك)			
.3	العيش في مجتمع يشجع حماية البيئة			
.4	العيش في مجتمع يضمن المساواة في الحقوق والفرص			
.5	ما هي المزايا الأخرى التي يمكن أن تدعم التنمية الشخصية؟			

3) أعدت الأسئلة في هذا الجزء من الاستبيان وفقاً لنموذج كانو Kano's Model. هناك نوعان من الأسئلة أحدهما إيجابي والأخر سلبي، وخيارات الإجابة لكلا السؤالين هي نفسها، يرجى وضع علامة على الجواب الذي يعكس فكرتك للسؤال الإيجابي والسلبي.

A) هل ترغب بامتلاك المسكن دون الحاجة إلى التضحية بالاحتياجات ذات الأولوية (المأكل والملبس، الخ) ؟

☐	بالتأكيد أريد	☐	يمكن أن أفعل ذلك
☐	لا يهم	☐	بالتأكيد لا أريد

1A) ما هو رأيك إذا كنت صاحب المسكن، التضحية بالاحتياجات ذات الأولوية (المأكل والملبس، الخ) ؟

☐	بالتأكيد أريد	☐	يمكن أن أفعل ذلك
☐	لا يهم	☐	بالتأكيد لا أريد

B) هل ترغب في الحصول على منزل يتوفر به الكثير من المزايا؟ (حجم، مظهر الخ)؟

☐	بالتأكيد أريد	☐	يمكن أن أفعل ذلك
☐	لا يهم	☐	بالتأكيد لا أريد

1B) ما هو رأيك إذا كانت تكلفة مزايا المسكن بأسعار معقولة؟

☐	بالتأكيد أريد	☐	يمكن أن أفعل ذلك
☐	لا يهم	☐	بالتأكيد لا أريد

C) هل ترغب في قضاء بعض الوقت في الأنشطة (الراحة أو الرياضة)؟

☐	بالتأكيد أريد	☐	يمكن أن أفعل ذلك
☐	لا يهم	☐	بالتأكيد لا أريد

1C) ما هو رأيك عندما لا يمكنك أن تأخذ وقتاً للأنشطة؟

☐	بالتأكيد أريد	☐	يمكن أن أفعل ذلك
☐	لا يهم	☐	بالتأكيد لا أريد

D) هل تريد أن يكون هناك لوائح في حياتك اليومية؟ (ترتيبات للطرق المخصصة للمشاة، ومسارات للدراجات، ومناطق رياضية ونشاطات، وما إلى ذلك)

☐	بالتأكيد أريد	☐	يمكن أن أفعل ذلك
☐	لا يهم	☐	بالتأكيد لا أريد

1D) ما رأيك إذا لم يكن هناك لوائح في حياتك اليومية؟

☐	بالتأكيد أريد	☐	يمكن أن أفعل ذلك
☐	لا يهم	☐	بالتأكيد لا أريد

E) هل ترغب في التجول في جميع أنحاء المدينة دون خوف من الجريمة؟

☐	بالتأكيد أريد	☐	يمكن أن أفعل ذلك
☐	لا يهم	☐	بالتأكيد لا أريد

1E) هل ترغب في التجول في المدينة إذا كنت خائفاً من الجريمة؟

☐	بالتأكيد أريد	☐	يمكن أن أفعل ذلك
☐	لا يهم	☐	بالتأكيد لا أريد

F) هل تريد أن يكون هناك نظام لزيادة الأمن والأمان؟ (حوادث المرور والفيضانات والزلازل والحروب وما إلى ذلك)

☐	بالتأكيد أريد	☐	يمكن أن أفعل ذلك
☐	لا يهم	☐	بالتأكيد لا أريد

1F) ماذا تعتقد إذا كانت الأنظمة لا تكفي لزيادة الأمن؟

☐	بالتأكيد أريد	☐	يمكن أن أفعل ذلك
☐	لا يهم	☐	بالتأكيد لا أريد

G) هل ترغب في مقابلة جيرانك؟

☐	بالتأكيد أريد	☐	يمكن أن أفعل ذلك
☐	لا يهم	☐	بالتأكيد لا أريد

1G) ما رأيك عندما لا تستطيع رؤية جيرانك؟

☐	بالتأكيد أريد	☐	يمكن أن أفعل ذلك
☐	لا يهم	☐	بالتأكيد لا أريد

H) هل ترغب في المشاركة في الأنشطة الاجتماعية (دورات، والأحداث الفنية، وما إلى ذلك)؟

☐	بالتأكيد أريد	☐	بالتأكيد أريد
☐	لا يهم	☐	لا يهم

1H) ما هو رأيك إذا لم تكن قادر على المشاركة في الأنشطة الاجتماعية؟

☐	بالتأكيد أريد	☐	بالتأكيد أريد
☐	لا يهم	☐	لا يهم

I) هل ترغب في العثور على الخدمات الحضرية التي تحتاج إليها على مسافة قريبة؟ (مثل التعليم والصحة ورعاية الأطفال وما إلى ذلك)

☐	بالتأكيد أريد	☐	بالتأكيد أريد
☐	لا يهم	☐	لا يهم

1I) ما هو رأيك إذا لم تجد الخدمات الحضرية التي تحتاج إليها على مسافة قريبة؟

بالتأكيد أريد	☐	بالتأكيد أريد	☐
لا يهم	☐	لا يهم	☐

J) هل ترغب في العثور على المنتجات التي تستهلك يوميًا على مسافة قريبة؟ (منتجات أخرى مثل الطعام والشراب وما إلى ذلك)

بالتأكيد أريد	☐	بالتأكيد أريد	☐
لا يهم	☐	لا يهم	☐

1J) ما هو رأيك إذا كنت لا يمكن العثور على المنتجات التي تستهلك يوميا على مسافة قريبة؟

بالتأكيد أريد	☐	بالتأكيد أريد	☐
لا يهم	☐	لا يهم	☐

K) هل تريد استخدام وسائل النقل العام في المدينة؟ (الحافلة، التاكسي، الخ)

بالتأكيد أريد	☐	بالتأكيد أريد	☐
لا يهم	☐	لا يهم	☐

1K) ماذا تعتقد إذا كنت لا تستطيع استخدام وسائل النقل العام عندما تكون في حاجة إليها؟

بالتأكيد أريد	☐	بالتأكيد أريد	☐
لا يهم	☐	لا يهم	☐

L) هل ترغب في الاستفادة من البنية التحتية المقدمة (الإنترنت، تلفون.. الخ)

بالتأكيد أريد	☐	بالتأكيد أريد	☐
لا يهم	☐	لا يهم	☐

1L) ما هو رأيك إذا لم تكن قادر على الاستفادة من البنية التحتية؟

بالتأكيد أريد	☐	بالتأكيد أريد	☐
لا يهم	☐	لا يهم	☐

M) هل تريد أن تشعر بالانتماء للحي والمدينة التي تعيش فيها؟

بالتأكيد أريد	☐	بالتأكيد أريد	☐
لا يهم	☐	لا يهم	☐

1M) ما هو رأيك في أنك لا تستطيع أن تشعر بالولاء والانتماء إلى المكان الذي تعيش فيه؟

بالتأكيد أريد	☐	بالتأكيد أريد	☐
لا يهم	☐	لا يهم	☐

N) هل تريد أن تكون منطقة السكن الخاصة بك متوافقة مع وضعك الاجتماعي (نمط الحياة والتعليم ومستوى الدخل)؟

بالتأكيد أريد	☐	بالتأكيد أريد	☐
لا يهم	☐	لا يهم	☐

1N) ما هو رأيك إذا كانت منطقة السكن لا تتوافق مع وضعك الاجتماعي؟

بالتأكيد أريد	☐	بالتأكيد أريد	☐
لا يهم	☐	لا يهم	☐

O) هل ترغب في أن تكون مهتم في القضايا الحضرية والتنمية العمرانية المرتبطة بمنطقة سكنك؟

بالتأكيد أريد	☐	بالتأكيد أريد	☐
لا يهم	☐	لا يهم	☐

1O) ما هو رأيك في كونك غير مهتم بالقضايا الحضرية والتنمية العمرانية المرتبطة بمنطقة سكنك؟

بالتأكيد أريد	☐	بالتأكيد أريد	☐
لا يهم	☐	لا يهم	☐

P) هل تريد أن تكون قادرًا على التعبير عن نفسك وعرض المهارات الفنية أو المهنية الخاصة بك؟

بالتأكيد أريد	☐	بالتأكيد أريد	☐
لا يهم	☐	لا يهم	☐

1P) ما هو رأيك في كونك لا تستطيع إظهار مهاراتك الفنية أو المهنية؟

بالتأكيد أريد	☐	بالتأكيد أريد	☐
لا يهم	☐	لا يهم	☐

Q) هل ترغب في الحصول على فرص التدريب لتحسين المعرفة والمهارات الخاصة بك؟ (دورات هواية، دورات مهنية، دورات تكنولوجيا، وما إلى ذلك)

بالتأكيد أريد	☐	بالتأكيد أريد	☐
لا يهم	☐	لا يهم	☐

1Q) ما هو رأيك إذا لم تجد فرص للتدريب وتحسين معرفتك ومهاراتك؟

بالتأكيد أريد	☐	بالتأكيد أريد	☐
لا يهم	☐	لا يهم	☐

R) هل ترغب في المشاركة في الفعاليات الاجتماعية والثقافية؟

بالتأكيد أريد	☐	بالتأكيد أريد	☐
لا يهم	☐	لا يهم	☐

1R) ما هو رأيك إذا لم تتمكن من المشاركة في الفعاليات الاجتماعية والثقافية؟

بالتأكيد أريد	☐	بالتأكيد أريد	☐
لا يهم	☐	لا يهم	☐

S) هل تريد أن تتحمل المسؤولية في حماية البيئة؟ (دعم أنشطة إعادة التدوير، وما إلى ذلك)

بالتأكيد أريد	☐	بالتأكيد أريد	☐
لا يهم	☐	لا يهم	☐

1S) ما هو رأيك في عدم تحمل مسؤولية حماية البيئة؟

بالتأكيد أريد	☐	بالتأكيد أريد	☐
لا يهم	☐	لا يهم	☐

4) الإجابة على الأسئلة التالية عن طريق اختيار من تسلسل بدءًا من "1: غير مهم"، مع زيادة تدريجية لتصل "5: مهم جدا".

الأسئلة	غير مهم 1	2	وسط 3	4	مهم جداً 5
ما مدى أهمية المسكن؟					
ما مدى أهمية أن تعيش في مسكن يتوفر به المزايا؟					
ما مدى أهمية أن يكون المسكن قريب من مكان العمل؟					
ما مدى أهمية قدرتك على ممارسة الرياضة في حياتك اليومية؟					
ما مدى أهمية أن تكون قادراً على المشي بالحي دون خوف؟					
ما مدى أهمية معرفتك بأنك محمي من المخاطر المادية (الحوادث المرورية والأضرار البيئية وما إلى ذلك)، وأنك ستحصل على المساعدة في حال الخطر؟					
ما مدى أهمية تنظيم الفعاليات والأنشطة الاجتماعية؟					
ما مدى أهمية ارتباطك بجيرانك؟					
ما مدى أهمية العثور على الخدمات الحضرية والعمرانية التي تحتاج إليها على مسافة قريبة؟					
كم هو مهم بالنسبة لك العثور على المنتجات التجارية التي تحتاج إليها على مسافة قريبة؟					
ما مدى أهمية التنقل بشكل مريح باستخدام وسائل النقل العام؟					
ما مدى أهمية الاستفادة من خدمات البني التحتية؟					
ما مدى أهمية الشعور بالانتماء لمكان السكن؟					
ما مدى أهمية أن يكون المسكن الخاص بك مناسب لمستواك الاجتماعي (التعليم ومستوى الدخل)؟					
ما مدى أهمية أن تكون مواطناً نشطًا وأن تتعامل مع القضايا الحضرية والعمرانية المرتبطة بمكان اقامتك؟					
ما مدى أهمية تطوير مهاراتك وتحسينها؟					

ما مدى أهمية أن تكون قادرًا على استخدام أو إظهار مهاراتك الفنية أو المهنية؟					
ما مدى أهمية أن تكون قادراً على المشاركة في الأنشطة الاجتماعية والثقافية وتكريس الوقت لها؟					
ما مدى أهمية أن تكون على دراية ومعرفة بالقضايا الحضرية والعمرانية؟					
ما مدى أهمية القيام بدور اجتماعي في حماية البيئة؟					

5) الإجابة على مستوى الرضا عن طريق اختيار من تسلسل بدءًا من "1: غير راضٍ" وتنتهي ب "5: راضٍ جدًا".

الرقم	حالة الرضي	غير راضٍ 1	2	وسط 3	4	راضٍ جداً 5
.1	المنطقة المجاورة للمسكن (محيط السكن)					
.2	الحي الذي تعيش فيه (تل الهوا)					
.3	المدينة التي تعيش فيها (غزة)					

6) اذكر العوامل التي تؤثر على جودة حياتك سواء إيجابًا أو سلبًا في منطقتك وفي المدينة التي تعيش فيها؟

	عناصر مرضية	عناصر غير مرضية
في الحي السكني (حي تل الهوا)		
في مدينة غزة		

7) من وجه نظرك، ما هي المزايا الهامة التي تحدد بيئة السكن وتعمل علي تحسين جودة الحياة العمرانية؟

في الحي السكني (حي تل الهوا)		
في مدينة غزة		

مع جزيل الشكر والامتنان