**Perspectives of Tabriz City Council on regeneration and reconstruction of** **Maghsoudieh neighborhood based on SERVQUAL method**

Keywords: city council, urban reconstruction and regeneration, SERVQUAL, Maghsoudieh Tabriz neighborhood  
**Summary**  
 Urban traditional textures has provided the financial and spiritual needs and has played an important role in coordination of the urban elements and their relationship. Hence it shows full adaptation of the skeletal structure in the Iranian traditional cities and the spatial organization of cities with mass culture. Recently it has created many problems for residents in the context of traditional life and soon established the erosion that it can be refered to social cultural and economic problems in the form of limited resources, reduced financial ability of residents in these textures , the poor quality of life, environmental problems. Consequently the the qualitative and quantitative values ​​and spirituality is reduced in a historical context and the context devoid of originality is born that leads to lose of inhabitant’s memories.

Tabriz central texture, like many cities and historical context is old and has been changed. In recent decades, Tabriz texture had confronted with a lot of physical changes that lead to the transformation of the historic texture of Tabriz. Over time, technologies and machines in different eras of life, regime changes, social and cultural developments, have made changes in the urban texture, central and old neighborhoods. “appearance of the neighborhood concept is rooted in the collective life of the people and social communication. Neighborhood is a territory to live in a group that encompasses the valuable concepts of social life. The neighborhood is a fundamental unit which has influenced shaping the city and city has been defined based on the neighborhood. Maghsoudieh is one of the most renowned alleys in Nobar neighborhood in Tabriz and it is one of the oldest neighborhoods in rank of twenty- four neighborhoods. Maghsoudieh have had particular social prestige among people. But recent developments in this area caused to problems as a result of decisions of the Council of Tabriz.  
 Council was one of the main demands of the revolution and was founding during the fight. Foundation of Islamic councils was approved in 1982, the first law passed by the Parliament.Then the law changes and improvements began in five times and finally last amended was done in 1996 in the fifth parliament and City Council began to activity in 1999.

This paper tries to investigate the quality of services that done by city council in viewpoint of it’s members as the decision making institute and controller of municipality plans regarding to regeneration and reconstruction of Magsoudieh neighborhood as a traditional space and their impact on historic areas.

The main research method in this study is descriptive and survey and the data were collected by library (using written sources and the Internet) and field study and SERVQUAL questionnaire. The study sample is included Maghsoudieh neighborhood as a historic district of Tabriz due to provide traditional contexts for the analysis. The target group is Tabriz City Council members. In this study, SERVQUAL method used to evaluate the quality of regeneration and reconstruction from the authorities perspective.

SERVQUAL method was offered by Parasorman and Zitamil in 1985 by effort to identification of the determining factors in quality of services of the organizations and they offered different factors for measuring quality of services.

Quality service means measuring the difference between expectations and perceptions of the services received by the statistical population. Expected services are the ideal service that reflects the level of service that people are willing to receive it. Good service is actually a compilation of beliefs of the target population about how it can be and should be. SERVQUAL model has five components of tangible factors, reliability, responsiveness, assurance and empathy to be used as a basis for building a tool to measure the quality of service. Each dimension has several components that finally a questionnaire with 22 items is designed. In order to evaluate the expectations and perceptions of the respondents, they are asked to respond in relation to the services and how they are expected . accordingly the overall quality rating is calculated by the difference between expectations and experiences based on the questionnaire.

Due to closeness of this neighborhood to Tabriz Bazaar and being in the historic core it is of particular importance. Many of the buildings listed on the Heritage List are located in this neighborhood. So it is important to maintain the texture of this space. In this regard, in recent years some changes have taken place in the texture of the neighborhood.This article tries to investigate the city council members’ viewpoints on these changes and study the physical structure in this neighborhood.

The questionnaire is included 22 questions based on 5 -point Likert scales. The respondents were asked to grade the importance of the five dimensions of the quality of services in order to calculate mean and variance .Table 2 summarizes the questionnaire results based on five dimensions. In order to examine the normal distribution of scores of variables, Kolmogorov - Smirnov test was used. To obtain respondents’ expectations and perceptions level of service which are received, T test was used. After drawing conclusions ,due to less number of samples, to ensure the obtained results non-parametric binomial test was performed, and the significance level is obtained greater than 0.05 where it is concluded that factor levels is not significantly different than average. Finally, the existing components ranked and these components are classified in five categories.  
Eleven questionnaires were accepted that have been studied for the 5 factors. The variables tangible factors , reliability , assurance, responsiveness , empathy , number of samples , mean, median , standard deviation , skewness, stretch , calculated minimum and maximum values ​​and the histogram is plotted . Scores are between 1 and 5. For tangible factors variable the average of 2.85, the lowest value equals to 2.4 and a maximum amount equal to 3.33. Average of reliability variable equals to 2.48, the lowest amount equals to 2.25 and the maximum value is of 3.50. The mean of assurance equals to 2.55 and the lowest value is 1.75 and the highest value is 3.25. The mean of responsiveness is 3.04, the lowest value equals to 2.4 and a maximum amount equals to 3.60 and empathy variables mean equals to 2.81, the lowest value equals to 2.0 and a maximum amount equals to 3.67.

To investigate the normal distribution of scores of variables Kolmogorov- Smirnov was used. In this test, the null hypothesis of variable distribution is normal. If the test significance level is less than 0.05, the null hypothesis is rejected and it is concluded that the distribution variable is not normal.   
The significance level is greater than 0.05, so it results that all variables are normally distributed. For measure the City Council members’ perception of the service received, the one-sampled T -test was used. Therefore, the test scores are between 1 and 5.so the average rate of variable is considered 3. If the average is higher than 3 it indicates high levels. In all cases, the null hypothesis is equals to the average level of tangible factors (3).Average of variables tangible factors equals to 2.85 and the significance level of test is 0.142. Since the significance level is greater than 0.05, the null hypothesis is not rejected. Therefore we conclude that there is not significant difference between tangible factors and average level . The score of tangible factor is middle and low.

Average of responsiveness factor equals to 3.04 and significance level equals to 0.749. Since the significance level is greater than 0.05, the null hypothesis is not rejected. Therefore, we conclude that there is not significant difference between responsiveness factors and average level . The score of responsiveness factor is middle and low.

Assurance variables score is 2.55 and the significance level showed 0.008. Due to the significant level of less than 0.05, the null hypothesis is rejected. The other hand, the level is less than 3, we conclude that the amount of the Assurance is significantly lower than average.  
Empathy variable score equals to 2.81 and the significance level equals to 0.256. Since the significance level is greater than 0.05, the null hypothesis is not rejected. Therefore we conclude that amount of empathy is not significantly different from significant level . The score of empathy is medium and low.

The reliability score equals to 2.84 and significance level is 0.28. Since the significance level is greater than 0.05, the null hypothesis is not rejected. Therefore, we conclude that levels of reliability is not significantly different from significant level. The degree of reliability is middle and low.  
The sample size was small to ensure the results obtained so it compared to the nonparametric binomial test.

Friedman test was used for prioritizing of factors. The mean and mean scores were calculated for each factor. Component with the lowest value has the lowest rating. Square value equals to 11.62, degrees of freedom is 4 and a significance level is 0.02. The significance level is less than 0.05, so we conclude that there is no significant difference between the mean scores of components.   
**Conclusions**  
 The main goal of this research is to identify and evaluate the level of satisfaction with the process of upgrading and renovation of historical neighborhood regarding to interaction of managers. The process of urban regeneration and rehabilitation can be identified in continuous interaction of the urban administrators over time. The results showed satisfaction of the urban mangers in Tabriz city council on quality of the services in regeneration and rehabilitation process of Magsoudieh neighborhood and implemented projects in recent years.

The results of the questionnaire were meaningful in this neighborhood. The rustles show that the neighborhood responsiveness is the first priority of five dimensions of quality of services and there are empathy, tangible factors, reliability and assurance in next ranks. This prioritization can be used as the base for determination of the scheduling of macro plans in planning and studies in the historical fabric that lead to active participation of the mangers and planners and development of regeneration and reconstruction plans. Offering optimal solutions requires elimination and adjustment of the problems in urban texture by emphasis on urban management in order to use potentials in the texture and offer a best context for urban life.  
**Generalization of the approach in this area would be as follows :**

- Study of traditional texture and identify and prioritize areas and selection of appropriate procedures ( repair, rehabilitation and regeneration ) to intervene in context

- Infrastructure planning to improve the physical and functional structure of the texture at the level of executive management and rational direction to achieve modernization and upgrading programs mentioned in the executive bodies

- Upgrade and expansion of communication networks within traditional contexts and link them with the existing urban area

- Exploiting the cultural and social potentials and facilities available in this context  
in this research the importance of paying attention to human needs and relationship between past, today and future concept was studied and also it needs to pay more attention to historical textures and traditional neighborhoods regarding to avoid the destruction of values ​​that cannot be repeated in the future in the neighborhood.