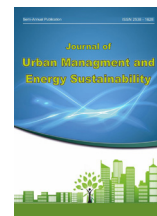


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CASE STUDY RESEARCH PAPER

Evaluation the influential factors in creating a happy city (Case Study: Rudehen city)

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ABSTRACT

Paying attention to happiness and its effective dimensions has a fundamental role in the desirability and environmental qualities of living and residential areas of cities, which today, not paying attention to it, is one of the challenges facing city dwellers. The current research is conducted with the aim of analyzing the factors affecting the realization of the happy city and explaining the pattern of achieving it in the city of Rudehen. This research is quantitative in nature. Data collection has been achieved through a questionnaire. In the descriptive part of the data analysis, the situation of the statistical sample of the research is examined, that is, the range of Rudehen, and in the quantitative evaluation part, the covariance-based structural equation modeling approach was used to test the research assumptions. In this research, it has been tried to evaluate 5 assumptions, i.e. the impact of social-cultural, physical, economic-household, administrative-administrative and finally ecological-environmental factors. The findings of the research indicate that the average level of happiness in the city of Rudehen is average. contract. And the average of the investigated influencing variables in environmental and social components are 3.16 and 3.12, respectively, which is a little higher than the average, but in managerial, physical and economic variables with an average of 2.31 and 2.48., 2.92 have the lowest average level compared to other indicators. These components show that by improving the condition of each of the 5 effective assumptions, the level of happiness increases and decreases by weakening each.

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INTRODUCTION

Currently, more than half of the world's population lives in cities, and by 2050, this figure will reach more than 70%. (Bin Bishr, 2022: 18) Undoubtedly, today we are living in one of the most revolutionary periods in history, and constant transformation has become an undeniable and fundamental reality of human life. (Ahmadi, 2020: 21) Therefore, cities are one of the most important places of interaction and activity in relation to the health, well-being and happiness of citizens. Ruskin believes that the richest countries are the countries that have the highest percentage of happy people. (Oreki et al., 2021: 32)

"Happiness, as one of the fundamental positive and influential emotions, plays a crucial role in ensuring the health of individuals and society. In the absence of happiness, an organization will create cold and closed spaces that will not be able to provide the minimum emotional energy needed for innovation and progress (Wiking, 2018:9). Texts related to happiness have primarily focused on psychological or material factors and less attention has been paid to the physical environment of cities as a fundamental stimulus for joy. Given the importance of the environments in which we live and work in our daily lives, our activities, behaviors, interactions, living conditions, and access to happiness, attention to the urban environment in this regard is of great importance. Only in relatively recent studies is the literature on happiness and joy and the environmental impact considered essential. The expansion of urbanization, the rapid growth of cities, and changes in human patterns towards modernity have created problems for cities, causing them to lose their liveliness and happiness (Veenhoven, 2017:31).

One of the essential needs in society is planning to increase happiness; basically, the city is seen as a means of achieving happiness and joy. Therefore, spaces should be created that align with today's needs and increase happiness. In these spaces, the uplift of the spirits and the citizens' feelings are sought, and other urban spac-

es influence them. Because urban spaces are places where people spend their leisure time, emphasizing these points and creating positive feelings, liveliness, and more presence in cities leads to joy and happiness. Today, happiness and joy are the most critical factors for human survival in this world, and this indicates the importance of this issue in cities, which should be given more attention. However, in developing countries like Iran, happiness is declining. For example, from 1997 to 2007, Iran was ranked 56th among 97 countries worldwide, which has declined in recent years. In the 2018 survey, Iran was ranked 157th among 205 countries (United Nations, 2018), while in 2018, it ranked 106th among 156 countries. But the critical point here is that according to research conducted by Gallup, based on the quality of environmental and happiness indicators, Iranian people are considered the second most unhappy people in the world. This is while the Iranian Psychological Association reports depression rates of 12% in 2011, 21% in 2014, and 34% in 2017 (Fararu, 2016). Based on these statistics, it can be said that happiness is a phenomenon that is fading over time in Iran and is being forgotten. This highlights the need to pay attention to the challenges of joy and happiness in urban life in Iran. If we do not pay attention to these challenges, it can worsen the situation and lead to social insecurity and psychological pressures. The absence of happiness undermines the quality of environmental perception-based attributes and has an undesirable effect on qualities such as safety, efficiency, sociability, and defensibility."

The present study aims to analyze the influential factors in achieving a happy city and explain the pattern of attaining it in the study area. Rudehen is located in Damavand County and is considered a suburb of Tehran province. The importance of studying this area is due to the increase in population growth in recent decades and the population overflow from Tehran to this city. According to the latest census, the people of Rudehen was 21,477, while in 1355 (1976-7),

it was less than 4,000. The population increased to about 13,000 after a decade. This increase in population compared to the whole country indicates that the immigrant population (due to the low price of housing, average financial ability for living, access to work and education) has increased in this area, leading to the development of the city and ultimately affecting various factors such as happiness. Therefore, this study tries to achieve the influential factors in achieving a happy city and explain the pattern of attaining it in Rudehen by examining five hypotheses of environmental-ecological, social, economic, physical, and management factors as the components of a happy city.

MATERIALS AND METHODS

Regarding the background of the research, many studies have been conducted to evaluate cities and current environmental conditions or to provide models for happiness and practical components in it. In this section, some of these studies are briefly discussed. Firstly, Montgomery's 2013 book "Happy City: transforming our lives through urban design" is mentioned, in which he argues that a happy city will be a revolutionary way of thinking about city life, and a new quality of the city will be introduced in human dimensions that can be placed in the category of essential urban design qualities, and on the other hand, it can be a novel approach to achieving an ideal environment.

In another study by Dimitri and Durling in 2017, titled "Measuring the Impact of Major Life Events on Happiness," an attempt has been made to examine happiness in the economic dimensions and its impact on them. It shows that the economic conditions in the parts of the city with high financial stability have more capacity for happiness because the environmental and urban conditions are more conducive to satisfaction, while this is the opposite in neighborhoods with less financial stability. Human states in their personal lives are more related to events in urban spaces due to momentary

feelings and the type of access to these feelings, although other components, such as the type of profession, marriage, etc., are also effective in the happiness of cities. However, environmental conditions, such as form, color, structure, etc., are among the influential factors in satisfaction and the feeling of security from the environment.

In 2018, Bravo wrote an article entitled "Public Space and Urban Beauty: The Search for Happiness in Contemporary European Cities," which examines the relationship between European cities and their integrated historical spaces and their level of citizen satisfaction. This study attempts to connect the physical space with its identity content in public systems and create a focal point in the overall urban structure for joy and happiness. Among the components examined, beauty plays a fundamental role in the attractiveness of the environment for individuals. Other indicators such as seduction, meaning, and visual landscape are other practical components in the integration field, which are discussed in these issues. It is mentioned that the suburbs are an exception to this rule. Finally, the author tries to express that the city's meanings and values significantly impact the quality and happiness of the town.

Another study, titled "The Role of Urban Spaces and Structures in Increasing Citizens' Social Happiness, with an Emphasis on Urban Design Approaches," published by Vahdani and Eisazadeh in 2018 in an international journal, discusses that urban spaces are responsible for safety, security, well-being, happiness, and joy for humans. It believes that it has a permanent and pervasive impact on human life. This study first examines humans and their social and communal life tendencies. It then analyzes the effects of economic, cultural, and scientific developments on this society. It expresses that the birth and flourishing of urban spaces depend on the capabilities and talents of city resident.

Based on the investigations conducted in the previous section, it can be acknowledged that

all the analyses have been carried out in various scales, ranging from small to large frameworks. They have mainly focused on qualitative aspects of happiness or partially incorporated mixed qualitative and quantitative dimensions. However, in the research conducted by Hassanali Zadeh, a proper research framework has been presented. The difference between this study and the mentioned ones lies in including a more significant number of individuals for examination and extracting influential indicators through field observations and individual designs. Moreover, a multidimensional perspective of happiness is provided in this research, encompassing both qualitative and partially quantitative dimensions.

The conceptual and theoretical framework of research on happiness: As Socrates considers the main objective of creating a city to be ensuring the well-being of its citizens, happiness is regarded as an integral part of social relationships and urban environmental structures. When people in society experience happiness, social belonging, desirable social connections, life satisfaction, and motivation for work and activities increases, leading to economic and social development. Researchers and urban theorists believe that having a healthy and sustainable society is contingent upon having healthy individuals, and mental well-being is considered a partial component of collective well-being in the community (Montgomery, 2017, p. 87).

Happiness and sustainability are interconnected. This explains the strong inclination of modern cities to have joyful spaces. Therefore, cities that aim for sustainability prioritize a positive and happy city, improving the quality of the environment and social justice. Consequently, having a sunny town has become one of the main reasons for urban management systems, particularly in developed countries. Other influential dimensions in creating joyful spaces in cities include inducing variety, according to the theory of type, which enhances the area for attracting users (Bandarabad et al., 2022, p. 129).

Therefore, urban planners strive to examine the impact of urban spaces on residents, as urban environments can enhance positive emotions and mental well-being. Hence, today's cities must go beyond designing transportation networks and create areas that align with contemporary needs, such as increasing happiness and vitality.

Happiness and joy are considered among the most critical psychological components of quality of life (Danaei et al., 2021, p. 23), as humans constantly strive for peace, well-being, happiness, and increased vitality (2020, Buss). In most societies, pursuing greater enjoyment and happiness is a primary and significant goal (Diener et al., 2019).

However, happiness is often defined by individual characteristics, where the experience of consecutive positive emotions in life and avoiding unpleasant personal feelings have a significant impact (Lyubomirsky et al., 2015). Happiness is also associated with the sense derived from successful outcomes in individuals' lives, and recent research indicates that happier individuals have achieved tremendous success than others (Diener & Chan, 2019; Lawrence et al., 2015). There is no unified definition of happiness; happiness reports are more related to individual perspectives and life goals (Mahadea & Rawat, 2018, pp. 276-277). Therefore, it can be acknowledged that environmental and ecological factors are also considered factors that lead to internal happiness and enthusiasm, and economic, environmental, and physical factors can act as catalysts for individual happiness when present in the environment (Hekmati et al., 2023, p. 161).

In general, happiness in urban spaces refers to the arousal of joyful excitement, the creation of positive emotions and feelings that occur through interaction with environmental stimuli, which are the stimuli of the environment. The more influential and powerful the incentives of urban spaces are, the greater the continuity of happiness will be. On the other hand, happiness and well-being, as formulated by social

thinkers in large cities (2017, Okulicz-Kozaryn), are influenced by individual characteristics and environmental elements in the city (National et al., 2022). The necessity of creating a sense of happiness in urban spaces can be expressed. Delight in any community influences economic, cultural, social, and political development, and various theorists have provided theories on the social, economic, and environmental dimensions and the relationship of these components to happiness. Some examples of these theories can be observed in Table 1.

Research and studies conducted in the field indicate that significant studies have been carried out separately on the relationship between happiness and social, economic, and environmental components worldwide. However, only some dimensions and indicators of a happy city were comprehensively and collectively addressed. Therefore, based on previous research and considering Iran’s cultural and social conditions and the study areas, the indicators of a happy city have been presented in Table 3 in three main dimensions: social, economic, and environmental. (Fig. 1)

Table 1: Theories related to happiness in urban spaces

| Theorist | Theory | Year |
|-----------------------|---|--------|
| Socrates | The main goal of creating a city is to provide citizens with vitality, and happiness is considered a part of social relations and urban environment structures. | 400 AD |
| Stanley | The experience of living in cities is derived from the studies of social psychology; the more the collective space is strengthened, the more the level of social vitality and then urban vitality increases. | 1970 |
| Penalosa | The city must be changed to create conditions to transform the city into a space with an identity and a new spirit. The changes start from the town’s concrete and lead to systematic structures, that is, small to macro changes. It means increasing everything good and eliminating or reducing everything negative: but a happy city comes from creating freedom, rich public spaces, increasing leisure time, and creating safe streets. | 2007 |
| Brerton et al. | Although the variables related to the person are essential in happiness, attention to the comfort of the place, such as suitable weather, healthy environment, and suitable physical conditions, have an undeniable role in the analysis of the concept of happiness and well-being of life. | 2007 |
| Gerdham and Johansson | The relationship between happiness and health and social indicators in the city is a multi-directional matter, in such a way that increasing income, health, and education and reducing unemployment, urbanism strengthens happiness and more connection with the space, and loneliness, deterioration of social relations, mono gendering the area. It reduces the vitality and joy in the cities. | 2015 |
| Montgomery | Having a healthy and stable society is conditional on having healthy people, and mental health is a part of collective health in the community. | 2017 |
| Ho and Chang | Social participation and emotional support are related to happiness, and the quality of social interactions and experiences is more important than the number of social connections among older people. | 2018 |
| Corporal et al. | There is a solid and positive relationship between income and happiness among people because the more the income increases, the more the individual productivity of the space increases, and the urban infrastructure in these areas is strengthened accordingly. | 2019 |
| Fordyce | The components of the feeling of happiness are the result of good and bad life experiences in the past and present, and this is related to a person’s mental and psychological state in terms of well-being and peace. | 2021 |
| Linglo | Happiness as a kind of life experience is based on people’s daily activities. Previous holistic retrospective assessments of well-being failed to capture the dynamics of individual happiness experiences over time and space. Timely data acquisition enables dynamic tracking of people’s activity space and momentary mental experiences | 2022 |

“Research and studies indicate that significant studies have been conducted separately on the relationship between happiness and social, economic, and environmental components worldwide. However, only some dimensions and indicators of a happy city were comprehensively and collectively addressed. Therefore, based on previous research and considering Iran’s cultural and social conditions and the study areas, the indicators of a happy city have been presented in Table 3 in three main dimensions: social, economic, and environmental.

In this regard, several factors contribute to increasing the happiness of citizens in their residential city. These factors include:

Short commutes: Research conducted by the Office for National Statistics (ONS) in England indicates that individuals who spend more time on daily commutes experience higher levels of dissatisfaction and anxiety.

Neighborhoods and local patterns: Neighborhoods and local customs play a fundamental role in shaping the infrastructure of happiness in urban spaces (Shokri et al., 2021:254). Based on the presented concepts regarding happiness in urban spaces and the examined theories, such as Montgomery’s, a conceptual model can

be achieved, as represented in Diagram 1. All the presented components are based on ideas developed from 400 AD to 2021 and have been adapted to the environmental conditions of the respective study areas.”

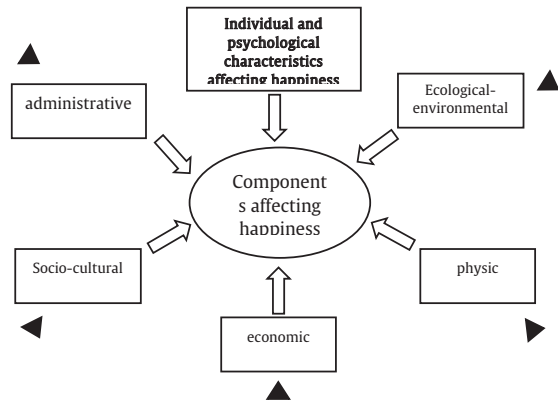


Figure 2: The conceptual model of the current research regarding the formation of the happy city

Methodology:

The present research is an analytical and descriptive study in nature, and in terms of evaluation, it falls under the category of quantitative research methods with an applied research objective. The data for the analysis was collected through document and library studies and field

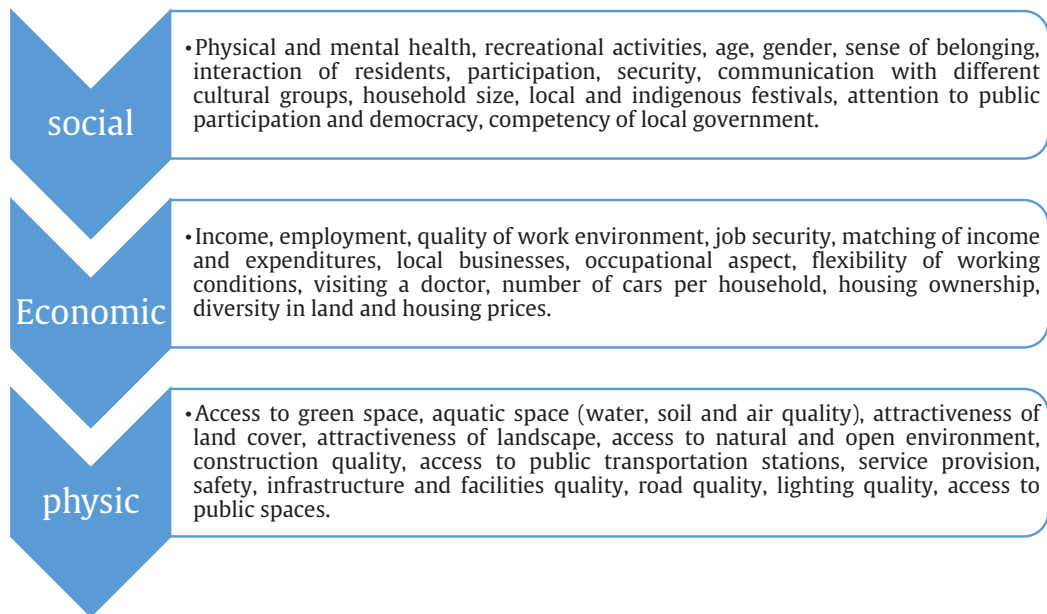


Figure 1: Dimensions and indicators of a happy city based on the studies

research. The identification of factors affecting a happy city was extracted using studies conducted in this field, employing document and text analysis methods, according to Diagram 1, in various domains such as economic and financial, social, environmental, managerial-administrative, physical, etc. After extracting the influential components, a questionnaire was designed and distributed among residents and employees within the study area, specifically in Rudehen. The sample size was determined using the Cochran method, considering the population of individuals above 18 years of age in the study area, resulting in a sample size of 384 individuals. The data analysis was conducted in two sections: descriptive and analytical. In the descriptive section, the status of the research sample, i.e., the Rudehen area, was examined, while in the analytical department, Structural Equation Modeling (SEM) approach was used to test the research hypotheses, and statistical calculations were performed using statistical software.

The reliability of the questionnaire was measured using Cronbach's alpha. The obtained coefficient alpha for the questionnaire was 0.89, indicating good internal consistency of the questionnaire items. After examining Cronbach's alpha, the composite reliability of the questionnaire was calculated. Since Cronbach's alpha is a traditional measure for determining the reliability of components, composite reliability is considered a more modern measure than Cronbach's alpha. The advantage of this measure over Cronbach's alpha is that the reliability of components is calculated not in absolute terms but based on their correlations with each other. (Tab. 2)

The present study was conducted in the city

of Rudehen, and its objective is to analyze the factors affecting the achievement of a happy city and to explain the pattern of attaining it. To examine the research objectives, a questionnaire was designed and distributed to residents and employees in the study area as the sample. Formal validity, pretesting, and convergent validity methods were used to assess the validity of the questionnaire. The mean and variance were used to determine the truth, and the obtained value was above 0.41, indicating an acceptable and good fit for the model.

The research hypotheses examine the significant relationship between happiness and the following factors contains Ecological-environmental, Social-cultural, Economic-livelihood, Physical and Managerial-administrative factors. In the analysis and examination section, each component of happiness is studied concerning its relevant sub-components in each domain, and the significance level is measured. By answering these questions, we can determine how ecological-environmental, social-cultural, economic-livelihood, physical, and managerial-administrative factors influence happiness levels and how improving each element contributes to increasing joy and happiness in the urban environment.

DISCOUSION AND FINDINGS

Rudehen is located in the Damavand County of Tehran Province, approximately 30 kilometers east of Tehran. Rudehen borders Amol County to the north, Damavand to the east, Pardis County to the west, and Varamin and Pakdasht to the south. The city of Rudehen covers an area of approximately 1,807 hectares. It is in a mountain-

Table 2: Estimation of Cronbach's alpha values, combined reliability, and average variance extracted

| Mean-variance extracted | Composite reliability | Cronbach's alpha | Variables |
|-------------------------|-----------------------|------------------|-----------------------------------|
| 0/53 | 0/85 | 0/85 | Components affecting happiness |
| 0/42 | 0/8 | 0/75 | Ecological-environmental factors |
| 0/5 | 0/73 | 0/74 | Socio-cultural factors |
| 0/59 | 0/85 | 0/76 | Economic-livelihood factors |
| 0/45 | 0/78 | 0/79 | Physical factors |
| 0/45 | 0/76 | 0/76 | Managerial-administrative factors |

ous region, 35 kilometers northeast of Tehran, in the southern part of the central Alborz Mountain range. Rudehen is structured as a linear city with an urban core nestled among the foothills of the Alborz Mountains, and the Rudehen River is considered one of the most important natural features in the area, playing a role in the initial formation of the city's foundation. Due to the mountainous nature of the region, the surrounding heights play a significant role in the development and geographical constraints of the town. (Fig. 3)

Analysis and Evaluation

Based on the filled questionnaires, 51.5% of the statistical population consists of men, while 48.5% are women. The average age of the sample population ranged from 35 to 40 years. Among the respondents, 6% had below-high school education, 23% had a high school diploma, 48% had a bachelor's degree, 18% had postgraduate education, and 5% held doctoral degrees. 76% of the statistical population were employed, while 24% were unemployed.

Happiness and its influencing factors are estimated with the research objectives. Then, using the VIKOR structural model, the research hypothesis is tested, and the model is assessed for fit.

Based on the above table, the happiness status in Rudehen is assessed as above average. The average satisfaction with environmental and social-cultural factors is slightly higher than average, while economic, physical, and managerial factors are below average, indicating an unstable state of these factors that needs attention.

First, the evaluation of independent variable patterns on happiness is conducted separately, and then a general structural equation model is used to examine the effects of independent variables on joy. It is important to note that throughout the research process, individual and psychological variables are subsets of the main components of happiness, which are assessed along with other variables. Physical variables have a significant impact on happiness.

The physical-environmental variable significantly affects happiness: Based on the estimated

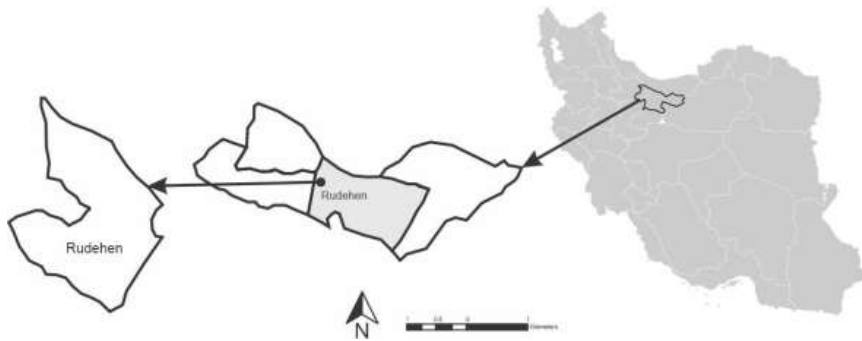


Figure 3: Road map

Table 3: Calculation of the average of independent and dependent variables in the research in the city of Rudehen, Tehran

| | | | | |
|------|------|----------------------------|------|------|
| 0/85 | 2/92 | Economic- livelihood | 0/63 | 3/2 |
| 0/81 | 2/48 | Physic | 0/77 | 3/16 |
| 0/63 | 2/31 | Administrative- managerial | 0/76 | 3/12 |

values, the physical variable explains 30% of the variance in satisfaction, indicating a high explanatory power. The impact of the physical variable on happiness is statistically significant. Considering the effect coefficients, this variable has a direct and substantial effect. Therefore, the research hypothesis is confirmed. In other words, improving the physical condition, public spaces, and pedestrian-oriented areas, as well as enhancing the architecture, design, and planning of the site, leads to an increase in happiness. They are conversely, neglecting urban spaces results in decreased enjoyment within the community.

The overall evaluation indices of the structural equation model indicate that the proposed model aligns with the research data and exhibits a good fit. Given that the general assessment indices of the structural equation model support the model for all the variables in the study,

demonstrating a good fit of the data to the model, it has been omitted to include these tables for other variables in the article to avoid prolonging the content.

“Considering that the determination coefficient and the impact coefficient have been demonstrated in the structural equation model of each factor, and a joint evaluation is conducted, this table has not been provided for the remaining elements.

The economic-welfare variable affects happiness.”

The socio-cultural variable significantly affects happiness. Based on the obtained values, the socio-cultural variable explains approximately 28.0% of the variance in satisfaction. Considering the effect size, this value is relatively high. The impact of the socio-cultural variable on satisfaction is statistically significant. According

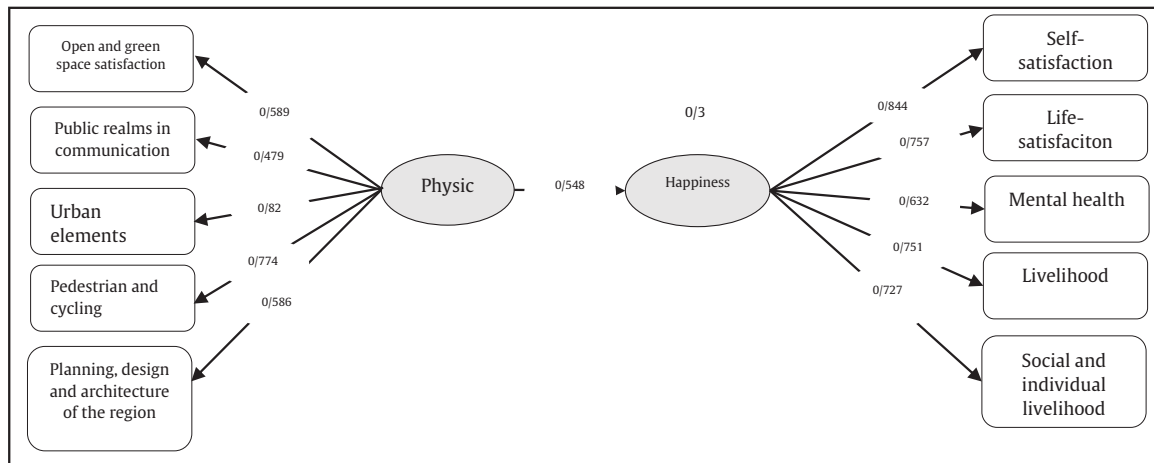


Figure 4: Structural equation model of the effect of physical variables on happiness

Table 5: Estimating the evaluation indicators of the generality of the structural (body) equation model

| Parsimonious fit | | Adaptive fit, | | | Absolute fit, | | indicator amount |
|------------------|---------|---------------|------|-----|---------------|------|------------------|
| RMSEA | CMIN/DF | NFI | CFI | TLI | RMR | GFI | |
| 0/08 | 3/17 | 0/91 | 0/94 | 0/9 | 0/04 | 0/95 | |

Table 6: Estimation of physical variables on happiness

| independent variable | path | The dependent variable | The coefficient of determination | effect | P |
|----------------------|------|------------------------|----------------------------------|--------|-------|
| physical | | Ha | 0/3 | 0/553 | 0/001 |

to the effect coefficients, it is evident that this variable has a direct and substantial relationship with happiness. Therefore, the research hypothesis that the socio-cultural variable influences happiness is confirmed. This finding implies that improving social and cultural conditions contributes to increasing satisfaction. In contrast, unfavorable social-cultural conditions lead to a decrease in the level of satisfaction among individuals in society.

The socio-cultural variable significantly influences happiness. Based on the estimated values, the socio-cultural variable explains approximately 79% of the variance in happiness. Considering the effect size, this value is estimated to be high. The impact of the socio-cultural variable on satisfaction is statistically significant. According to the effect coefficients, it can be concluded that this variable has a direct and substantial effect. Therefore, the research hypothesis is confirmed. In other words, strengthening social and cultural infrastructure increases happiness, while neglecting social and cultural factors, especially in urban planning, decreases people's happiness.

The ecological-environmental variable affects happiness: Based on the estimated values, the ecological-environmental variable explains a significant portion of the variance in satisfaction. The effect size, as indicated by the coefficient of determination, is relatively high. The

impact of the ecological-environmental variable on satisfaction is statistically significant. Considering the effect coefficients, it can be stated that this variable has a direct and substantial effect. Therefore, the research hypothesis that the ecological-environmental variable affects happiness is supported. This finding suggests that improving ecological and environmental conditions contributes to increased joy while neglecting environmental factors can decrease people's happiness.

Based on the estimated values, the ecological-environmental variable explains approximately 30% of the variance in happiness. Considering the effect size, as indicated by the coefficient of determination, this value is moderately estimated. The impact of the ecological-environmental variable on satisfaction is statistically significant. Based on the effect coefficients, it can be stated that this variable has a direct and substantial effect. Therefore, the research hypothesis that the ecological-environmental variable affects happiness is confirmed. In other words, favorable ecological and environmental conditions increase joy, while unfavorable ecological and environmental conditions can lead to decreased satisfaction. Therefore, to achieve a happy city, it is essential to consider the planning and implementation of factors related to ecological and environmental aspects.

Management-administrative variable impacts happiness: According to the estimated

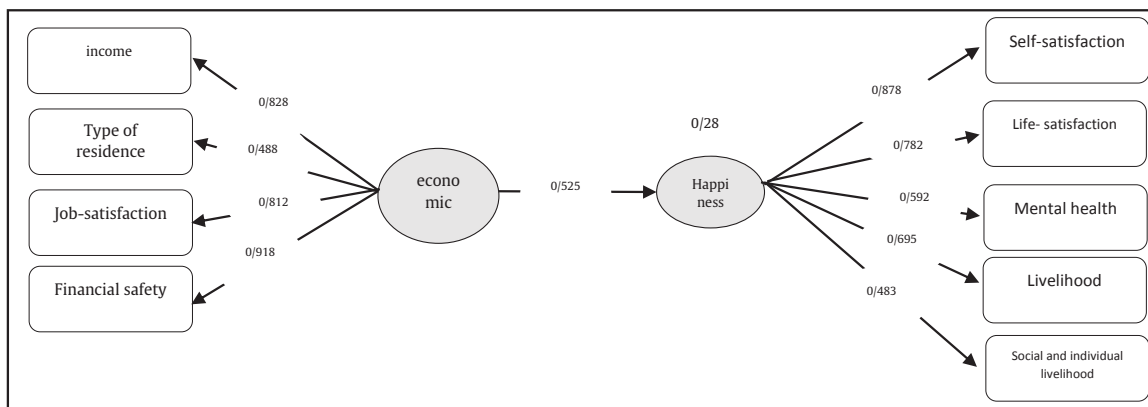


Figure 5: The structural equation model of the effect of economic variables on happiness

agement-administrative variable on satisfaction is statistically significant. This variable has a direct and high-level effect based on the impact coefficients. Therefore, the research hypothesis that the management-administrative variable

values, the management-administrative variable explains 29% of the variance in happiness. Considering the effect size indicated by the coefficient of determination, this value is estimated to be moderate. The impact of the man-

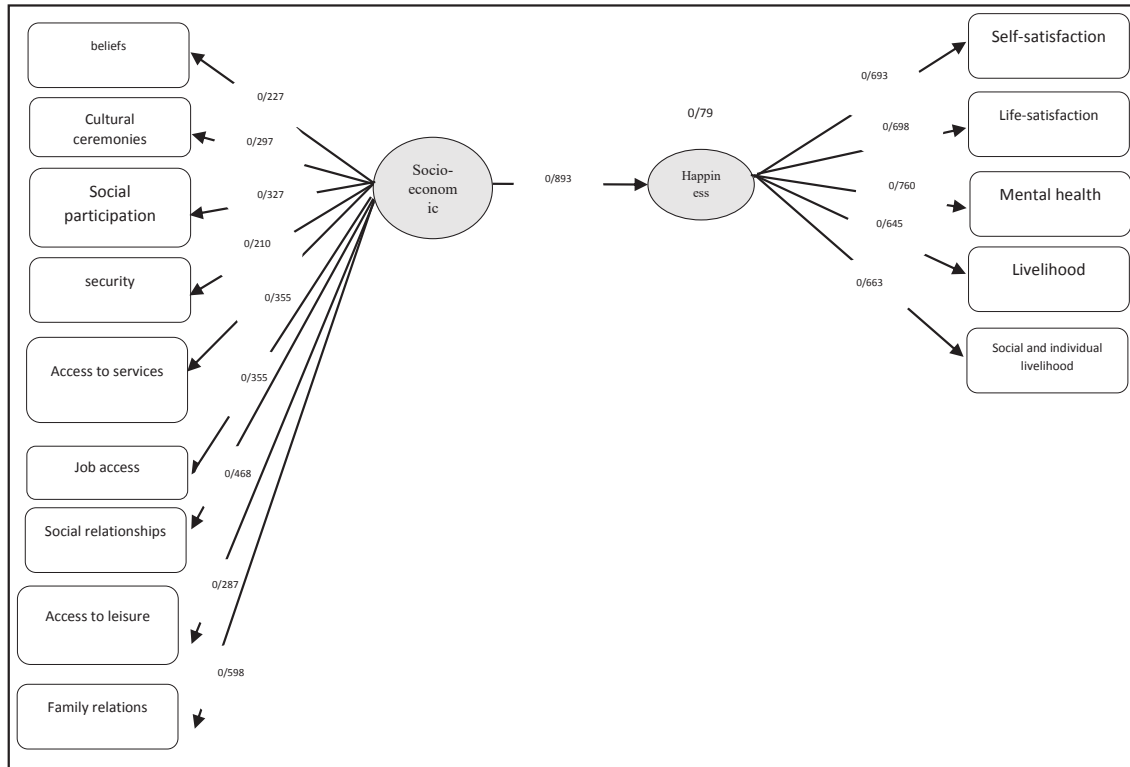


Figure 6: The model of the structural equation of the effect of the socio-social variable

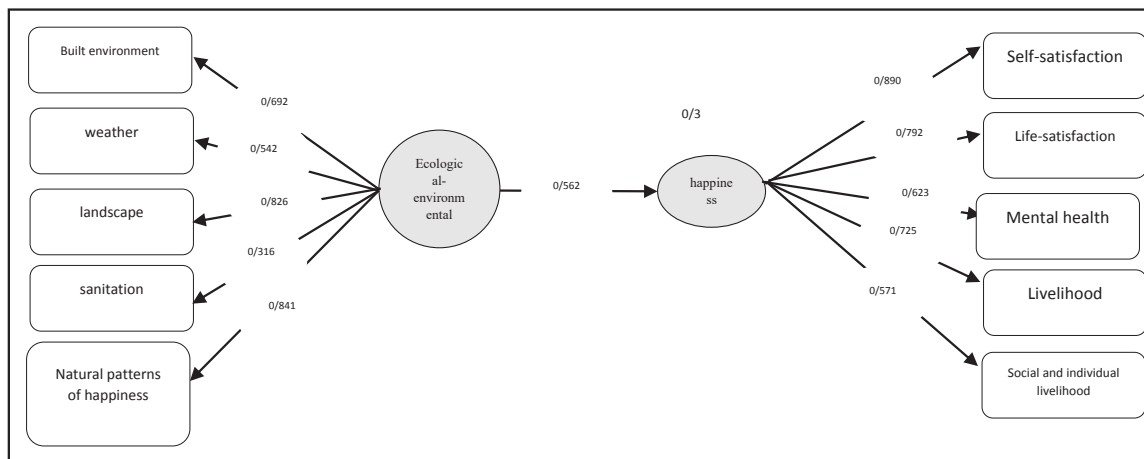


Figure 7: The structural equation model of the effect of ecological-environmental variables on happiness

affects happiness is confirmed. In other words, improving the performance of the urban management system increases the level of joy, while poor management performance decreases happiness in the city. Therefore, attention should be given to the lesser contribution of the management-administrative variable in achieving a happy town, and comprehensive focus should be placed on these factors. Finally, the fit of the conceptual model, as well as the evaluations and estimates related to the overall evaluation indicators of the model and the main factors, are presented. The general assessment indicators of the structural equation model indicate that the data fit significantly with each of the variables, and the estimated values suggest that the independent variables of the research explain approximately 68% of the variance in happiness. Considering the effect size, as indicated by the coefficient of determination, a significant value is estimated; in other words, the independent variables have considerable power to explain the variance of happiness. The direct impact of the independent variables on satisfaction is statistically significant. Based on the impact coefficients, these variables have an immediate and powerful effect to a high and moderate extent. Therefore, the main hypotheses of the research are confirmed. In fact, social-cultural, physical, economic-livelihood, ecological-environmental,

and finally, management-administrative factors have been recognized as influential and essential factors in achieving a happy city, and attention should be paid to these factors comprehensively to complete a sunny city.

CONCLUSION AND RESULTS

The conclusion of this research emphasizes the need for continuous planning to achieve a happy city. Citizens can feel joy and happiness by encountering well-designed public and communal spaces, leading to psychological and mental satisfaction. Planning and design at any level can contribute to improving happiness, and based on the examined principles, fundamental steps can be taken to enhance pleasure.

In this study, which focused on happiness in the riverfront area, five principal components were examined to assess satisfaction. These components include managerial-administrative, socio-cultural, physical, ecological-environmental, and economic-livelihood details.

The results show that the socio-cultural component alone explains 79% of the variance in happiness. The other details collectively define 21% of the variance in satisfaction. These findings indicate that all five parts directly influence the sense of joy in the riverfront area, and changes in each of these components can also affect the others.

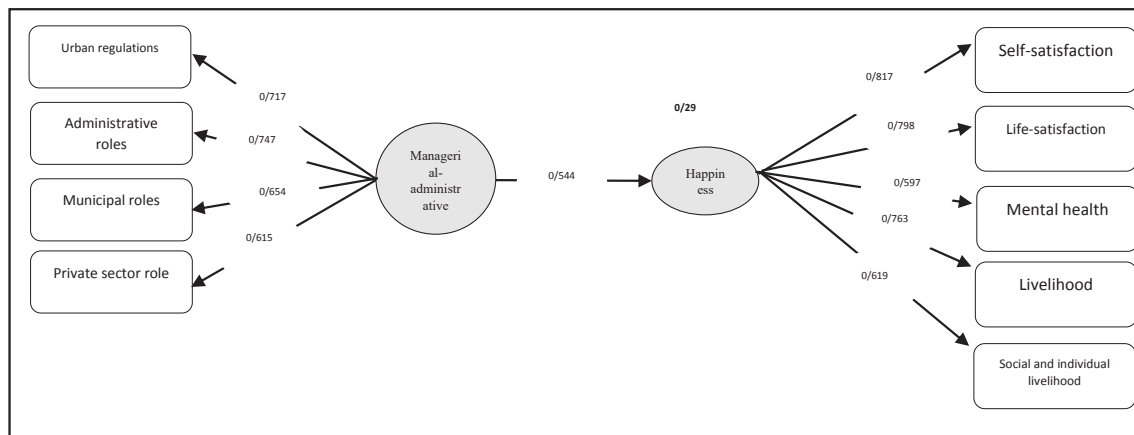


Figure 8: Structural equation model of the effect of managerial-administrative variables on happiness

The investigation shows that the environmental and social components are relatively favorable, but the economic, physical, and managerial parts are below average. Therefore, there is a need for review and optimal planning in these areas, especially in the managerial-administrative aspect, which has the most negligible impact. This demonstrates the need for planning in governmental and private organizations to achieve happiness in the riverfront area. In this regard, medium-term and short-term programs should be developed. Therefore, presenting an integrated program for the community in line with upgrading lively cities in Rudehen is essential. Examples of workable strategies that can be offered include increasing pedestrian mobility, designing bicycle routes, access to productive jobs, upgrading the physical quality of collective spaces, flexibility and compatibility with citizens' needs, participation in solving neighborhood problems, boosting transportation conditions, increasing justice and democracy, planning in line with decentralization, diverse programs for different ages in open spaces, creating recreational areas, creating light and color, strengthening nightlife, etc. which can be taken steps in this regard. Regarding future research, it can be suggested to scrutinize each neighborhood and needs categorization in each study separately. In this way, needs will be examined more precisely but on a smaller scale, i.e., studying from a micro and local level. In this research, an attempt has been made to explore the study area in an integrated and homogeneous manner.

Therefore, to promote happiness in the scope of the study, some suggestions are provided:

- Increasing the per capita level of green space, cultural and sports space
- Creating tourism and recreational infrastructure
- Creating play therapy centers for children such as art therapy, music therapy, etc.
- Setting up cultural centers, storytelling, theater, and poetry reading
- Increasing collective and public spaces such as gardens and interactive spaces
- Creation of walking and cycling paths and free access to bicycles

- Creation of hiking and biking trails
- Improving citizens' access to public and cheap transportation
- Construction and equipping of social halls on an international scale

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