

Research Paper

Rest Areas Management; the Effect of Demographic Information into Users' Preferences for Planning Parameters of Rest Areas

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Abstract

Rest areas have been built on the freeway to avoid traffic accidents and drowsiness so that road travelers can rest. These supplemental rest areas are very small-sized resting facilities located between the larger regular rest areas, which is a unique design. However, the management of rest areas and their accommodations need to be improved by considering the effective factors involved. In this spirit, the purpose of this research is to study the effect of users' preferences into planning parameters in rest areas. The study examines several rest areas, their roles and services. Customer satisfaction includes check-in time and purchase, type of service for travelers, intention to use the rest areas service, and satisfaction with the rest areas service. A survey study was carried out among 360 passengers of four rest areas in different locations in Iran. The participants claimed that providing praying room ($M= 4.13$) is the service most expected from rest areas. They also expected better landscaping of these places in providing shaded spaces ($M= 4.13$) to mitigate temperatures in hot seasons. The results also show that there is a significant difference between genders in terms of recreational activities ($t= 2.81$, $\alpha= 0.005$), landscape amenities ($t= 2.01$, $\alpha= 0.044$), welfare services ($t= 3.05$, $\alpha= 0.002$), where women prioritized these factors more than men did. The findings of this research can be used in better management, accommodating, and designing of future crossing rest areas according to tourists' preferences.

Keywords: *Place management, Rest area usability, Planning parameters, Demographic information.*

1. INTRODUCTION

Highways are progressing rapidly. Rest areas along the highway are also steadily increasing and passenger satisfaction is an important factor in using this space [1]. Highways have become the impetus for economic development in life by linking the whole country [2]. Initially, the construction of rest areas was mostly limited in terms of service and facilities. However, due to recent changes, users' demand for rest areas has changed and they have become a recreational area [3-4]. Rest areas also provide shopping centers and regional shopping opportunities. These places can provide the local economy by attracting tourists [5]. Rest areas are designed as parks to maximize time for visitors [6].

The rather rapid expansion of road transport and the development of road networks across the country, on the

one hand, and inappropriate place management with unsuitable services along the roads, on the other, have led people away from paying sufficient attention to these places [7]. In this spirit, one of the most important infrastructures required by the tourism industry is the development of rest areas, which are an essential means of providing convenient settings and contexts for tourists to enjoy leisure times. The passengers need to be able to use the services needed during travel time [6-8]. Passengers should be able to use the services needed during the journey. In road transport, fatigue is one of the main causes of human error that can lead to fatal accidents [9]. Therefore, the creation and operation of intercity rest zones can be places where drivers stop and rest and minimize the potential loss of life, injury and other health hazards, mentally or physically [4]. Understanding the needs and expectations of travelers from such highway rest areas can help improve the management of these locations [10]. Creating rest zones based on users' preferred behaviors might play an important role in the efficiency of

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these units. This issue has been mostly neglected, while scientific and systematic study has not. Passengers should be able to use the services needed during the journey. In road transport, fatigue is one of the main causes of human error that can lead to fatal accidents [9]. Therefore, the creation and operation of intercity rest zones can be places where drivers stop and rest and minimize the potential loss of life, injury and other health hazards, mentally or physically [4]. Understanding the needs and expectations of travelers from such highway rest areas can help improve the management of these locations [10]. Creating rest zones based on users' preferred behaviors might play an important role in the efficiency of these units. been carried out or is not available. Therefore, the collection of accurate information from the users is necessary to improve the conditions of rest areas, as well as the design and management of these places in the future. This study attempts to examine the impact of highway rest areas' services on passenger activity and shopping, as well as analyzing the relationship between 'services' and user satisfaction, length of stay, and passenger shopping activity. The questions raised in this study involve the demographic factors, accommodations and activities, affecting the planning and management of rest areas.

2. LITERATURE REVIEW

2.1. Place management

The place output should cover the Recreational Activities and expectations established through development or improvement [11]. For cities experiencing a decline in tourism and visitors, particularly in terms of local visitors, solutions can extend to reshaping and reconstructing rest areas along the roads, as important contributing factors [12- 13]. At the first stage, public spaces might be improved through urban design and physical changes, but place making in a holistic approach is known to be the result of collective and participatory solutions to traditional planning problems, which extend further in importance than physical redesign, in determining how places are actually utilized by people [14].

Identifying how people engage with public spaces such as rest areas, therefore, is a necessary stepping stone to their success [15] and, thus, efforts to redesign and re-plan rest areas gain immediate importance. For the majority of rest areas, there is a need to know designing and planning strategies when the aim is attracting visitors and travelers across the roads to spend leisure times and rest [16]. A holistic strategy for redesigning and re-planning of rest areas will involve a focus on several objectives. As many researchers have pointed managers' perceptions differ from public users' point of view into a public space [17]. Also, it has been proven that demographic factors have significant effect of publics' preferences and perceptions in usability of a public space [18].

1. Usability (accommodations, facilities, reconstructions, and the furniture of the places);

2. Aesthetic quality (landscape quality, natural attractions, and activities)

3. Demographic variables (repositioning to meet needs of different age groups, gender, education, etc.).

4. Comparison of differentiation (distinguishing demographic variables from usability and aesthetics).

2.2. Users' characteristics

Various factors including place usability, users' characteristics, and place management might affect the redesign and re-planning of public realms. In this connection, the most important demographic characteristics include age, gender, marital status, education level, and income level of the households. As the demographic characteristics of individuals are constantly changing, the needs and expectations of individuals also change. Heung states that such variables as age, occupation, and income, are very important indicators that affect the formation of tourists' perceptions towards the travel experience [19]. The target image is influenced by destination characteristics and also tourist-related variables including age, income, past experiences, and individual values [20]. Valle et al did not find significant correlations between group members and demographic variables of gender, occupation, and marital status. But there was a significant correlation between the level of education, nationality and age [21]. Age is a distinctive and specific demographic variable that affects the choice of destination and the tourists under the age of forty are always looking for new destinations [8]. Chengting et al found that the level of income and education influenced the selection of near or far-reaching destinations, arguing that tourists with higher educational levels and higher incomes tend to travel to areas far from their homeland [22]. The tourist's job is an effective factor in their tourism motivations [23]. Eventually, the effect of income on motivation and, thus, on the ecotourism factor, was achieved with a significance level of less than 0.5, with people of lower incomes more likely to be Eco tourists. In fact, this suggests that, given the ecotourism attractions and the quality of the facilities provided in this section, low-income tourists are less likely to expect and feel the need for facilities in such areas.

2.3. Usability

Service complexes may include stops, fuel stations, rest rooms and restaurants. A welfare service or recreation facility with limited or non-public facilities is called a parking lot or a viewing area [4]. On some highways and roads, recreational areas are known as roadside picnics or picnic areas [24]. These supplemental rest areas are very small-sized resting facilities located between the larger regular rest areas, which is a unique design [25]. Standards and maintenance costs of service-welfare complexes vary. Some of the complexes include parking lots for buses, tractors, trailers, trucks and recreational vehicles. In many countries, service and welfare complexes are created in rural areas away from complete centers and restaurants,

fuel stations, motels and other important urban and population services, which do not include catering services for tourists and travelers [26]. Driving information, such as that made available by maps, and other local information, are usually provided to customers and users in complexes. There are a number of service complexes on cross-roads and inspection centers, such as highway patrols or police stations [27]. Service complexes apparatus offer facilities such as truck stop, fuel pump, computer games, entertainment center, showers, catering restaurants, cafeterias or self-service [28].

2.4. Rest area leisure-related indicators

Jansen-Verbeek considers the urban environment as a recreational product [25-29]. The elements of urban tourism are divided into three groups: activities and entertainment (the physical characteristics of the city and the socio-cultural characteristics of the city), secondary elements (such as hotels, restaurants and shopping centers) and other elements (such as parking, information centers, signs and guides). The tourism attractions into three categories: natural features, human factors, and cultural elements such as local music, folklore, and local foods. What affects tourists traveling include activities, events and cultural products, as well as inspiring and appealing forces?

Tourism involves activities that the traveler performs as part of a journey, such as purchases and interactions between the host and the guest. Tourism captures all the activities that occur during the trip for the visitor [30]. Having such facilities as a hotel and a restaurant, in addition to serving people, will attract young entrepreneurs and meet the needs of the economy [31]. Having said that, the most important factors, which may affect the users' satisfaction with rest areas are: productivity, landscape aesthetics, and rest areas management. Tourism satisfaction can be influenced by the type and level of feeling of belonging to tourism destinations [32].

At the rest areas, paying attention to the visual quality of the road, lack of adjacent complexes to the illusory environments and creating scenic diversity through complexes to reduce road fatigue are some of the most important issues [33]. In the same say, when it comes to beauty and appeal, design professionals can argue that public activities in public areas such as rest areas should be attractive to an attractive viewer [34].

The literature review of tourism research shows that tourism satisfaction is a major prerequisite for the success of tourism destinations [35]. The tourist's satisfaction can affect the behavior of the tourist in terms of choosing the destination of tourism, the tendency to purchase and consume tourism-related goods and services, and the desire to revisit the destination of tourism [36]. Jang and Yu (2018) examine the determinants of travelers' satisfaction with resorts. The results showed that service and service had a significant effect on the satisfaction of drivers and passengers, which in turn influenced the intention to buy [4]. Tourists' satisfaction can positively and significantly affect loyalty to the destination of

tourism; in other words, tourists who are more satisfied with traveling to a tourism destination have more loyalty to it [32]. In this regard, they discuss factors that might affect visitors' needs.

3. RESEARCH METHODOLOGY

3.1. Questionnaire structure

Questionnaire were designed in two groups: 'Multi-choice questions' and categorical questions. The questions included demographic characteristics, service-welfare, service-health, cultural and public indicators, and questions about people's interests. The demographic characteristics factor was examined in five questions including gender, marital status, education, occupation, and age. The service-welfare factor consisted of 45 questions, the cultural factor 3 questions, the health factor 7 questions, and the general factor 8 questions. Rating the questionnaire questions was based on a five-point Likert scale (1 = very low ... 5 = very high).

3.2. Sample size

The statistical population of the study consisted of travelers who had stopped at the rest areas of the four cities in question (Manjil, Meshkinshahr, Nayer and Marvdash). The Mitra & Lankford (1999) formula was used due to the lack of clarity of the statistical community (travelers) [37]. In this formula, n = the number of questionable population, e = deviation from the criterion, and p = number of statistical population without specific attribute, with its value being 50%. According to this formula, the maximum standard deviation is ≤ 0.05 . In this study, in order to minimize the error and increase the validity of the research, the standard deviation is considered to be 2.63.

$$e = \sqrt{(P(1-P)/n)}, P = 50\% \quad 2.63\% = \sqrt{(50\% (1-50\%)/n)} \quad n = 360$$

As a result, 360 were obtained as the number of inquirers.

3.3. Sampling method

The questionnaires were distributed systematically among the travelers. Based on the systematic method, the multiples of number 10 were selected so that, from every 10 people, the first person was given the questionnaire. of the 360 questionnaires distributed, eight questionnaires were filled in incompletely or inaccurately, which were put aside and bumped off research consideration.

3.4. Survey approach

The rest areas are located in four different geographic locations in the north, northwest and southwest of the country with different climates. The reason for such a

choice is the high use, the availability of travelers to fill in the questionnaire, and also their being placed in crowded areas so that the variety of users could be high and the views of different groups could be obtained. The questionnaires were given to the people in Nowrouz holidays (the break of the Iranian New year) in the year 96, for two weeks, every day, ranging from 12 to 17 days. At the end of the two weeks, 360 questionnaires were collected. After collecting the questionnaires, the data was analyzed using SPSS No. 16 software. In first step, descriptive analysis was employed to overall explanation of the data include mean description and frequency analysis. In the next stage, inferential analysis including factor analysis, t-test, and anova-one way were conducted to interpret the data in order to answer to the research questions.

3.5. Study areas

The city of Meshkinshahr is located in Ardebil province, northwest of Iran. Sahar Service-Welfare Complex (left side, top map) is located near the Muradlou section along Meshkinshahr and Parsabad Roads. The next resorts in Manjil are from the towns of Rudbar in Guilan province in a mountainous region in the east of the White River (right side, top map). Marvdasht is located in the northern cities of Fars province, 40 km north of Shiraz, and the rest area is located in the Sidan section on the free path of Marvdasht-Sa'adat city (right side, down map). Ali Ashrafi's refueling station is located in the northwest of Ardabil province. This site is located between Tezanzitti

road of Ardebil province and Nir city with an area of about 2.5 hectares (left side, down map).

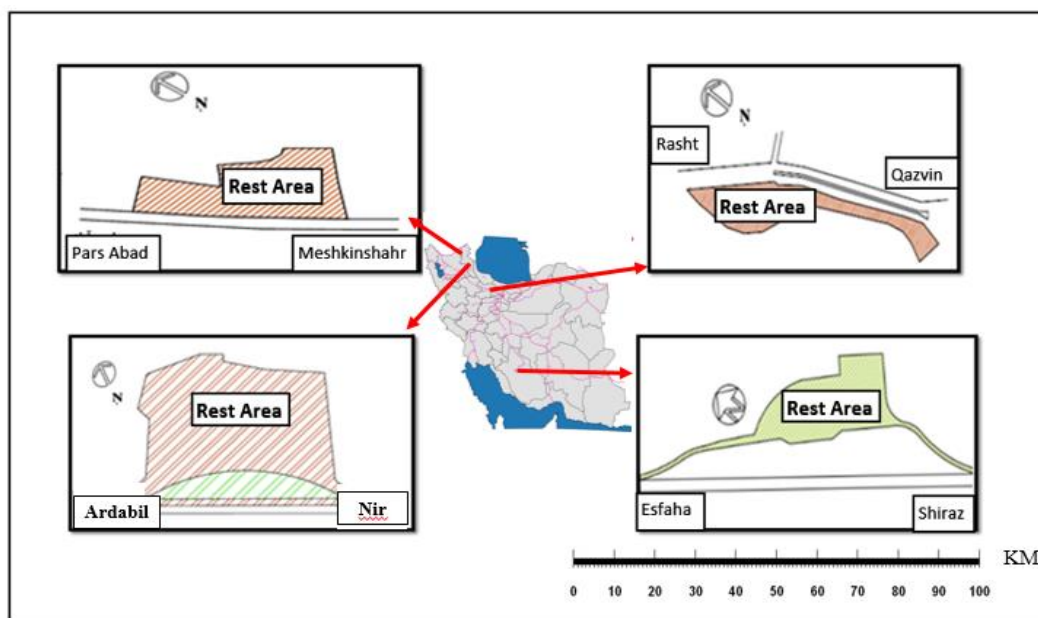
4. RESULTS AND DISCUSSION

4.1. Descriptive analysis

4.1.1. Users' characteristics

Participants' background information include gender, marital status, age group, education, and occupation. Based on the results, 55% were male and 44% women, 40% single and 60% married. Also, 38% age group belonged to 30-39 years followed by 35% of 20-29 years (Table 1). Regarding to education status, 34% had diploma followed by masters 33%, and under diploma 17%. The result showed that 29% of the participants had free trade followed by private 17% and housewife with 15% as third highest ranked jobs of the respondents (table 1). According to table 1, the participants with educational levels not beyond a high school diploma (33%) and those in free trade/commerce jobs (29%) were the highest ranking among the travelers.

According to table 2, the majority of travel vehicle types were personal cars (75.3%). The most repeated duration of stay belonged to less than an hour (48.6%), and the maximum number of stopping pattern was one to two times in a trip (43.8%). Likewise, majority of the participants (64.2%) travel because of recreational reason.



Map 1. The location of the routes studied in the map of Iran

Table 1. Users' characteristics of the participants in the questionnaire

Dimension	Sub- groups	Number (360)	Percent (%)
Gender	Male	194	55
	Female	158	45
Marital status	Single	144	40
	Married	208	60
Age categories	Under 19 years old	27	7
	20-29 years old	124	35
	30-39 years old	135	38
	40-49 years old	55	15
	50-59 years old	11	3
Level of education	Under the diploma	63	17
	Diploma	123	34
	Masters	118	33
	Higher than expert	48	13
Occupation	Governmental	49	13
	Private	62	17
	Free trade	103	29
	Retired	11	3
	Unemployed	44	12
	Housewife	55	15
	Etc.	28	7

Table 2. Behavioral characteristics of tourists

Dimensions	Sub groups	Number (360)	Percent (%)
Reason for trip	Recreational	226	64.2
	Something	58	16.5
	Pilgrimage	34	9.7
	Mission	21	6
Travel style	Personal car	265	75.3
	Bus	42	11.9
	Pickup truck	25	7.1
	Minion	12	3.4
	Engine	2	0.6
Length of stay	Less than 1 hour	171	48.6
	1-2 hours	135	38.4
	More than 2 hours	46	13.1
Stop times	1-2 times	154	43.8
	4-2 times	133	37.8
	More than 4 times	65	18.5

4.2. Inferential analysis

4.2.1. Rest area leisure-related indicators

A factor analysis was used to determine the factors in this research. In this section the factors related rest area quality are described (Table 3). The results revealed several factors namely "Local productivity ($\alpha = 0.551$)," "Electronical services ($\alpha = 0.639$)," "recreational activities ($\alpha = 0.68$)," "Place accommodations ($\alpha = 0.621$)" and "Welfare services ($\alpha = 0.805$)" (Table 3). The

results descriptive analysis reveal that the factor "Recreational activities" ($M = 3.76$, $SD = 0.84$), received the highest preferences of tourists followed by "Local productivity" ($M = 3.71$, $SD = 0.70$), "Electronical services ($M = 3.66$, $SD = 0.74$)", "Place accommodations ($M = 3.20$, $SD = 0.75$)", and "Welfare services" ($M = 2.83$, $SD = 0.97$)", respectively (Table 3).

4.1.2. Physical appearance of rest areas

In this study, three 'high-end cognitive aesthetics' factors ($\alpha = 0.670$), 'recreational activities' with a reliability of ($\alpha = 0.490$) were obtained (Table 4). The 'landscape usage' factor includes the presence of shady trees in the rest areas, waterfalls, seasonal flowers and shrubs at the resorts; the 'recreational activities' factor includes the local setting to light fires, the presence of wooden pergolas and barbecue, sitting on grass and using the tables and benches. The results of the analysis of the average factors also indicate that the 'landscape usage' (mean = 3.89, SD = 0.71)', and 'recreational activities

(average = 3.80, SD = 0.61)', respectively, had the highest average mean score.

4.1.3. Means comparison results between users' characteristics and leisure-related dimensions

According to the results, there was a significant difference between men and women in terms of 'recreational activities ($p = 0.005$, $t = 2.81$)', 'landscape quality of the rest areas ($p = 0.044$, $t = 2.01$)' and 'welfare services ($p = 0.002$, $t = 3.05$)' (Table 5).

Table 3. Rest area leisure-related dimensions

Dimensions	Mean	S.d.	Alpha
- How much do you agree with the prayer room at the rest areas?	4.13	0.88	
Local productivity	3.71	0.7	0.551
- How much do you agree with local food at the rest areas?	3.73	0.93	
- How much do you agree with the seasonal exhibition at the rest areas?	3.28	1.09	
Electronical services	3.66	0.74	0.639
-The extent to which the ATM is necessary in the rest areas?	3.77	1.01	
- To what extent is tourism information necessary at the rest areas?	3.72	1.00	
- How much do you agree with local shopping centers at the rest areas?	3.66	1.08	
- How much do you agree with the Internet at the rest areas?	3.51	1.18	
Health matter	3.23	0.86	0.746
- To what extent are you satisfied with the sanitary maintenance situation?	2.89	1.22	
- To what extent are you satisfied with the quality of the bathrooms?	2.88	1.13	
- To what extent are you satisfied with the health services?	2.75	1.23	
Place accommodations	3.20	0.75	0.621
- How much do you satisfied with resettlement camps in the rest areas?	3.46	1.06	
- How much do you satisfied with the hotel at the rest areas?	3.33	0.97	
- How much do you satisfied with the cafe at the rest areas?	3.22	1.14	
- How much do you satisfied with carwash at the rest areas?	2.79	1.15	
- How satisfied are you with the green space?	3.33	1.17	
Recreational activities	3.76	0.84	0.676
- Recreation and fun	3.66	1.14	
- Purchase needed equipment	3.46	1.10	
- See tourist places	3.43	1.21	
- Use of accommodation of camps	3.10	1.26	
Welfare services	2.99	1.02	0.805
- I am satisfied with the safety of the rest areas	3.13	1.04	
- I am satisfied with the quality of lighting	3.04	1.07	
- I am satisfied with the accessibility of accessories	3.02	1.05	
- I am satisfied with the price of the goods	2.67	1.23	

Table 4. Physical appearance of rest area

Dimensions	Mean	Sd	Alpha
Landscape amenities	3.89	0.71	0.670
- I like to see more shady trees	4.13	0.92	
- I like to see waterfall	3.90	1.04	
- I prefer seasonal flowers	3.83	1.04	
- I prefer to see shrubs	3.70	1.02	
- I like to have a space in the cold season to illuminate the fire.	4.00	1.07	
- I would like to use the Wooden pergolas	3.95	0.92	
- I like to use the barbecue in the rest areas.	3.89	1.02	
- I would like to sit on the grass.	3.70	1.21	
- I like to use the desk and bench.	3.46	1.10	

The results of Table 6 show significant differences between education groups as to 'recreational activities' (P = 0.028, F = 3.08), 'local productivity' (P= 0.42, F = 2.75), and 'place accommodations' (P= 0.029, F= 3.05). From table 6, one can deduce that those with a higher education (mean= 3.70) had higher preferences regarding 'recreational activities' compared to people with a lower education like a high school diploma (Mean= 3.33).

According to Table 7, there are significant differences across occupational groups in 'electrical services' (P = 0.029, F = 2.37), and 'local productivity' (P = 0.007, F= 3.00), (Table 7). The comparison table shows that housewives (average = 3.92) compared to those with governmental employment (Mean = 3.49) prioritized 'e-services' more; similarly, housewives (average = 3.96) compared with private individuals (averagely = 3.36) and government people (mean = 3.45), attach a higher priority to 'local productivity' at rest areas (Table 7).

Using ANOVA, the mean differences between the time of stay in the rest areas and 'recreational activities' (P = 0.00, F= 7.85), 'electrical service' (P = 0.001, F= 3.12), and 'recreational activities' (P= 0.012, F= 4.49) were observed (Table 8). This comparison table (8) shows that there is more priority exhibited between trips with a duration of 1-2 hours (averaging = 3.79) than a stay of less than one hour (averaging = 3.22), in terms of the provision of 'electrical service' where those hang out longer prefer this service more than others do.

Also, trips with a stay of more than 2 hours (mean = 3.62) involved more need for recreational activities. The results of the research show that travelers who spend a longer time at the rest areas need more electrical services and travel needs. In other words, the stopping time is in direct relationship with the needs of the passengers.

Table 5. The results of t-test for gender variable

t- test	Male	Female	t-value	Df	P value
1. Recreational activities	3.33	3.48	-2.81	349	0.005
3. Landscape amenities	2.86	2.80	-2.01	349	0.044
4-Welfare services	2.93	3.01	-3.05	350	0.002

Table 6. Results of ANOVA test for education variable

Education	Under the diploma	Diploma	Masters	Above master	F	P value
Recreational activities	3.47 ^{ab}	3.33 ^b	3.30 ^b	3.70 ^a	3.08	0.028
Local productivity	3.84	3.80	3.62	3.55	2.75	0.042
Rest area management	3.41 ^{ab}	3.39 ^{ab}	3.24 ^b	3.48 ^a	3.05	0.029

Note: ¹Cell entries are mean values based on 5 point Likert scale (1= least preferred, 2= somewhat preferred, 3= neither preferred nor preferred, 4= preferred, 5= most preferred). ² The raw mean with different superscript differ significantly at p<0.05. ³Tukey was used for Post Hoc test.

Table 7. Results of ANOVA for Job variables

Job	Governmental	Private	Housewife	F	P value
Electrical services	3.49 ^b	3.52 ^{ab}	3.92 ^a	2.37	0.029
Local productivity	3.45 ^b	3.56 ^b	3.96 ^a	3.00	0.007

Note: ¹Cell entries are mean values based on 5 point Likert scale (1= least preferred, 2= somewhat preferred, 3= neither preferred nor preferred, 4= preferred, 5= most preferred). ² The raw mean with different superscript differ significantly at p<0.05. ³Tukey was used for Post Hoc test.

Table 8. Results of ANOVA test for the residence time variable

Length of stay	< 1 hour	1-2 hours	>2 hours	F	P-value*
Recreational activities	3.22 ^b	3.55 ^b	3.62 ^a	7.85	0.000
Electrical service	3.58 ^c	3.79 ^b	3.62 ^a	3.12	0.045
Recreational activities	3.76 ^c	3.78 ^{bc}	4.05 ^a	4.49	0.012

Note: ¹Cell entries are mean values based on 5 point Likert scale (1= least preferred, 2= somewhat preferred, 3= neither preferred nor preferred, 4= preferred, 5= most preferred). ² The raw mean with different superscript differ significantly at p<0.05. ³Tukey was used for Post Hoc test.

5. CONCLUSION

To achieve purpose of this research, a theoretical model based on previous research is presented. The results of this study were analyzed for 360 passengers at four highway resorts and the following results were obtained. Considering the factors studied and their impact on the motivations of travel, it can be concluded that the gender factor generally has a significant effect on the motivational species of tourists. Apart from the landscape quality of the rest areas in other indicators, women displayed a higher priority than men. In the results of this study, with regard to the gender factor, there is a significant impact on recreational activities and landscape quality, and welfare services. Similarly, means comparison results show that, in line with the increase in people's education, their expectations proportionately increase to meet travel needs. There is also a significant relationship between people's level of education and their desire for cultural and religious activities, such that the higher the level of education, the more tendency and priority people show towards cultural activities. Previous studies have shown that people with high levels of education and high incomes participate in leisure activities more than other groups do. Also, a cultural tourist tends to not only earn more money, but also spend it more on cultural/heritage tourism, traveling more frequently; people with higher incomes spend more time for traveling in a region. An interesting result from the survey shows that housewives are more likely to show local productivity than other groups. Retired people, in this survey, sought more e-services at rest areas. The results also show that there is a meaningful relationship between travelers' length of stay and travel facilities and needs; it becomes evident that traveling with more time spent staying in the presence of facilities, recreational activities and electronic services has a positive influence on the degree and type of priority. Reservation time at rest areas has shown that passenger satisfaction with landscape services has a positive effect on length of stay at the rest areas. This indicates that previous research on "passenger satisfaction affecting their behavioral intention" also applies to travelers at rest areas. In other words, rest areas that have fun and entertaining areas will affect the length of stay.

Based on the analysis of the findings from the study, there can be some suggestions for better planning of rest areas, tailored to users' needs:

1- To care for the health of the rests areas so that they are to the satisfaction of male and female groups alike. For example, in this survey, women proved to attribute greater priority to public health and welfare services than recreational facilities. As a result, providing a charming realm with good levels of well-being can provide a boost to women's motivation to travel.

2. Since retired people have more time to devote to travel and tourism, they can be considered one of the chief target audiences in rest areas; planners should, therefore, take into more account their needs in their designs, including the use of services and hygiene, as well as the use of ramps in sloping spaces to facilitate their traffic.

3. Considering the planning indicators emerging in this study will help design more favorable places for travelers to rest, get refreshed, and take back with them positive impressions and memories and, thereby, more loyalty to the place.

Any research along with exquisite and having strengths, has methodological limitations also. There were some limitations to the present study as well:

1- In this study, a questionnaire was used for surveying. As a result, some people may refuse to give a real answer and give an unrealistic answer.

2. This is a cross-sectional study. For this reason, it is difficult to draw a conclusion about causality.

3. The large number of questions in the questionnaire led to an extension of time that did not affect the accuracy of participants' responses.

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