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## MODERN AND SUSTAINABLE URBAN MANAGEMENT

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**Resumen:** La gestión emerge en cualquier conjunto humano donde las personas interactúan y se comunican entre sí. Dado el tipo de estructura del sistema y tipo de tarea, y los servicios, se debe tomar la estructura de gestión apropiada para que las colecciones puedan ser coordinadas en la dirección correcta y lograr ciertos resultados. En la civilización moderna y la nueva era, las ciudades son conocidas como recursos y capitales, y deben planificar con este enfoque global en el desarrollo de la gestión urbana, porque diferentes instituciones y organizaciones están activas en una ciudad, cada una de las cuales tiene la responsabilidad de parte de la tarea de gestión. Por lo tanto, para implementar la gestión urbana de manera estándar, cada uno de los diferentes sectores debe tener un plan de trabajo de expertos. Además, las instituciones comunitarias deben interactuar y comunicarse entre sí y tener un propósito específico. De hecho, la gestión urbana moderna de todos los sistemas de la sociedad es compatible con las normas del día y tiene una perspectiva sobre el futuro económico, político y social de la ciudad.

**Palabras clave:** Gestión urbana moderna, gestión global, ciudad y ciudadano, implementación inteligente de la ciudad

**Abstract:** Management emerges in any human set where people interact and communicate with each other. Given the type of system structure and type of task, and the services, the appropriate managerial structure should be taken so that the collections can be coordinated in the right direction and accomplish certain results. In modern civilization and new era, cities are known as resources and capitals, and they must plan with this global approach in the development of urban management because different institutions and organizations are active in a city, each of which has the responsibility of part of the task of management. Therefore, in order to implement urban management in a standard way, each of the different sectors must have an expert work plan. Moreover, community institutions must interact and communicate with each other and have a specific purpose. Indeed, modern urban management of all the systems of society is compatible with standards of the day and has a perspective on the city's economic, political and social future.

**Keywords:** Modern urban management, global management, city and citizen, smart city implementation

## 1. INTRODUCTION

If we seek to achieve the optimal structure of macro-management i.e. if we seek to correctly manage all sectors, we should naturally have a plan and objective to do so. When it comes to reaching the global standard, this management knowledge must be up-to-date and proportionate to the state of the society, that is, in management, the components and also the purpose of managing what the outcome of a management of a collection is expected should be accurately identified. In urban management, since the city is an environment made up of a collection of places such as offices, banks, industries and factories, health centers, educational and service centers, cultural and social institutions, public and private institutions, etc. (Saber, 2017) they are connected with each other in a complex way. A system is vibrant and dynamic that has formed a network of communications and interactions among the elements that have shaped a kind of socialized education and created a kind of urban structure in such a way that an organized two-way communication among state institutes, social institutes and public institutes, and it is obvious that the set with this wide range needs plan and management to act properly. In this regard, urban management has a significant and effective nature that must act properly in this respect.

## 2. STATEMENT OF THE PROBLEM

Type of urban management is different in relation to different systems. To achieve decent city management, both government systems as the main element and the special systems of each city in interaction with citizens can play the main role in this process. A city has a complex structure and is a development resource that, if properly organized and managed, can create a favorable environment for the citizens. Although creating recreational, cultural, educational, and health environments, paying attention to employment and income, traffic and air pollution, and other issues will create a beautiful urban environment and promote the culture of urbanization in a modern way, unfortunately, in some countries, the city's structure and its management practices are not taken into consideration, and cities are involved in problems and insecurity that make the city environment insecure and unhealthy i.e. an

environment that is not suitable for life. From this point of view, taking into account the influential components is the duty of the authorities to act seriously and following a predetermined plan.

## 3. SIGNIFICANCE OF THE STUDY

In order to be able to properly manage a city, it must provide a proper definition of the city and the citizen i.e. the definition that states the importance and position of the city and citizen in accordance with world standards. If the definition and attitude are correct and professional, we will follow the nature of the city and the citizen and do things in this regard in a planned manner, but if thinking about this nature has not grown, there will normally not be a proper solution to this and the process will be in crisis and disruption and the consequences of this negligence will insecure the social life of individuals and the environment. This will be the phenomenon for which a constructive program will lead to both a suitable urban living environment and people with urban culture nationally and globally. Therefore, urban management depends on the components forming and affects other cities. What sets up new and sustainable urban management is the advancement of technology and the changing of individual and social lifestyles.(saber, 2017) Along with such advancement in different areas, the role of a city and a citizen will be beyond an urban environment and will become wider in nature. Along with thinking growth, expectations from an urban environment and citizens will become more due to the growth of city culture. Therefore, if analyses and strategies are presented in accordance with the basis and value, then a desired result will be achieved.

### 3.1 The purpose of dynamic and sustainable urban management

In dynamic, efficient, modern, and sustainable urban management, efforts are being made to sustain, maintain and enhance resources for future generations, and to prevent waste and destruction of resources to reach an acceptable standard of service

level and urban welfare. Modern and sustainable urban management must perform all the plans and purposes following planning, guidance, organization, and overseeing. Since, issues such as providing urban development plans, land and housing management, traffic and transportation, urban cleanliness, importance for ancient and historic matters, educational affairs, tourism, cultural affairs, etc. are within the authority of municipalities and councils, such authorities play a large role in this regard. For the beauty and desirability of the city environment in relation to its citizens and its culture, the municipality should focus its attention on the creation of such an urban environment. Since an urban environment requires a set of skilled and professional people to have plans for different sectors, this is part of the duty of the city council. Sometimes the sustainability of urban management progress is discussed. That is, it should be possible to plan in such a way that the urban system will continue to operate in a general way in a process of growth and dynamism, that is, the plans set up for the city's development should not be limited in time for a specific time, nor should it be in a manner during a few years, the situation of the city is desirable and due to the high cost and waste of power and facilities after this time the city will suffer from economic and social crisis. Therefore, the goal of dynamic management is to make the city progress and to be able to continue to operate in this route. Activities should also be such that the resources and capital of a city are not wasted and that people are happy with their urban environment, that is, the urban environment provides services proportional to the citizens in the various sectors.

### **3.2 City and citizen**

Standard urban management is important to two main indicators: individuals or citizens, and the city's environment and space i.e. modern and sustainable urban management, must focus both on the citizens and the city environment. When urban management develops a measured and well-informed program for culture building and education of the citizens, and strives for the development of citizenship education and culture, the citizen will be a useful and effective member for the society because he has been cultivated in a suitable cultural and social environment. The creation of healthy sports and educational environments for different ages is a good measure that urban authorities should pay attention to. What promotes the knowledge and culture as well as the health of citizens should be addressed in urban management plans and the city council should do the right thing in the same vein. Another indicator that complements this process is the city, which means

that the city environment also needs attention. When urban environment is discussed, it means an environment that has special characteristics of urbanization, mayor, governor, various institutions, universities, etc. So, the environment of departments and universities and other opportunities should exist at the level of the urban environment. There also should exist an urban cleanliness. City architecture should be in accordance with the geography of the city and the context of the neighborhoods. The business and services must meet the needs and desires of the citizens. There should exist the environment of employment and income, and so on. If these two factors and their components in urban management are properly analyzed and appropriate solutions are provided to improve the conditions of the urban situation, modern and sustainable urban management can be created and developed.( Saberi, 2017)

### **3.3 Modern urban management based on global management**

Models that lead to successful management development is to having a global approach to the management process. In urban global management, the importance of infrastructure in the city is a major issue. Urban infrastructure provides facilities and services that are a matter of principle and a dash of the life of the urban community for the city's economic and social activities and getting to a global city. Urban infrastructures include a series of activities necessary for the efficient and better functioning of urban services. Accordingly, the availability of appropriate infrastructure and services equipment can be considered necessary for the growth of globally developed cities. Infrastructure such as big airports, advanced transportation network, advanced information and communication infrastructure, cultural and educational centers with world renown, sports infrastructure, superior architectural features, etc. are regarded as an urban prestige and value. The design of urban infrastructure should be integrated with general measures. Promoting the quality of work life and economic development are two general arguments in urban infrastructure. Examples of actions in the field of urban quality of life are the creation of community halls, offices and organizations, schools, hospitals, etc. which form the main parts of the local community and have a definite influence on the aesthetics of cities. Public spaces, such as amusement parks and parks, play an important role in giving a favorable situation to the quality of the city. Economic development with infrastructure facilities is also effective in urban economics in addition to giving city privileges and improving the urban

environment. Transportation facilities, institutional facilities, tourist attraction and tourist services to travelers, creating jobs and business activities suitable for the city, and such things both boost urban economics and help the national and international economy.

### 3.4 Smart city implementation

One of the ways of sustainable urban development and effective and efficient process in today's world is smarting or electronization of cities, which is referred to as a sustainability factor for urban development. Smart cities have a subset, subsystem and components such as urban intelligent management, intelligent energy, intelligent building, intelligent transportation, intelligent infrastructure, intelligent technology, intelligent healthcare, and intelligent citizens. And most importantly, these cities are designed based on the life-style of e-life and people's needs must be met by using the latest technologies of the day. Accordingly, it can be argued that future cities should be cities where the process of intelligence has been properly planned and implemented, and in fact electronic urban services is a criterion for cities. The electronic city plans have executive stages that should be set up in the right phase. First, the city must be informed about the city's conditions, capacity, and facilities, as well as intelligence that has been implemented, modeled or researched to fit into. Intelligent hardware is implemented when the work plan is identified. The next step is to provide intelligent services that some of these services can be provided on the Internet through advanced web sites. Some are electronic services that require certain devices. After a fairly structured service, there is a need for interaction among urban managers and citizens through the services of the Internet. However, education and intelligence culture is also an important indicator that should be taught to citizens and urban managers, and the final stage of the process is the completion of the process and the creation of an electronic city by providing diverse services to citizens.

### 4. CONCLUSION

In the new era, structures have changed, so we need a new management that matches the technological advances. For the implementation of modern management, the nature of components must be properly analyzed and recognized. In modern urban management, the city has components such as institutions, offices, recreation centers and educational centers, hospitals, schools and universities, architecture and urban texture, etc. each

of these sections should have a regular program. In fact, in urban management, the components must act in a proper and planned manner and in accordance with the function of a modern city, in which case a general management will take shape. Since e-services enjoy an important place in the modernization of cities, planning in this direction improves the process of modernizing urban communities and gives cities the desired concessions and facilities with global metropolitan standards.

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