



Studying the Rehabilitation of Valuable Rural Texture and its Effect on the Development of Tourism (Case Study: Hajij Village, Kermanshah Province, Iran)

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Abstract

Purpose- The project of valuable rural texture was proposed with the aim of rehabilitating the tourist villages with valuable physical features. Since the project aimed at developing tourism in tourist villages and preserving the local and cultural features of these areas, conducting a research to study the dimensions and effects of rehabilitation of valuable rural texture on rural tourism was of great importance. Therefore, the present study aimed to study the rehabilitation of valuable rural texture and its effect on tourism in the village of Hajij, Kermanshah, Iran.

Design/methodology/approach- The two groups of population involved in rehabilitation of the rural residential texture were the local people and the tourists. The tools used in this study to collect data were applied, quantitative, and survey methods. The statistical population consisted of 300 tourists and 95 local people.

Findings- The results showed that the rehabilitation of rural valuable texture had positive effects on development of rural tourism. The four variables of attraction of tourists, providing local services to tourists, affecting the performance of governmental and non-governmental organizations and institutions, and the advertising role of rehabilitation of dilapidated texture have been influenced by valuable textures. Local people and tourists were satisfied with the rehabilitation project and reported its great effect on the village.

Conclusion-: This study showed that the rehabilitation project of rural valuable texture caused harmony and agreement between the village's new texture and body and its traditional and local texture. Furthermore, rehabilitation of valuable texture gravitated the tourists' attention to the village and increased local employment. Nonetheless, there were challenges to the rehabilitation project of valuable rural texture. One of the most important challenge was the adverse effect of rural tourism on the village's environment, causing pollution and destruction of natural environment.

Key words- Valuable Rural Texture, Development of Rural Tourism, The Village of Hajij, Environment

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1. Introduction

Rural textures have useful information to assess the effectiveness of the formation process and natural development of the village body, as well as different environmental, local, economic, social-cultural, and religious factors.

Nowadays, the rural residential textures have mainly formed according to the local features of the village, which include 1) use of suitable construction materials in different cold, temperate, and hot climates to cope with the climate problems of the residential area, and 2) dependence on water resources (springs, subterranean canal, and reservoirs). Such problems have existed in the past and are still more or less effective. In this context, attention and rehabilitation of these textures can prevent the destruction of part of culture and local identity (Aghili & Aghili, 2016).

The physical texture of villages in Iran have both architectural values such as simplicity, and visual and aesthetic patterns, which are compatible with the natural environment, in harmony with biological and subsistence functions, and use eco-friendly materials and local indigenous knowledge. Among all rural textures in Iran, the physical texture of some village are considered as a valuable heritage of the ancestors, due to their specific architectural, historical, and cultural features, which are of great importance to be maintained (Paripishbar et al., 2015). However, due to the influence and fast advance of technology, culture and physical features of the cities besides the degradation of cultural and indigenous values among the villagers, the value and physical structure of the villages in Iran are being destroyed day by day and more than ever. Obviously, this trend alienates the Iranian villages, like the cities, from their original identity and nature. However, some of these textures are still alive and breathe due to their valuable structures and architecture. Therefore, in the physical development projects, the valuable textures need a deep and compassionate attitude to survive, and the valuable rural textures, due to limited studies, need a particular attention; hence, the basic needs of the inhabitants should be observed and the structural, physical, and cultural identity of villages need to be considered with a deeper thought and attention than before (Jame Kasra, 2010). Today, tourism development in rural areas and local communities is influenced by the globalization movement and has found an increasing importance (Ghaderi, 2004). Most villages considered as tourist destinations are

the villages with valuable historical and ecological architecture. In fact, tourism development in villages with valuable texture deals with the realization of the local values and physical attractions of architecture and the texture of the village, as well as introducing it as a tourist destination. Therefore, using the tourism potentials of the valuable villages to attract tourists needs an appropriate planning accompanied with implementing the plans and creating appropriate infrastructure in villages (Khodadi & Muhammednejad, 2013).

The village of Hajij is one of tourist villages in the province of Kermanshah. This village is one of the stepped villages in Iran. Considering the tourism status of this village in the province of Kermanshah and the traditional features of this village, especially its physical dimension, the study of rehabilitation project of valuable rural texture and its effects on rural tourism is of great importance. In this context, the main problem of the present study is finding an answer to this question: to what extent the project of rehabilitation of valuable texture in the village of Hajij was effective on the social, economic, physical, and tourist dimensions of this village?

2. Research Theoretical Literature

The early experiences of reviving and improving the dilapidated texture of towns and villages began in the 1870s by Hussmann in Paris, and different committees were gradually formed. At the same time, William Morris took actions in this regard in England, and an association for preserving the old buildings was established. Since the formation of Harold Wilson's labor government in the United Kingdom (1964-1970), extensive practical steps have been taken to revive the rural centers, such as rural deprivation, by implementing the projects of preliminary educational areas, rural development programs, and community development program. In Italy, many projects have been conducted to rehabilitate the valuable textures because this country has valuable historical and architectural places. But these places are often dilapidated and need to be rebuilt. To implement these projects in Italy, public participation was used, which prevented profiteering ideas from changing the texture through preventing the private sector to interfere. Moreover, the textures have been preserved and rehabilitated and the survival of the dilapidated rural texture in Italy has become

possible through the incentive laws and cooperation of the local people in these valuable places. In rehabilitation of the dilapidated rural texture in Italy, it was attempted to encourage people to participate more, and all rehabilitated places have preserved the cultural features of the villages in that country.

In contrast, the experience of the rehabilitation project of rural areas in communist countries showed that the political-social functions, thoughts, and government attitudes interfered in rehabilitation and revival of dilapidated texture of the village. In this sense, the physical-spatial system of the village is obviously influenced by such activities and thoughts, and even the smallest variable of the village develops within this domain and the government attitudes. Therefore, the rehabilitation of dilapidated rural texture was performed in association with the macro plans (the Center for Specialized Urban-Rural Studies and Services, 2006). Here, the public participation has received less attention.

In the 1960s and 1970s, the modern preservation movement that has begun in the past was replaced with the preservation and rehabilitation of the complexes and spaces between buildings and, in other words, the reconstruction of the dilapidated texture, forming the first rural rehabilitation plans and programs. The rural and local architecture is the manifestation of man's best attachment to the natural environment and the objectification of the compatibility of the body with the environment besides the purest and most prominent representation of the architectural cultures (Joseph et al., 2003). The review of the experiences worldwide on the rehabilitation of dilapidated rural texture, both in developed and developing countries, showed that it is of great importance how the dilapidated rural texture has been rehabilitated (Akrami & Same, 2008). Rehabilitation, reconstruction, revival, and rejuvenating the valuable texture should guarantee the link between the life in the past and the modern life in villages and determine the development and future perspective (Altrock, 2006). In the following, some of the theories on rehabilitation are presented.

Empowerment: According to Chambers (2002), people, especially the poor, can have more control over their lives and make a better living by accessing to productive assets as essential variables. Empowerment causes changes in the mental structure of villagers; the empowered villager has a

positive attitude, is a risk-taker and flexible person, prefers individual work, is always learning, determined to work, and tries to turn threats into opportunities. The spatial location of rural housing may affect the development of the village in different forms. In this regard, the functional location is a factor that is mostly based on internal and external relations of villages and is determined based on the form and scope of relations as well as the way of meeting the needs of inhabitants (Saeedi, 2009). The experience of more than two decades of guide plan and rehabilitation of valuable rural texture shows that the more indigenous and based on the villagers' opinions the plans are, the stronger and more they are supported and participated by the local people and organizations, resulting in more achievements. Despite of the importance and position of participation in implementing the rehabilitation projects of valuable rural texture, this issue has been of less attention in Iran. However, various evaluations reported relative success of the implementation of rehabilitation projects of valuable textures in different parts of the country (Azizpour & Hosseini Hasel, 2008). These projects empower the villagers and increase their abilities to influence their living place.

Rural tourism as a policy for the reconstruction of rural housing: important changes were made in the attitudes towards tourism in the 1980s; first, it appears that tourism as an activity with ideological value (developing entrepreneurship without government subsidies) has potentials to solve the problem of additional labor force in various sectors of the economy. Second, tourism is considered as a legal activity to reconstruct the villages, even in the areas that have not been involved in tourist activities. Rural tourism, due to economic reasons, is a suitable alternative to agricultural activities since these activities face declined profits and require improvements in the second and third sectors of the economy. The main cause for development of rural tourism is the creation of employment and social changes in rural societies (Roknuddin Eftekhari & Ghaderi, 2002). Tourism is the main focus of reconstructing the rural areas, even the areas where tourism has not been flourished in the past. The advocates of this theory believe that the over-reliance of rural producers on agriculture can be reduced and used in new economic opportunities (to compete with more global marketing). Therefore, three approaches are considered in this strategy: 1) rural tourism, a policy

to reconstruct the rural housing; 2) reconstruction as an alternative to declined agriculture; 3) development and improvement of agricultural products (Roknuddin Eftekhari & Mahdavi, 2006). Sustainable rural development and rural tourism: three important variables are emphasized in the definition of tourism: 1) the quality of sustainable tourism: it can provide the tourist or the traveler with a high-quality experience. It also improves the quality of life in the host community and maintains the quality of the environment. 2) Preservation and sustainability: sustainable tourism ensures the sustainability of natural resources from which it is originated, as well as the preservation and sustainability of the culture of the host community, which is the source of its valuable experiences. 3) Balance: sustainable tourism balances the requirements of the tourism industry, environmental protection, and the local community. There is a kind of cooperation between the common and contradictory goals of tourists, the host community and the destination or the place or area that welcomes tourists (Gi Chak, 2007). The main purpose of sustainable tourism is providing rational methods to utilize natural and human resources and to prevent irrational use of these resources. Since the development of sustainable tourism has two aspects of environmental protection and preservation of cultural resources and heritage, it needs to be implemented under specific and clear policy to ensure the promising movement of this industry towards the comprehensive development of communities.

Merton theory of means and goals: another branch of the satisfaction theory is the theory of meeting the tourists' expectations, which is based on the Merton theory of means and goals. Two variables of social and cultural structures are more important than other variables. They are inseparable in analysis, but are intertwined in an objective situation. The first variable includes goals, intentions, and interests that are defined and determined by the culture of the society and turned into legitimate goals for all or some parts of the society. The goals are more or less correlated. The correlation is practically different in various cases and is classified in a value hierarchy. The common goals that vary in sensitivity and importance include the ideal reference framework; that is, the affairs that are worth the effort. These are the fundamental variables that Linton calls the plans for group life though they are not the exclusive foundations of group life. Although some of cultural

goals, not all, are directly related to environmental factors, they are not determined by these factors (Kozer & Rosenberg, 2007). Merton theory is applied to provide the physical infrastructure for tourism; the more and better the host community provides the facilities for tourist activities, the more satisfied the tourist will be. This satisfaction is the result of the balance between facilities and goals, i.e. tourism. Otherwise, the tourists' satisfaction will decrease.

The expectation theory: it can be considered as a cognitive theory that regards human as a rational economic being. According to this theory, human can make decisions and does action at every moment, which seems useful to him/her. Each person evaluates the consequence of his/her action and does that action if it is thoughtful. This logic is the foundation of theories that are known as expectation and probability theories. According to Porter and Lawler's model, a person's intention to do an action and his/her satisfaction is influenced by factors such as the value and desirability of the reward and the result of the expectation and the probability of reward and the result of the person's ability and talent, perception, and the sense that the reward and result are fair. Obviously, any tourism activity uses this theory and a tourist expects to be rewarded by desirable and valuable tourism activities and services for the time and money s/he spends. Thus, the tourist's satisfaction is achieved (Alvani, 1996).

Reformist theory: Development and expansion of capitalism has made changes in the interaction of rural communities with global capital. Many rural areas are highly dependent on natural resources, and environmental destruction, population change, and especially global restructuring encourage the rural housing change to find a means of survival. Various deep studies have been conducted on processes and rural restructuring. However, as rural areas face a decline in employment and income from agriculture, tourism development planning in rural communities can play an effective role through this entrepreneurial spirit in this regard. In this context, it can be said that tourism can be a strategy to develop villages, and a means of sustainable development and a policy to reconstruct rural housing.

Structuralism theory: the structuralist criticisms of tourism are associated with its effects on culture, environment, and social relations. As Reid (2003) pointed out, the tourism analysis should be

accompanied by capitalism. According to many researchers, tourism is at the forefront of the globalization processes and a factor of change in transportation, communications, and financial investments (Brown, 2003). In this regard, the researchers argued that capitalism needs to introduce and provide new consumption. Tourism can change and transform. The critical evaluations of tourism and its relationship with capitalist relations are on the rise. For example, Watson and Kopachoxi (1997) asserted that tourism is a factor in the new consumption culture and an issue that reflects patterns of exchange and consumption of goods and new house styles. In addition, tourism reflects the unequal relations of power, which play a key role on a global scale. For example, Smith argued that tourism as a mechanism to increase power has a dual function: first, it stabilizes and preserves its superior position as a special image of identity, and second, it plays a role in the gradual change in culture in the world system by encouraging various economic and social groups to accept the existing lifestyle. They also believed that developing tourism to world powers contributes to finding new ways to increase control and superiority and individual interest. Hawse (1997)'s perspective on the need to structuralist approach in tourism studies has influenced the relevant literature. Gradual change in culture and the production of places are considered as the common strategies with critical attitudes towards the tourism development. Studying tourism and its role in the production of places, Scoyer (1994) argued that tourism is a social activity in the body of everyday life. Nifsi (2001) went beyond and believed that the rural cultural economy is the result of social interactions, which is influenced by the process of commodification; however, it is the ground for complex and variable changes. However, it can be said that lack of enough attention to structural and capitalist forces, in the literature of tourism, to understand the role of tourism development in developing local tourism has led to an opportunity to propose various kinds of tourism-related approaches. The gradual change in culture and the production of places are the relatively common issues in structuralist study of tourism, and according to their roles as the explicating processes and strategies, it is of great importance how the local areas respond to the forces of globalization economy.

According to what has been discussed, the studies on this topic are presented as follows.

Sartipour (2005) conducted a study on the optimal indicators for the architecture of rural housing and found two effective groups of indicators: social indicators (having an ownership document of the residential unit, the length of using the ownership documents of the residential unit, the length of using the residential units compared to vacant residential units, and using the living spaces in the residential units), the economic indicators (the length of construction of the residential unit, average price of one square meter of the residential unit, and the ratio of housing cost to the family income, the level of infrastructure of the residential unit, the class density of the number of rooms in the residential unit, and the durability of materials). Aiming at gaining a model and appropriate method of intervention in dilapidated texture, Arabi & Entezari Yazdi (2008) studied the existing resources in this regard. Jame Kasra (2010) argued that the physical body of the Iranian villages not only have architectural values such as simplicity, but also visual and aesthetical patterns, harmony with the natural environment and biological function, rehabilitation of valuable buildings and texture, and heritage places. Ali Morad Afshari (2012) argued that revival and reconstruction of rural houses improves rural tourism, and if it is well managed, it can cause or motivate a developed process to achieve the sustainability of development in rural areas and the tourism industry. Ghasemi Ardehaei and Rostamalizade (2012) studies the effects of mortgage loan on changing the rural life and indicated the strengths and shortcomings of mortgage loan in the form of rehabilitation and reconstruction projects in the body of economy, society, culture and lifestyle of villagers. Ghahramani (2012) in a study on sustainable tourism development and the position of rural valuable texture in improving tourism pointed out the importance of rehabilitation of valuable texture and believed that rural revival and reconstruction improves the role of rural tourism. Khodadadi & Muhammasnejad (2013) studies the importance of rehabilitation of valuable texture and its effect on attracting tourists and believed that the relationship between valuable texture and tourism development is dynamic. Yaghubi et al. (2013) believed that technical strategies such as considering local features to build houses and using modern technologies and construction to stay safe from natural disasters and using modern theories in designing the rural texture and service and credit

factors such as loans to improve the quality of housing, social and cultural factors and so on affect the rehabilitation process. [Sojasi Gheydari \(2016\)](#) concluded that the greatest effect of guide plans implementation in villages on the rehabilitation of three variables of quality of environment in village were on the variable of form and the minimum effect was on the variable of function. [Mahdavi, Norouzi & Miramini \(2017\)](#) found that three elements of quality, preserving balance, and sustainability are among the variables that affect the rehabilitation of rural valuable texture and tourism industry development. Increasing the level of infrastructure, reducing the local models, strengthening the buildings and changing the function of houses are some of these elements. [Tahsildoost \(2019\)](#) argued that in the discussions of the rehabilitation of rural housing, energy-related variables must be regarded because failure to pay attention to these variables has negative effects on sustainability of the rehabilitated housing. [Sarhadi Husseini & Zamani \(2019\)](#) believed that educating and providing the investors in private sectors and local people with sufficient information and knowledge lead them to participate in the rehabilitation projects. [Salimi Yekta & Soltani Fard \(2019\)](#) concluded that visual attractiveness, ease of access, readability, variety and harmony, reduced visual disturbance, belonging, adaptability, and variety of factors affect rural housing. Therefore, it is suggested to consider these factors alongside the public participation in reconstruction and rehabilitation of textures. [Young et al. \(2010\)](#) argued that tourism development has affected the body of villages and changed it for the tourists' interests. [Uysal et al. \(2017\)](#) believed that it should be understood that physical and cultural change is a fundamental principle in the rehabilitation and design of new constructions in rural areas and is considered as an integral part of the natural process of change in rural areas. [Chao & H Su \(2018\)](#) asserted that the rehabilitation and reconstruction projects have advantages such as reconstructing of urban areas, improving urban quality of life, improving

sustainable development and preventing dangers. [Sassano \(2018\)](#) stated that in the improvement of rural texture, the harmony and homogeneity between the textures and the landscape from the observer's point of view must be considered and the required innovation should be done, especially when a new texture is to be constructed next to the old one. [Attia \(2020\)](#) argued that most old houses have higher levels of sustainability, as compared to the old ones. The type of materials used in these houses and the good interaction with the environment caused a kind of homogeneity among houses. Over time and alongside the development of villages, this homogeneity has been decreased and the sustainability of houses has changed, and thus, the rehabilitation of houses is necessary. [Khalid & Sonica Blank \(2020\)](#) believed that one of the goals to rehabilitate houses is making sustainable houses, which can be achieved through a systematic approach. They argued that a range of social and cultural interventions are needed to realize the rehabilitation and making sustainable house, and provoke the villagers to participate and cooperate.

3. Research Methodology

3.1 Geographical Scope of the Research

According to the division of the comprehensive tourism development plan of Kermanshah province, the village of Hajij is located in the tourism hub of Uramanat, the region of Paveh and in the tourism area of Nodshe. This village has been recognized as one of the natural and cultural areas. The village of Hajij with a latitude of 35 degrees and a longitude of 46 degrees is located 25 km from Paveh city and is one of the most attractive villages in Kermanshah province and one of the scenic areas of Uramanat. It is located in Paveh city in the northwest of Kermanshah province and has an area of 14.53 hectares. It is located in the Sirwan area of the central part of Paveh city, with an altitude of 900 meters. It is situated along a mountainside; on the west and south of this village are the Koohshalan and Shaho mountains, and on the east is Sirwan village.

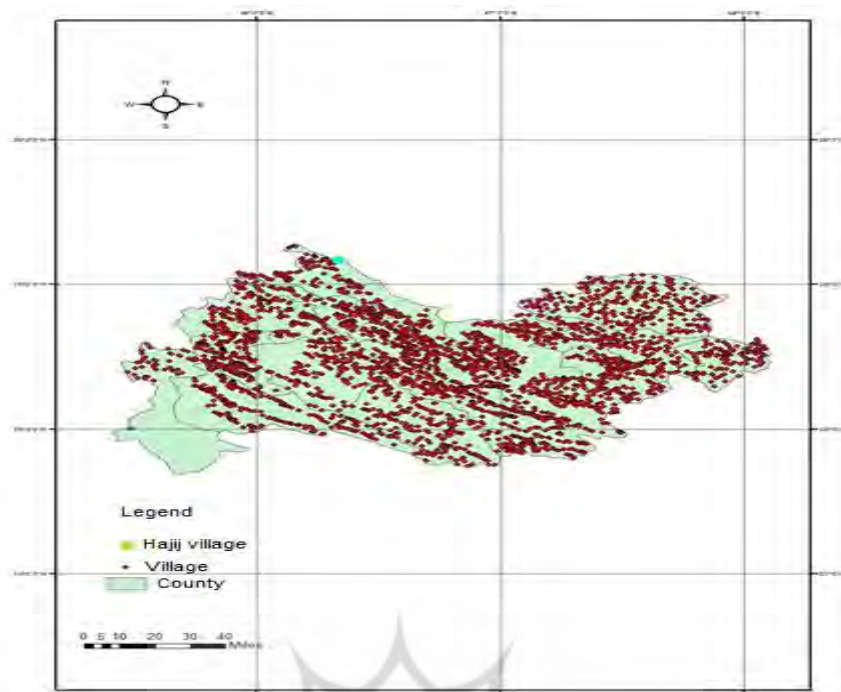


Figure 1. The location of Hajji village among other villages of Kermanshah province

3.2. Methodology

The present study was an applied, quantitative, survey, and descriptive research. The tool to collect data was a questionnaire. The population consisted of two groups of tourists (300 individuals) and local people (95 individuals), and the sample size was obtained using the Cochran's formula. The village under study was the village of Hajji. The reason to select this village was that it was the only village in the province of Kermanshah, where the rehabilitation project of valuable texture was approved and implemented. The questionnaires were distributed among the tourists using random sampling method, and among the local people, they were distributed using systematic sampling method. The validity of the questionnaire was confirmed as 0.7 using the opinions of experts in geography and social sciences and the K.M.O coefficient and Bartlett and the Bartlett value of 0.0. The reliability of the questionnaire was assessed as good using the Cronbach's alpha coefficient (as 0.78).

4. Research Findings

Most of the respondents were at the age range of 30 to 49 years old. Most were male with high school degree, married, and self-employed. First, the suitability of the data for factor analysis was examined. The findings showed that the K.M.O value was 0.7 and the Bartlett value was 0.0, indicating suitability of data for factor analysis.

In this section, the effective variables on factor analysis are presented in 5 variables from the tourists' points of view. Factor analysis was performed using the principal variables method and the type of varimax rotation. To maximize the relationship between variables and factors, the factors must be rotated. The rotation of factors causes the best correlation between the variables and factor analysis. The main purpose in rotation of factors is to change the factor analysis to a simple system of factor loading that is simply interpreted. The interpretation of the factors of the rotated matrix is much easier than the interpretation of the factors of the unchanged matrix. Varimax rotation is the most famous and the most widely used rotation. In this kind of rotation, the independence of all mathematical factors is preserved. From engineering perspective, it means that rotation must be orthogonal. In other words, the factors remain perpendicular to each other by preserving the right angles. The factors change to new coordinates through varimax rotation to make it possible to interpret the set of test items with a simple structure that reflects the main and relatively clear lines. Though other methods of rotation provide different interpretations, all are used to maximize the relationship between variables and some of factors. [Table 1](#) presents the variables in 5 variables. These variables that were determined by factor analysis indicate the correlation between variables. In other

words, the items are categorized by factor analysis. For example, variable 1 includes the variables with the highest correlation. The other variables also

include the variables with the highest correlation, in order of degree.

Table 1. The rotated variables from the tourists' perspective
(Source: Research finding, 2020)

Item	Variable 1	Variable 2	Variable 3	Variable 4	Variable 5
Did you choose the village of Hajj because of its historical places?	0.21				
Dear tourist, how positive do you think was the performance of authorities in Hajj village?				0.29	
Do you think the local people of Hajj have the activities required to attract tourist?				0.25	
Was the transport infrastructure (roads) good for travelling to Hajj village?	0.26				
Have you used the local resorts at night in Hajj village?					0.32
To what extent do you think the natural factors of Hajj village to attract tourists have been damaged?					-0.39
Do you agree with the use of natural materials in the construction of rural housing in Hajj village?					0.40
Do you think the housing in Hajj village are good to attract tourists?					-0.41
How much have you enjoyed the local services in Hajj village?		0.36			
Dear tourist, to what extent do you evaluate the observance of ethical principles by tourists positive?			0.34		
How much did the handicrafts made in this village attract your attention?		0.53			
Was the information technology infrastructure in this village good?					-0.43
How do you define your satisfaction of services provided by the government in the village?					0.49
To what extent do you think the tourist were warmly welcomed by the local people?					-0.34
To what extent do you think the rehabilitation project of Hajj village was effective in attracting tourists?		0.25			
Can you see the traditional principles in the rehabilitation of housing in Hajj village?					-0.46
To what extent do you think the rehabilitation of dilapidated texture in Hajj village and urban architecture were similar?					0.42
Do you think the rehabilitation of the dilapidated texture in Hajj village can be a good model for rehabilitation in other villages?		0.31			
Are you satisfied with your trip to Hajj village?	0.48				
Do you think the local people in Hajj village have used tourists to improve their economic conditions?				0.36	
Do you think the implementation of rehabilitation dilapidated texture in Hajj village was effective in creating job opportunities?	0.26				
Have the local people in Hajj village protected the environment?				0.36	
Have safety rules been observed in the rehabilitation of the dilapidated texture in Hajj village?	0.36				
Do you think the rehabilitation project in Hajj village has followed the urban architectural models?				0.37	
How much variety have you seen in the natural beauty of Hajj village?	0.34				
Do you think the use of natural materials in building the housing of Hajj village is a strength to attract tourists?		0.53			

Item	Variable 1	Variable 2	Variable 3	Variable 4	Variable 5
To what extent do you think the local people have improved the recreational areas for tourists in Hajij village?	0.34				
Do you think the activities of educated young people in Hajij village are effective on attracting tourists to this village?		0.49			
To what extent do you think the rehabilitation project of Hajij village has prevented the local people from immigrating to other areas?	0.58				
Do you think the performance of governmental organizations has been effective in rehabilitating the dilapidated texture?				0.39	
Were you influenced by others to travel to Hajij village?	0.33				
Were you influenced by government advertisement to travel to Hajij village?				0.49	
Have you enjoyed visiting the rehabilitated places in Hajij village?	0.47				
Are you interested in supporting the development projects of your favorite village?		0.51			
Are you interested in investing in rural tourism sections?	0.39				
Do you think the public participation is effective in implementing the development projects?		0.59			
To what extent do you think the women's activities in economic productions are effective?	0.29				
Dear tourist, to what extent do you think the rehabilitation of Hajij village has prevented the risks of damages to housing?		0.52			
Are the damages you observed in Hajij village the result of human factors?	0.35				
Do you encourage your friends to travel to Hajij village?	0.55				
Do you think the housing in Hajij village are good to live?		0.40			
Do you think the construction of a hotel or motel is effective in attracting tourists to Hajij village?	0.36				
To what extent do you think the mass media are effective in attracting tourists to rural areas?				0.42	
To what extent do you think the modern thinking in rural constructions can be effective in sustainability of villages?	0.50				
To what extent does the preservation of traditional model of rehabilitation of dilapidated texture in Hajij village seem new to you?		0.42			
If you lived in Hajij village, would you invest in this village to continue living?	0.55				
Do you think organizing cheap travel tours by the government can motivate urban people to visit villages?	0.40				
Do you think the villager's immigration can be prevented by improving the rural economy?			0.40		
Do you think the government support for the protection of historic villages is effective?				0.39	
To what extent do you think the rural local celebrations can be effective in attracting tourists?			0.44		
Have you seen the place for providing the services in Hajij village to sell the products (garden and agricultural products and handicrafts...)?			-0.41		
To what extent has the trip to Hajij village motivated you to revisit this village?			0.54		
Do you think the organization and order of tourists by the rural local people was effective?			-0.45		
How do you evaluate the capacities to attract tourism in Hajij village?			0.57		

Item	Variable 1	Variable 2	Variable 3	Variable 4	Variable 5
Has the location of rural housing in mountains in Hajj village attracted your attention?	-0.46				
Do you think Hajj village has the capacity to create modern technologies of tourism?			0.50		
Do you think the environment of Hajj village can attract tourists?	0.46				
Do you think is there any agreement between the implementation project of dilapidated texture rehabilitation and the village location?			0.40		
To what extent do you think the interaction between human and nature is appropriate in Hajj village?	0.19				
To what extent do you think the public participation in Hajj village has been effective in managing and organizing tourists in different parts of the village?			0.32		

The effective components in rehabilitation of rural valuable texture is discussed in the following. The components 1 to 5 were named. For example, the component 1 includes various items with the highest correlation. The researcher attempted to find a common concept among the items. The concept "tourism facilities and infrastructure" was selected for the component 1. The same method was used for other components. Table 2 indicates that facilities and infrastructure were the most important effect of rehabilitation of dilapidated texture from tourists' view. The sum total refers to the cumulative variance. The last row in Table 2 (the column of cumulative variance) shows the amount of information in variables, which can be presented by a certain number of components. 80.54% of information (out of 100%) can be presented by these components.

1. Tourism facilities and infrastructure showed that, according to the respondents' views, the rehabilitation of valuable texture was effective on rural facilities and infrastructure.

2. The attraction of valuable texture for tourism increased the effectiveness of the rehabilitation project, which was by itself a factor to attract tourists to this village.
3. The social and cultural aspects of rehabilitation of valuable texture have been of great consideration in the effect of rehabilitation of rural valuable texture. In other words, there is a relationship between rehabilitation of valuable texture and social and cultural effects.
4. Local and government management of the village is effective on rehabilitation of valuable texture and the management and direction of this process. It includes state managers, governor of the rural district, and rural councils.
5. The traditional aspects of valuable texture are among the features of rehabilitation of valuable texture, which lead to preservation and reconstruction of old identity of the village.

The other aspects were the issues with less importance and, hence, were deleted by SPSS software.

Table 2. The weights of effective components in rehabilitation of rural valuable texture
(Source: Research finding, 2020)

Component	Tourists
Tourism facilities and infrastructure	20.42
Attraction of valuable texture for tourists	19.74
Social and cultural aspects of rehabilitation of valuable texture	15.85
Local and government management of the village	14.97
Preserving the traditional aspects of valuable texture	14.55
Total	80.54

In the following, each extracted component is presented:

1. The effect of valuable texture on tourism facilities and infrastructure:

As Table 3 shows, the valuable texture affected all variables. In fact, the infrastructure resulted from rehabilitation of rural valuable texture had considerable development, and significant effect on

tourism. For example, the development of ecotourism resorts (with a traditional look), improvement of alleys and the main street, reconstruction of the village water network and medical equipment are among the infrastructures that were created in this village. The development of these infrastructures had significant effect on employment in Hajjij village; the respondents also believed that the rural valuable texture is well rehabilitated and had good interaction with the

natural environment. In fact, the development of infrastructures and facilities led the tourists to be more interested in visiting and staying in the village. Tourists' longer stay in the village due to development of infrastructures was one of the effects of infrastructure development in Hajjij village. In addition, it motivates the local people and authorities to follow the rehabilitation process through developing the facilities and infrastructures.

Table 3. The effect of valuable texture on tourism facilities and infrastructure¹

(Source: Research finding, 2020)

Item	Very low	Low	Medium	High	Very high	The mean	Attitude
Did you choose the village of Hajjij because of its historical places?	24	3.15	28.3	14.3	18	2.87	High
Was the transport infrastructure (roads) good for travelling to Hajjij village?	24.3	20	34.7	10.3	10.7	2.63	High
Are you satisfied with your trip to Hajjij village?	5	15	25.7	30.3	24	3.53	High
To what extent do you think the rehabilitation project of Hajjij village was effective in attracting tourists?	10.3	15.3	31.3	24.3	18.7	2.26	Low
Have safety rules been observed in the rehabilitation of the dilapidated texture in Hajjij village?	8.7	17	29	33.7	11.7	3.23	High
How much variety have you seen in the natural beauty of Hajjij village?	9	13	20	23	11	3.62	High
To what extent do you think the local people have improved the recreational areas for tourists in Hajjij village?	8.3	16.7	23.3	30	12.7	3.22	High
Do you think the villager's immigration can be prevented by improving the rural economy?	8.3	15	26	32.3	18.3	3.12	High
Were you influenced by others to travel to Hajjij village?	9	12.7	27	32.3	19	3.40	High
Have you enjoyed visiting the rehabilitated places in Hajjij village?	8.7	10.7	21.3	30.3	29	3.60	High
Are you interested in investing in rural tourism sections?	8.3	15.7	32.3	27.7	16	3.27	High
To what extent do you think the women's activities in economic productions are effective?	9.7	18	32.7	24.3	15.3	3.18	High
Are the damages you observed in Hajjij village the result of human factors?	11	22	31.3	22.7	13	3.05	High
Do you encourage your friends to travel to Hajjij village?	8.3	15	27.7	31	18	3.35	High
Do you think the construction of a hotel or motel is effective in attracting tourists to Hajjij village?	8.3	16.3	22.3	29.7	23.3	3.43	High
To what extent do you think the modern thinking in rural constructions can be effective in sustainability of villages?	8.3	17	29	27.7	18	3.30	High

1. The column of "mean" in this Table includes the mean of answers to each item (the answers were scored from very low to very high). In the column of "attitude", the means was considered from low (1 to 205) to high (2.51 to 5). All subsequent Tables were scored accordingly.

Item	Very low	Low	Medium	High	Very high	The mean	Attitude
If you lived in Hajij village, would you invest in this village to live?	11.7	9	26	19.3	34	3.55	High
Do you think organizing cheap travel tours by the government can motivate urban people to visit villages?	21.7	9.3	26.3	12.3	30	3.20	High
How much did the handicrafts made in this village attract your attention?	9	16.7	26	19.3	29	3.43	High
Do you think the environment of Hajij village can attract tourists?	7.7	16.3	27.3	28.3	20.3	3.37	High
To what extent do you think the interaction between human and nature is appropriate in Hajij village?	6.7	15.7	35.3	23.7	21.7	3.32	High

2. Attraction of valuable texture for tourism

In this part, it was obvious that rehabilitation of valuable texture has been interested to tourists and has attracted their attention. In particular, reconstruction of some old textures has been interesting to tourists. Moreover, most tourists believed that valuable texture has good features to cope with natural hazards and viability. The development of handicrafts and the use of local

materials, along with traditional and local constructions, has caused interesting traditional, local, and indigenous landscapes in Hajij village. Also, the public participation in the rehabilitation process has contributed to more success of this project and consequently, attracting more tourists. On the other hand, this led the tourists to use traditional and local services in the village, resulting in making more money and employment (Table 4).

Table 4. Attractiveness of valuable texture for tourism

(Source: Research finding, 2020)

Item	Very low	Low	Medium	High	Very high	The mean	Attitude
How much have you enjoyed the local services in Hajij village?	9	12.3	30.7	29.7	18.3	3.36	High
How much did the handicrafts made in this village attract your attention?	10.3	13.7	23.3	30.3	22.3	3.41	High
Are you satisfied with your trip to Hajij village?	5	15	25.7	30.3	24	3.53	High
To what extent do you think the rehabilitation project of Hajij village was effective in attracting tourists?	10.3	20.3	21.7	31.3	16.3	3.23	High
Do you think the rehabilitation of the dilapidated texture in Hajij village can be a good model for rehabilitation in other villages?	10	17.7	28.3	22.3	21.7	3.28	High
Do you think the use of natural materials in building the housing of Hajij village is a strength to attract tourists?	26.7	9.7	28.7	18	17	2.89	High
Do you think the activities of educated young people in Hajij village are effective on attracting tourists to this village?	8.3	23.3	29	27	12.3	3.12	High
Are you interested in supporting the development projects of your favorite village?	9.7	14.3	26.3	26.7	23	3.32	High
Do you think the public participation is effective in implementing the development projects?	5.3	20	31.3	24	19.3	3.39	High
Dear tourist, to what extent do you think the rehabilitation of Hajij village has prevented the risks of damages to housing?	8.3	15	24	30.3	22.3	3.43	High
If you lived in Hajij village, would you invest in this village to live?	7	16.7	29	31.3	16	3.33	High
To what extent does the preservation of traditional model of rehabilitation of dilapidated texture in Hajij village seem new to you?	9	13.3	29	27.7	18	3.41	High

3. The social and cultural aspects of rehabilitation of valuable texture for tourists

The social and cultural aspects played an important role in Hajij village. For example, developing the public participation in rehabilitation project of valuable texture, creation of handicrafts markets, developing local celebrations in the form of event tourism and establishing ecotourism housing can be mentioned as some of considerable and special result of rehabilitation of valuable texture in the village of Hajij. For example, holding various tourism events has caused the revival of local traditions besides the sale of agricultural products in the form of festivals, and has

attracted tourists to this village to see these festivals. Even the local people who immigrated to the city return to the village on the day of the event and participate directly or indirectly in these events, and some express their desire to return to the village to live. Another feature of rehabilitation of valuable texture is attention to the environmental principles and the agreement between the rehabilitated texture and the natural substrate and installation of different types of bins and environmental guides that give the village a natural beautiful look. Also, the environmental pollution has been decreased (Table 5).

Table 5. Cultural and social aspects
(Source: Research finding, 2020)

Item	Very low	Low	Medium	High	Very high	Mean	Attitude
Dear tourist, to what extent do you evaluate the observance of ethical principles by tourists positive?	11.3	18.7	34.3	21.3	14.3	3.09	High
Do you think the villager's immigration can be prevented by improving the rural economy?	7.3	16.3	25	30.7	20.7	3.41	High
To what extent do you think the rural local celebrations can be effective in attracting tourists?	8	18.3	19.7	34	20	3.40	High
Have you seen the place for providing the services in Hajij village to sell the products (garden and agricultural products and handicrafts...)?	11	19.3	37	19	13.7	3.05	High
To what extent has the trip to Hajij village motivated you to revisit this village?	8	15.3	24.3	35.7	16.7	3.38	High
Do you think the organization of tourists by the local people was effective?	11.3	20.3	30.7	25.3	12.3	3.07	High
How do you evaluate the capacities to attract tourism in Hajij village?	9.3	13.3	25.3	27.3	24.7	3.45	High
Do you think Hajij village has the capacity to create modern technologies of tourism?	7.7	17	21.7	29	14.7	3.26	High
Do you think is there any agreement between the implementation project of dilapidated texture rehabilitation and the village location?	10	19.3	32	23	15.7	3.15	High
To what extent do you think the public participation in Hajij village has been effective in managing and organizing tourists in different parts of the village?	14.3	11	30.3	22.7	21.7	3.26	High

4. Local and government management of the village

People, authorities, and local organizations were very active in rehabilitation of valuable texture and development of rural tourism and there was a bilateral and multilateral cooperation between people and authorities. Even the tourism events are organized in coordination with the villagers. Generally, one of the reasons for developing

tourism in the village of Hajij was the cooperation between authorities and local people, as well as development of local participation. Another effective factor in managing rehabilitation of valuable texture is advertising. Advertisement has increased people's awareness and desire to rehabilitate the textures and has motivated the local people to cooperate with the local and government

organizations. Besides, the mass media such as News sites and local newspapers play a key role in attraction local people's attention (Table 6).

Table 6. Local and government management

(Source: Research finding, 2020)

Item	Very low	Low	Medium	High	Very high	Mean	Attitude
Dear tourist, how positive do you evaluate the performance of authorities in Hajij village?	5.3	12	41.7	27.3	3.7	3.32	High
Do you think the local people of Hajij have the activities required to attract tourist?	9.7	19.7	35.3	17.3	18	3.14	High
Have the local people in Hajij village protected the environment?	9.3	16.3	38	21	15	3.16	High
Do you think the rehabilitation project in Hajij village has followed the urban architectural models?	9	21.7	31.7	22.7	15	3.13	High
Do you think the performance of governmental organizations has been effective in rehabilitating the dilapidated texture?	11.3	19.3	31.3	23	15	3.11	High
Were you influenced by government advertisement to travel to Hajij village?	6.7	22.7	23.7	20	17	2.98	High
Are the damages you observed in Hajij village the result of human factors?	10.3	15	37.7	20.3	16.7	3.18	High
To what extent do you think the mass media are effective in attracting tourists to rural areas?	8.3	19.7	28.7	26	17.3	3.24	High
Do you think the government supports in protecting the historical villages were effective?	8.3	20.3	32.3	24	15	3.17	High

5. Preserving the traditional aspects of valuable texture

Tourists could observe the traditional architecture alongside the local materials in rehabilitation of rural valuable texture, helping them to feel they were in a traditional environment. The ecotourism

housing with traditional architecture have made the opportunity to see, enjoy and stay in a traditional environment, increasing the capital of village and positive effects on the economy of Hajij village, as well as the desire of local people to participate more (Table 7).

Table 7. Traditional aspects of valuable texture

(Source: Research finding, 2020)

Item	Very low	Low	Medium	High	Very high	Mean	Attitude
Have you used the local resorts at night in Hajij village?	6.7	15.3	35	33	10	3.24	High
To what extent do you think the natural factors of Hajij village to attract tourists have been damaged?	10.3	25.3	33	20.7	10.7	2.96	High
Do you agree with the use of natural materials in the construction of rural housing in Hajij village?	9.7	16.3	25.7	29.3	19	3.32	High
Do you think the housing in Hajij village are good to attract tourists?	9.3	14.7	30.3	28	17.7	3.30	High
Was the information technology infrastructure in this village at good level?	7.8	20	39	18.3	14	3.09	High
How satisfied are you with the government's efforts to reconstruct the valuable texture in form of traditional architecture Hajij village?	9	19	31.3	28	12.7	3.16	High
To what extent do you think the tourist were warmly welcomed by the local people?	10	14.7	21	29.3	25	3.45	High
Can you see the traditional principles in the rehabilitation of housing in Hajij village?	9.3	17.3	31	26.3	16	3.22	High
To what extent do you think the rehabilitation of dilapidated texture in Hajij village and urban architecture were similar?	20.7	22.7	30	9.7	17	2.13	low

This section presents the effective variables on factor analysis in 5 categories. From the tourists' viewpoints (Table 8). The factor analysis method

was based on the principal variables and the type of varimax rotation.

Table 8. The matrix of the rotated variables from the local people's viewpoints

(Source: Research finding, 2020)

Item	Variable 1	Variable 2	Variable 3	Variable 4	Variable 5
Has the organization of the dilapidated textures been considered regularly?				0.44	
How positive were the changes in valuable texture after rehabilitation?		0.35			
To what extent has the rehabilitation and reconstruction of rural valuable texture caused change in and destruction of historical places?				0.48	
Has the rehabilitation of the village caused the destruction of the environment?	0.49				
How satisfied are you with the rehabilitation of the dilapidated texture in the village?		0.37			
Have you cooperated the authorities in the rehabilitation project?			0.52		
In your opinion, has the rehabilitation of the village had negative effects on social and cultural factors?	0.39				
Has the rehabilitation and reconstruction of the village led to improved economy in the village by attracting tourist?	0.45				
Is there any positive change in the physical body of the village after the rehabilitation project?		0.49			
Have the implementation methods of the rehabilitation projects in Hajij village been appropriate to the social and cultural conditions of the village?	0.44				
Are the goals of the rehabilitation projects in Hajij village achieved?		-0.33			
Have the indigenous materials been used in the rehabilitation projects in the village of Hajij?				0.43	
Has the rehabilitation project has any positive effect on the protection of the village's dilapidated texture?				0.58	
To what extent do you think the housing of Hajij village were directly influenced by the rehabilitation project?					0.38
Did the dilapidated valuable texture in Hajij village require the rehabilitation project?	0.45				
Did the village's housing need more rehabilitation?		-0.47			
How is the quality of the rehabilitation projects of valuable texture?		0.41			
How do you evaluate the effect of the rehabilitation projects on attracting tourists to the village?	0.58				
How do you evaluate the cooperation between the authorities and the local people in implementing the rehabilitation project in Hajij village?			0.43		
To what extent do you think the rehabilitation project of Hajij village was influenced by urban models?				0.58	
How different are the houses in Hajij village from their body before implementing the rehabilitation project?				0.34	
How are the rehabilitation project of Hajij village in harmony with the geographical factors of that area?				0.48	

Item	Variable 1	Variable 2	Variable 3	Variable 4	Variable 5
How successful was the development and rehabilitation project of the rural housing in preventing the local people from immigrating to the cities?	0.41				
Is there any development in Hajji village after the rehabilitation project of valuable texture, as compared to the adjacent villages?	0.27				
Have the modern beauty been involved in reconstructing the physical projects of the dilapidated textures?		0.51			
Was the rehabilitation project of Hajji village in agreement with the environment?	0.58				
Has the changes resulted from the reconstruction of the dilapidated valuable texture caused negative effects on the environmental cycle?		0.50			
How positive were the rehabilitation projects of valuable texture in Hajji village in preventing the young people from immigrating to the adjacent cities?	0.44				
Has the reconstruction of valuable textures in Hajji village caused creation of employment?		0.57			
Is there any motivation for implementing the rehabilitation projects in the adjacent villages after implementing such projects in Hajji village?		0.58			
Has the communication between Hajji village and other adjacent villages been improved after implementing the rehabilitation project of the dilapidated texture?					0.52
Has the quality and convenience of the rural housing in Hajji been improved after the rehabilitation project?	0.63				
Have the local people participated in presenting their ideas and implementing the rehabilitation projects of the dilapidated valuable textures?			0.37		
Do you think the implemented project could be implemented in a more appropriate manner?		0.30			
Has there been any dissatisfaction with the negligence in implementing the construction activities in the village?	-0.61				
Have the people of Hajji referred to the governmental organizations for implementation of rehabilitation project?			0.41		
How do you evaluate the seriousness and efficiency of the executive authorities of the rehabilitation of valuable textures in Hajji village?			0.52		
Have you been lent by the government organizations in charge for rehabilitation of dilapidated textures to rehabilitate and reconstruct your housing?			0.48		
Was the capacity and acceptance of the village environment enough appropriate for the rehabilitation project?	0.63				
How similar are the rehabilitation projects of dilapidated valuable textures of Hajji village and urban body?				0.52	
Have you thought about immigrating to the city after the implementation of rehabilitation project of dilapidated textures in Hajji village?		-0.56			
Has the implementing the rehabilitation project in Hajji village motivated you to stay in the village?				0.55	
Have you decided to create entrepreneurship for you and others after the rehabilitation implementation if Hajji village?				0.33	

Item	Variable 1	Variable 2	Variable 3	Variable 4	Variable 5
Have you thought about immigrating to the city before the implementing the rehabilitation project in Hajij village, due to dilapidated textures in the village?	0.43				
To what extent did the rehabilitation project of dilapidated valuable textures affect the communication infrastructures (telephone, electricity, healthy water, roads)?					0.59
Has the rehabilitation project of Hajij village improved its economic, social, and cultural relations with the adjacent villages?					0.48
Has the reconstruction of the dilapidated textures in Hajij village affected attracting tourists?					-0.48
How is the local people's satisfaction of the rehabilitation projects of the village's valuable textures evaluated in the local conversations among the villagers?		0.47			
Has the rehabilitation of valuable textures in Hajij village affected the women's employment and entrepreneurship?					0.25
Have the organizations and executive authorities of the rehabilitation project of valuable texture in Hajij village returned to the village after implementing the project to evaluate and assess the effects of the project on the village?			0.50		
Have the negative effects of the rehabilitation project been reported to the relevant authorities by the local people after the implementation of the project?	-0.32				
Have the negative effects of the rehabilitation project of valuable textures been assessed by the authorities after implementing the project?			0.50		
Have the development authorities of Hajij village taken any practice to resolve the problems of the rehabilitation project of valuable textures?			0.26		
Was there any contradiction between the reconstruction project in Hajij village and the native people's local customs?	-0.50				
How positive do you think is modelling of urban models in implementing the rehabilitation project of valuable textures in Hajij village?				-0.34	
What is your evaluation of tourists' interest in implementing the rehabilitation project of valuable textures in Hajij village?	0.41				
Was the rehabilitation project in Hajij village effective in the strength and durability of the village's buildings?				0.52	
To what extent are the local people's needs considered in implementing the rehabilitation project of dilapidated textures in Hajij village?		0.50			
Has the rehabilitation project in Hajij village had any positive effect on health and educational service activities?					0.47
Were the educated young people employed in the implementation of rehabilitating Hajij village?		0.32			

This part presents the effective variables on factor analysis in 5 categories from the local people's viewpoints (Table 9). It shows that the social and cultural aspects of rehabilitation of rural valuable textures are of great importance to the local people.

1. In the part of social and cultural aspects of rehabilitation of valuable texture, the local people's

perspectives indicated the significant effect of valuable texture on the village's social and cultural features.

- The local people were very satisfied with the rehabilitation project of valuable textures.
- According to the local people's perspectives, the performance of local and government authorities

- was good, and the rehabilitation project of rural valuable textures has led to a better interaction between the local people and authorities.
- The physical performance of the rehabilitation project was high and the local people believed that the rehabilitation project had significant effect on

the people and the village, especially in the village's physical dimensions.

- The quality of services to the village after the implementation of rehabilitation project of valuable textures was improved due to people and organizations' attention to this project and development of infrastructures.

Table 9. The assessment of weighs of effective variables on rehabilitating the rural valuable textures from the local people's view

(Source: Research finding, 2020)

Variable	Tourists
Social and cultural aspects of rehabilitation of valuable texture	25.41
People's satisfaction of the rehabilitation project	19.73
Local and government authorities' performance	15.85
The physical performance of the rehabilitation project	14.97
The quality of services in the village	14.55
Total	90.50

1. Social and cultural aspects of rehabilitation of valuable textures

Local people believed that the rehabilitation of valuable texture had positive effects on attracting tourists and tourism development. However, the rehabilitation of rural valuable textures, from the local people's view, led to the development of Hajj village, as compared to the adjacent villages, and the local people emphasized the requirement of rehabilitating the rural valuable textures.

Moreover, the findings showed that the rehabilitation of valuable textures reduced immigration rate. Another important note was that the rehabilitation project has attracted tourists and the villagers' welfare has been improved as a result of rehabilitation of valuable texture. Also, the rehabilitation project was in agreement with social and cultural aspects and the local people's customs (Table 10).

Table 10. Social and cultural aspects of rehabilitation of rural valuable textures

(Source: Research finding, 2020)

Item	Very low	Low	Medium	High	Very high	Mean	Attitude
Has the rehabilitation of the village caused the destruction of the environment?	22.5	12.4	20.2	33.7	11.2	3.56	High
In your opinion, has the rehabilitation of the village had negative effects on social and cultural factors?	25.8	34.8	20.2	6.7	12.4	2.02	Low
Has the rehabilitation and reconstruction of the village led to improved economy in the village by attracting tourist?	6.7	18	35.5	33.7	10.1	3.22	High
Have the implementation methods of the rehabilitation projects in Hajj village been appropriate to the social and cultural conditions of the village?	9	13.5	23.6	39.3	14.6	3.37	High
Did the dilapidated valuable texture in Hajj village require the rehabilitation project?	10.1	19.1	21.3	26	13.5	3.24	High
How do you evaluate the effect of the rehabilitation projects on attracting tourists to the village?	9	16.9	20.2	18	36	3.55	High
How successful was the development and rehabilitation project of the rural housing in preventing the local people from immigrating to the cities?	7.9	11.2	36	27	18	3.36	High

Is there any development in Hajij village after the rehabilitation project of valuable texture, as compared to the adjacent villages?	9	13.5	27	36	14.6	3.34	High
Was the rehabilitation project of Hajij village in agreement with the environment?	6.7	38.2	24.7	14.6	15.7	2.94	High
How positive were the rehabilitation projects of valuable texture in Hajij village in preventing the young people from immigrating to the adjacent cities?	33.7	37.1	19.1	6.7	3.4	3.09	High
Has the quality and convenience of the rural housing in Hajij been improved after the rehabilitation project?	13.5	21.3	12.4	39.3	13.5	3.18	High
Has there been any dissatisfaction with the negligence in implementing the construction activities in the village?	30.3	22.5	28.1	6.7	12.4	2.19	Low
Was the capacity and acceptance of the village environment enough appropriate for the rehabilitation project?	6.7	24.7	40.4	13.5	14.6	3.04	High
Have you thought about immigrating to the city before the implementing the rehabilitation project in Hajij village, due to dilapidated textures in the village?	9	15.7	22.5	24.7	10.1	3.29	High
Was there any contradiction between the reconstruction project in Hajij village and the native people's local customs?	27	21.3	16.9	21.3	13.5	2.03	Low
What is your evaluation of tourists' interest in implementing the rehabilitation project of valuable textures in Hajij village?	6.7	23.6	19.1	37.1	13.5	3.27	High

2. People's satisfaction of the rehabilitation project of rural valuable textures

People were satisfied with the rehabilitation project of rural valuable texture. They also believed that a positive change has been created in the village and the rehabilitation of rural valuable textures has had good quality. The people reported a significant difference in their life after implementing the

rehabilitation of rural valuable texture, as well as considerable job opportunities. The rehabilitation project led to reconstruction of the dilapidated textures and creation of beautiful areas, and in general, the whole structure of the village has become more beautiful. The results showed that the people speak about the features of the rehabilitation project in their local conversations (Table 11).

Table 11. People's satisfaction of the rehabilitation project

(Source: Research finding, 2020)

Item	Very low	Low	Medium	High	Very high	Mean	Attitude
How positive were the changes in valuable texture after rehabilitation?	6.7	19.1	47.2	18	9	3.03	High
How satisfied are you with the rehabilitation of the dilapidated texture in the village?	9	7.9	34.8	39.3	9	3.31	High
Is there any positive change in the physical body of the village after the rehabilitation project?	7.9	11.2	14.6	33.7	32.6	3.72	High
Did the village's housing need more rehabilitation?	28.1	19.1	21.3	28.1	3.4	2.60	High
In your opinion, how is the quality of rehabilitation of valuable textures?	12.4	18	29.2	27	13.5	3.11	High
Have the modern beauty been involved in reconstructing the physical projects of the dilapidated textures?	7.9	14.6	20.2	46.1	11.2	3.38	High

Has the changes resulted from the reconstruction of the dilapidated valuable texture caused negative effects on the environmental cycle?	6.7	38.2	24.7	14.6	15.7	3.38	High
Has the reconstruction of valuable textures in Hajj village caused creation of employment?	6.7	13.5	29.2	36	14.6	3.38	High
Is there any motivation for implementing the rehabilitation projects in the adjacent villages after implementing such projects in Hajj village?	13.5	22.5	18	22.5	23.6	3.30	High
Do you think the implemented project could be implemented in a more appropriate manner?	4.5	33.7	22.5	21.3	18	3.15	High
Have you thought about immigrating to the city after the implementation of rehabilitation project of dilapidated textures in Hajj village?	12.4	36	25.8	13.5	12.4	2.78	High
How is the local people's satisfaction of the rehabilitation projects of the village's valuable textures evaluated in the local conversations among the villagers?	6.7	14.6	27	37.1	14.6	3.38	High
Have the development authorities of Hajj village taken any practice to resolve the problems of the rehabilitation project of valuable textures?	7.9	20.2	39.3	16.9	15.7	3.12	High

3. The performance of local and government authorities

This part shows the local people's satisfaction of the authorities' performance in rehabilitation of rural valuable textures. They also believed that they were well cooperated by the authorities to receive loans to rehabilitate the rural valuable textures. This led to

more cooperation between the local people and the authorities. They also cooperated the authorities in reporting the evaluations. The local people were also satisfied with the authorities' cooperation to resolve their problems during the rehabilitation of valuable textures (Table 12).

Table 12. The performance of local and government authorities
(Source: Research finding, 2020)

Item	Very low	Low	Medium	High	Very high	Mean	Attitude
Have you cooperated the authorities in the rehabilitation project?	7.9	16.9	18	21.3	36	3.61	High
How do you evaluate the interactions between the government authorities and the local people in implementing the rehabilitation project?	17.9	6.9	18	31.3	26	2.92	High
Have the local people participated in presenting their ideas and implementing the rehabilitation projects of the dilapidated valuable textures?	4.5	19.1	22.5	22.5	31.5	3.57	High
Have you referred to the governmental organizations for implementation of rehabilitation project?	24.7	23.6	27	16.9	7.9	2.60	High
Have you been lent by the government organizations in charge for rehabilitation of dilapidated textures to rehabilitate and reconstruct your housing?	11.2	18	21.3	33.7	15.7	3.25	High
Have the organizations and executive authorities of the rehabilitation project of valuable texture in Hajj village returned to the village after implementing the project to evaluate and assess the effects of the project on the village?	30.3	21.3	16.9	15.7	15.7	2.65	High
Have the negative effects of the rehabilitation project of valuable textures been assessed by the authorities after implementing the project?	11.2	16.9	39.3	21.3	11.2	2.79	High
Have the negative effects of the rehabilitation project been reported to the relevant authorities by the local people after the implementation of the project?	10.1	38.2	22.5	21.3	7.9	3.04	High
Have the development authorities of Hajj village taken any practice to resolve the problems of the rehabilitation project of valuable textures?	10.1	36	20.2	19.1	14.6	2.92	High

4. The physical performance of the rehabilitation project

Local materials were used in the rehabilitation of valuable textures, and all the respondents were satisfied with the rehabilitation and reconstruction of this project. The local people believed that the rehabilitation of rural valuable textures led to the preservation of traditional structure of their village and introduction of their traditional culture. The interaction between the

environment and rural architecture is another issue focused by the rehabilitation of rural valuable texture. The rehabilitation project has improved entrepreneurship in the village. The use of local materials has also provided the ground for a good interaction between the village's physical structure and the environment. It also increased the people's desire to stay in the village to live (Table 13).

Table 13. The physical performance of the rehabilitation project

(Source: Research finding, 2020)

Item	Very low	Low	Medium	High	Very high	Mean	Attitude
Has the organization of the dilapidated textures been considered regularly?	21.3	22.5	38.2	10.1	7.9	2.61	High
To what extent has the rehabilitation of the village caused the change and destruction of the historical places?	15.7	38.2	21.3	19.1	5.6	2.61	High
Have the local materials been used in the rehabilitation project of Hajj village?	10.1	19.1	18	36	16.9	3.30	High
Was there any positive effect on protecting village's dilapidated texture, resulted from the rehabilitation project?	13.5	15.7	20.2	18	32.6	3.40	High
To what extent do you think the rehabilitation project of Hajj village was influenced by urban models?	9	16.9	20.2	36	18	3.37	High
How different are the houses in Hajj village from their body before implementing the rehabilitation project?	28.1	24.7	20.2	14.6	12.4	2.58	High
How are the rehabilitation project of Hajj village in harmony with the geographical factors of that area?	10.1	32.6	27	18	21.4	2.90	High
To what extent do you think the rehabilitation of dilapidated texture in Hajj village and urban architecture were similar?	6.7	18	24.7	22.5	28.1	3.47	High
Has the implementing the rehabilitation project in Hajj village motivated you to stay in the village?	9	18	22.5	15.7	34.8	3.49	High
Have you decided to create entrepreneurship for you and others after the rehabilitation implementation if Hajj village?	3.4	19.1	49.4	21.3	6.7	3.09	High
How positive do you think is modelling of urban models in implementing the rehabilitation project of valuable textures in Hajj village?	13.5	25.8	34.8	15.7	10.1	2.83	High
Was the rehabilitation project in Hajj village effective in the strength and durability of the village's buildings?	13.4	14.6	24.7	25.8	31.5	3.67	High

As Table 14 shows, the rehabilitation project of valuable texture led the government to be involved in improving services such as telephone, healthy water, and electricity. Also, it affected the adjacent villages; the adjacent villages have used the

rehabilitation project of valuable textures of Hajj village. The tourists visit the adjacent villages and affect the tourism process of these villages. This led the government to pay more attention to development of social, educational, and health structures.

Table 14. The quality of services in the village
(Source: Research finding, 2020)

Item	Very low	Low	Medium	High	Very high	Mean	Attitude
To what extent do you think the housing of Hajjij village were directly influenced by the rehabilitation project?	11.2	13.5	36	23.6	15.7	3.40	High
Has the communication between Hajjij village and other adjacent villages been improved after implementing the rehabilitation project of the dilapidated texture?	6.7	23.6	33.7	22.5	13.5	3.12	High
To what extent did the rehabilitation project of dilapidated valuable textures affect the communication infrastructures (telephone, electricity, healthy water, roads)?	6.7	11.2	22.5	21.3	38.2	3.73	High
Has the rehabilitation project of Hajjij village improved its economic, social, and cultural relations with the adjacent villages?	6.7	27	38.2	16.9	11.2	2.99	High
Has the rehabilitation project of Hajjij village been effective in attracting tourists?	5.6	11.9	16.9	48.3	12.4	3.45	High
Has the rehabilitation of valuable textures in Hajjij village affected the women's employment and entrepreneurship?	9	11.2	47.2	19.1	13.5	3.17	High
Has the rehabilitation project in Hajjij village had any positive effect on health and educational service activities?	10.1	15.7	27	36	11.2	3.22	High

Spearman correlation coefficient was used in this part. The findings showed a significant relationship at the significance level of 0.05 between the rehabilitation of valuable texture and the research variables. Table 15 shows that the variables of attracting tourists, providing local services to tourists, organizations' performance and the effect of advertisement were significantly associated with the rehabilitation of valuable texture. In other words, the rehabilitation of valuable texture led to

increased attraction of tourists, increased local services to tourists, which resulted, in turn, in increased income and employment in the village; the performance of organizations and governmental and non-governmental institutions have been improved, due to the local people's cooperation, and the improvement of valuable texture has caused the village of Hajjij to become more and more popular and plays an advertising role to attract tourists.

Table 15. Spearman correlation between rehabilitation of valuable texture and the research variables
(Source: Research finding, 2020)

Dependent variable	Correlation coefficient	Significance
Attracting tourists	0.21	0.039*
Providing local services to tourists	0.22	0.036*
Affecting the performance of governmental and non-governmental organizations	0.24	0.019*
The advertising role of rehabilitation of dilapidated texture for tourism	0.21	0.043*

In the following, the effective factors on the rehabilitation of rural valuable texture are presented. The coefficient of determination was 0.06 and the significance level of the test was 0.04. The variable of attracting tourism, among others, can be considered as the most effective one on the rehabilitation of rural valuable textures. Other

variables such as providing local services to the tourists, effect of the performance of governmental and non-governmental organizations and institutions, the advertising role of rehabilitation of dilapidated texture for tourism are categorized in the subsequent order of importance (Table 16).

Table 16. Multivariate regression

(Source: Research finding, 2020)

Dependent variable	B value	Beta value
Constant value	1.12	
Providing local services to tourists	0.48	0.17
Effect of the governmental and non-governmental organizations' performance	0.32	0.03
The advertising role if rehabilitation of dilapidated texture for tourism	0.31	0.03

$$Y = 1.12 + 0.48x_1 + 0.27x_2 + 0.32x_3 + 0.31x_4$$

5. Discussion and Conclusion

This study investigated the effect of valuable texture on rural tourism. It showed that the rehabilitation of rural valuable texture not only affects the villagers' life, but also provides appropriate conditions to attract tourists and develop the rural tourism. This finding is consistent with the result found by Mahdavi et al (2017). They also believed that improving the quality of rehabilitation can contribute to the development of rural tourism. The relationship between rehabilitation and valuable texture is dynamic; the more reconstructed the valuable textures are, the more developed the tourism will be. Khodadadi & Mohammadnejad (2013) confirmed this dynamic relationship and asserted that the rehabilitation process and tourism are dynamic and must not be considered as a project. In other words, rehabilitation is an ongoing process that must not be stopped. It leads to the dynamism of tourism. Moreover, this study indicated that the rehabilitation of valuable texture can improve the role of rural tourism in economy, society, and culture. That is, rural tourism can lead to the improvement of infrastructures, government and non-government investment in villages and, consequently, development of villages. In this regard, Alimorad Afshari (2012) and Ghahramani (2012) argued that the revival and reconstruction of rural housing improves the role of rural tourism, resulting in a developed village. These findings reveal the importance of rehabilitation and development of tourism in the process of rural development. This study, in line with the results of Jame Kasra (2010), showed that the rehabilitation of valuable texture can create beautiful models that are in harmony and agreement with the traditional texture and local values by considering the environmental and natural factors. This makes the village a good place to live and contributes to the development of tourism in villages. The results of this study were in line with those found by Ghasemi Ardehaei and Rostamalizade (2012) and Yaghubi et al (2013). They reported that the governmental and

non-governmental organizations and lending can make the implementation of rehabilitation projects more effective, and consequently, facilitate the tourism development. Sojasi Gheydari (2016) and Sartipipour (2005) argued that the rehabilitation of rural valuable texture has economic, social, and cultural effects. The present study also identified these effects and investigated the role of underlying factors affecting rehabilitation of rural valuable texture and tourism development. Finally, this study found results consistent with the results by Young et al (2011); they believed that development of tourism affects the village's body and changes it towards the interests of tourists. In other words, rehabilitation of rural valuable texture provides the conditions for tourists to enjoy, making them satisfied and more attracted to the village.

In the following, suggestions are presented:

1. The present study showed that despite positive effects of rehabilitation of valuable texture and tourism, this project damages the environment. One part of this damage is the result of activities of tourists who come to see the village. In this context, using education and tour guides who explain the required information to tourists as well as using warning signs to prevent pollution in the village can be helpful.
2. The problem raised in the rehabilitation of valuable texture is the cross-sectional nature of attention to the rehabilitation project; that is, this project is considered completed after the implementation of the rehabilitation project of valuable texture, while periodic plans and scheduled evaluations can be developed to develop the rehabilitation project more at specific times through further projects.
3. In Kermanshah province, there are many villages with traditional and local texture and high importance in terms of tourism. Therefore, the rehabilitation of valuable texture can be implemented in these villages. Particularly, most houses and valuable places

in these villages may be destroyed over time and cannot be reconstructed.

Finally, there are suggestions for further studies in the following:

1. Investigating the agreement and harmony of rural guide plans and the historical and cultural aspects of the villages with valuable texture;

2. Investigating the challenges of rehabilitating earthquake affected rural areas in villages with rural valuable texture.

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پروہشگاہ علوم انسانی و مطالعات فرہنگی
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بررسی وضعیت بهسازی بافت باارزش روستایی و تاثیر آن بر توسعه گردشگری (مطالعه موردی: روستای هجیج استان کرمانشاه)

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چکیده مبسوط

۱. مقدمه

بافت‌های روستایی دارای اطلاعات مفیدی برای ارزیابی میزان تاثیرپذیری فرایند شکل‌گیری و توسعه طبیعی کالبدروستا می‌باشند و تحت تاثیر عوامل مختلف محیطی، اقلیمی، اقتصادی و اجتماعی فرهنگی و مذهبی هستند و در بسیاری از روستاهای کشور به عنوان اثری باارزش محسوب می‌شوند. امروزه بافت‌های مسکونی روستاها، عمدتاً در انطباق با خصوصیات محلی همان روستاها به وجود آمده اند که شامل ۱- استفاده از مصالح ساختمانی مناسب در اقلیم مختلف سرد و معتدل و گرم برای مقابله و سازگاری با مشکلات آب و هوایی منطقه سکونتگاهی ۲- پیروی از منابع آب (چشمه، قنات، آب انبار) می‌شوند. این مسائل در گذشته وجود داشته و هم اکنون نیز کمابیش تاثیر گذار است. لذا توجه و رسیدگی به این بافت‌ها و بازسازی آن‌ها می‌تواند از نابودی بخشی از فرهنگ و هویت بومی جلوگیری لازم را به عمل آورد. روستای هجیج جزو روستاهای هدف گردشگری استان کرمانشاه است. این روستا از روستاهای پلکانی ایران است. باتوجه به جایگاه گردشگری این روستا در استان کرمانشاه و ویژگیهای سنتی این روستا به ویژه در بعد کالبدی آن، بررسی طرح بهسازی بافت باارزش روستایی و تاثیرات آن بر

گردشگری روستایی اهمیت بسیار زیادی دارد. با این اوصاف مساله اصلی تحقیق این می‌باشد که اجرای طرح بهسازی بافت باارزش در روستایی هجیج تا چه میزان در ابعاد اجتماعی، اقتصادی، کالبدی و گردشگری روستای فوق تاثیرگذار بوده است.

۲. روش تحقیق

روش تحقیق کاربردی، کمی، پیمایشی و توصیفی است. ابزار جمع آوری اطلاعات، پرسشنامه است. جامعه آماری شامل دو گروه گردشگران و مردم بومی هستند که گردشگران ۳۰۰ نفر و مردم بومی ۹۵ نفر است که حجم آن با استفاده از فرمول کوکران بدست آمد. روستای مورد مطالعه روستای هدف گردشگری هجیج است. علت انتخاب این روستا این است که در استان کرمانشاه تنها روستایی که طرح بهسازی بافت باارزش تصویب و اجرایی شده است، روستای هجیج می‌باشد. روش توزیع پرسشنامه در بین گردشگران با استفاده از نمونه‌گیری اتفاقی و در روستا و بین مردم بومی با کمک نمونه‌گیری سیستماتیک بوده است. روایی پرسشنامه با استفاده از نظر متخصصان جغرافیا و علوم اجتماعی و همچنین ضریب K.M.O و بارلت (برابر ۰/۷) و مقدار بارلت (۰/۰) تایید شد و پایایی پرسشنامه با استفاده از ضریب آلفای کرونباخ (برابر با ۰/۷۸) مناسب تشخیص داده شد.

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۳. یافته های تحقیق

نتایج تحقیق نشان می دهند که ۵ مولفه بهسازی بافت باارزش روستایی بر گردشگران اثر می گذارند که شامل امکانات و زیر ساخت گردشگری، جذابیت بافت باارزش برای گردشگری، جنبه های اجتماعی و فرهنگی بهسازی بافت باارزش، مدیریت دولتی و محلی روستا، حفظ جنبه های سنتی بافت باارزش است. نتایج حاصل از از رگرسیون نشان می دهند که جذب گردشگر، ارائه خدمات بومی به گردشگران، تاثیر بر عملکرد سازمان ها و ارگان های دولتی و غیر دولتی، جنبه تبلیغی بهسازی بافت فرسوده برای گردشگری مهمترین تاثیر ناشی از بهسازی مسکن روستایی را پذیرفته اند. یافته ها نشان می دهند که بهسازی بافت باارزش روستایی دارای ویژگی های مثبتی همچون بهسازی ساختمان های قدیمی، بهبود زندگی مردم، توسعه جنبه های فرهنگی و اجتماعی مردم روستایی و ارتقای توسعه روستایی روستای هجیج نسبت به روستاهای اطراف شده است. با این همه مشکلاتی همچون شهر شدن ساختار روستا و تاثیر منفی بر محیط زیست روستا مشاهده می شود. همچنین بهسازی بافت باارزش نتوانسته بر روند مهاجرت روستا به شهر و اشتغال زایی در روستا تاثیر مثبتی بگذارد. در اجرای پروژه بهسازی بافت باارزش مشارکت مناسبی بین مسئولان و مردم محلی صورت گرفته است، همچنین مردم محلی اعتقاد داشتند که مسئولان به طور مرتبط به بررسی وضعیت روستا می پرداختند. زیر ساخت های روستایی گسترش یافته و گردشگران از امکانات ارائه شده رضایت داشتند. همچنین ساختار روستا به واسطه استفاده از معماری سنتی و مصالح بومی بهسازی مناسبی پیدا کرده است. میزان جذب گردشگر بیشتر شده و بازارهای سنتی روستایی و صنایع دستی و ایجاد رویدادها و جشنواره های گردشگری از جمله ویژگی های طرح بهسازی بافت باارزش روستایی است.

۴. بحث و نتیجه گیری

نتایج نشان داد که بهسازی بافت باارزش روستایی جدا از تاثیرات مثبتی که برای زندگی روستاییان به همراه دارد، شرایط مناسبی برای جذب گردشگر و توسعه گردشگری روستایی فراهم می کند. با بهبود کیفیت بهسازی می توان به توسعه گردشگری روستایی کمک نمود. این رابطه بین بهسازی و بافت باارزش نوعی رابطه پویا است که با تقویت هر چه بیشتر بافت های باارزش انتظار توسعه بیشتر گردشگری را می توان داشت. فرایند بهسازی و گردشگری پویا است و نباید به شکل پروژه ای بدان نگریست. احیا و نوسازی مسکن روستایی سبب تقویت نقش گردشگری روستایی می گردد و این امر منجر به توسعه روستایی می گردد. بهسازی بافت باارزش با در نظر گرفتن ویژگی های محیطی و طبیعی می تواند الگوهای زیبا و منطبق با بافت سنتی و ارزش های بومی منطقه ایجاد کند که ضمن ایجاد مکانی مناسب برای زندگی به توسعه گردشگری کمک کند. گردشگران بیشتر مکان های سنتی و قدیمی را برای گردشگری دوست دارند و ترجیح می دهند به روستاهایی بروند که بافت قدیمی و بومی دارند. همکاری سازمان های دولتی و غیر دولتی و اعطای وام و تسهیلات می تواند در اجرای برنامه های بهسازی موفق باشد و در نتیجه توسعه گردشگری را میسر سازد. در نهایت توسعه گردشگری بر کالبد روستا تاثیر گذارده و آن را در جهت منافع گردشگر تغییر می دهد. به عبارتی بهسازی بافت باارزش روستایی شرایطی را مهیا می کند که گردشگر پسند باشند و لذا گردشگران از حضور در این فضاها خرسند خواهند شد و زمینه جذب بیشتر آنان به روستا فراهم می آید. **کلیدواژه ها:** بافت باارزش روستایی، توسعه گردشگری روستایی، روستای هجیج، محیط زیست.

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