

Tourism structures, the effective factors for tourism development (Case Study: Palangan Village)

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Abstract

Today, there is a new trend in architecture called "architecture for tourism", That one of the emphasized principles of it is the value of the traditional architecture of tourism in sustaining, sustainable tourism. In fact, the appearance of this new approach responds to the changes that have been made in the geography of the tourism market in the postmodern era, due to the changing needs and interests of tourists to exclusive and unique destinations. As regards that the native architecture of each region, reflecting its economic, social, cultural and environmental conditions, is an appropriate response to the principle of uniqueness in the competitive tourism market. The main emphasis of architectural tendency for tourism is the design and construction of tourism structures with the native architecture approach. In this regard this stem-applied research that is conducted using a descriptive-analytical method, and its information has collected from two sources of documentation in the field of questionnaires distributed among 100 tourists and experts in the field of tourism, architecture and geography in the village of Palangan, Kurdistan province as one of the important hubs of rural tourism and native architecture of the country, With the aim of explaining, analyzing, introducing and emphasizing on the importance and impact of the design and construction of tourism structures in rural tourism development, the aim of this approach is to use this approach in the field of rural tourism development. The results of the research show that the design and construction of tourism structures with the native architecture approach is capable of realizing the principle of uniqueness, satisfying the needs of residents and the welfare of tourists, and ultimately realizing the principle of satisfaction of tourists, in order to be able to according to the results of correlation, The side of the native architecture will move in the construction and design of tourism structures; we will see more and more favorable development of rural tourism.

Keywords: *Palangan, rural tourism, native architecture, tourism development.*

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1. Introduction

The necessity of tourism development is that today tourism is recognized as an effective force in international change (Stephen, 2004) and a solution to the economic problems. Because, based on the participation in the GDP of the countries, the number of jobs and the number of customers they serve, tourism is the largest industry in the world (Costas, 2007). Therefore, the expansion of tourism in rural areas of the country is indispensable. The development of tourism as a new rural development strategy can play an important role in diversifying the economy and sustainability of rural livelihoods, creating the potential for creating new opportunities in rural areas, including: creating income, increasing employment and sustainable growth, financing the creation of The economic and social infrastructure, the mobility of other sectors of the rural economy, the safety and comfort of local residents and the conservation of natural resources and cultural heritage of the village (Tamara & László, 1998). But it must be acknowledged that the realization of such goals in rural areas and the favorable development of the tourism industry requires the existence of several grounds because tourism is a multi-sectoral activity (Brent,j.r ,2002). Considering the principle that tourists are more likely to travel to villages that have native and traditional architecture, the structures that are created in these villages for the development of tourism should also be of a naturalistic nature (Khodaday, 2015). The most striking cultural effect of every nation is the native architecture of the people. In the world of today's fashionable world, its best effect can be found in the countryside. Native architecture, as its name suggests, is a conjunction with its ecosystem and its cultural and environmental context (Bozur-Majri, 2013). The design and construction of tourism structures in the region, which are built with the native and intrinsic architecture of that area, can help to develop tourism in two aspects: first, it addresses the needs of the tourists' services and welfare, and secondly, the design and

construction of structures with an architectural approach. Due to its unique nature, the native acts as an attraction and, by realizing the principle of satisfaction of tourists, attracts more tourists. In this regard, the present study aims to explain the necessity, attention and implementation of the native approach to the design and construction of tourism structures in rural areas as an accepted approach in the field of tourism, which every destination is trying to attract more tourists. In this regard, the questions are as follows that we try to answer them from the point of view of experts in the field of tourism and rural development:

The main question:

1. How designing and constructing tourism structures based on native architecture in rural areas affects development of rural tourism?
2. How can achieve being unique in the competitive tourism market, by constructing tourism structures based on native architecture in rural areas?
3. How can designing and constructing tourism structures, based on the principle of native architecture, be able to meet the needs of residents and welfare of tourists?
4. How the principles of satisfaction of tourists can be achieved by construction of tourist structures based on native and local architecture?

2. Conceptual and theoretical framework

2.1. Definition and concept of tourism

The term tourism is combined in two parts: Tour means travel, patrol, travel and travel, and (ISM) a refuge that refers to a school or philosophical, religious, political, literary, and so on. Thus, tourism is a school that its intellectual base is on tourism (Kazemi, 2011). From Mill and Morrison's point of view, tourism refers to a set of activities that occur during a traveler's tour. This process involves any activity such as travel planning, travel to destination, stay and return, and even recalling its memories. In general, any interactions that occur during a traveler's trip are deemed to be tourism (Yavari, 2010). Tourism refers to the temporary movement of people to a destination other than the normal place of residence and activities that are carried out at the destination in order to facilitate and meet their needs (Mathieson, A. & Wall, G, 1982). According to the definition of the World Tourism

Organization, the tourism industry includes economic and social activities that provide direct or indirect goods and services for tourists. There are more than 187 aspects of economic supply in the World Tourism Organization List, which is more common in these areas: Transportation and relocation, rest and hotels, food and drink, entertainment and cultural, financial and banking activities, public and promotional services (Dabour, nabil, 2003). According to these definitions, the tourism industry includes all activities related to the process of attracting tourists and leisure facilities, travel agencies, host countries, origin and local people (Kazemi, 2011). The name tourist is coming from the root of tour means traveling and traveler is a visitor to spend at least one night at a place other than his normal place of residence (Mas center, 2009). However, the duration of this stay should not be longer than one year. Today, the requirement to stay overnight - even one night - is not necessary, but the non-aggression clause remains for one consecutive year (Yavari, 2010).

2.2. The Economic Importance of the Tourism Industry

In 1990, tourism has hit the world's largest export industries - automotive, chemical, food, computer, mines and steel. Tourism in the 21st century is not only the world's most enormous industry, but also the world's largest industry, as compared to other industries. The tourism industry's revenue in 2012 is up by 4% from 2011 to \$ 1.075 billion (€837 billion) Receipt (figure 1) (UNWTO, 2013).

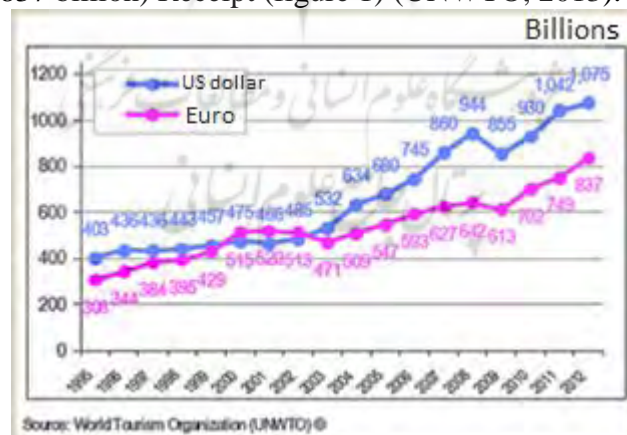


Figure 1: Income of the Tourism Industry (1995-1995)

Source: UNWTO, 2013

This despite the fact that, the number of international tourists grew by 4% to 1 billion and 35 million a year. The 2020 prospect predicts that if the number of tourists grows by 3.8 per year from 2010 onwards, 1.5 billion tourists will visit foreign countries every year from 2020. Considering the positive effects of tourism on multiple sources and avoidance of multiple occurrences, the countless positive effects of tourism in the development of urban and rural areas are neglected. And it is enough to say that tourism is a surefire and clear vision for moving in the direction of development and reducing the distance with developed countries; The intensity of this is so much that the spread of tourism has become a marathon between countries today, and various countries, especially developing countries, are trying to win the competition with all the opportunities to win more benefits from this lucrative market [13]. Since the motive and purpose of the tourists, the place of travel, the duration of the stay, the status of employment, economic and cultural of people, different Thus, various forms of tourism are formed (Manochehri,2014). Rural tourism includes any recreational activities and leisure activities, by receiving services such as food, accommodation and local products from local residents in a place considered by the laws and regulations of the country or in terms of the economic and cultural nature of the village (Eftekhari & Qaderi, 2002).

2.3. Native architecture

The dialogue about native architecture does not have a long history. Perhaps it has not been more than half a century that we have access to significant products in the form of texts, and we can rely on the findings of others with the knowledge provided to this public for complexity and its characteristics. The native architecture is the set of architectural units that come together in a given land, and there is harmony in terms of volume and shape, in the field of coloring and the tracks of the full and empty surfaces, as well as in the field of materials and construction systems in them (Morad khani & Salem, 2011).

Native architecture is synonymous with traditional architecture. Beside this term in architecture literature, different terms are used to express the traditional way of construction: historical, old, original, bayonet, insider, semantic, indigenous and local.

Historical architecture is an architecture that has a long history. In the definition of history, it is stated: the history or series of actions and important events that are set in order. So, in reality, historical architecture relates to the architecture built in a given time period, and the speaker makes a certain amount of time with that term.

Old architecture: In this type of architecture, attention is paid to the future. Old in the word means, ancient, aged and classic. So the old architecture is, in fact, a kind of architectural style that is blurred and rounded up on the face, with old experience. Therefore, this architecture does not belong to the present and is rooted in the past; it should be respected. Another point in this term is the existence of a kind of holiness for it. The old name is the name of God of excellence.

Identical Architecture: This term is synonymous with traditional architecture. Identity in the word is defined by such concepts as: the essence of transgression, being, existence, and what identifies a person. If identity means something that identifies, then it is in fact a sort of identification card and a kind of birth certificate and document that usually refers to the name, year of birth and the name of the parent. With this introduction, perhaps architecture with identity can be interpreted as a recognizable architecture. A kind of architecture that can be recognized because there is a history of it, it has a family and ancestor, and it is clear, and is related to the lineage. Original architecture: in the word means race, descent and nobility, and originality is defined by being a breed, a ghost, a decency, and a descent. With this introduction, perhaps the original architecture is considered to be a kind of architecture that is privileged. It is valuable and has a tribal and racial aspect: not only ethnic and racial, but also ethnic, racial, moral. There are also the idioms of, insider architecture and in traditional architecture. insider means familiar so insider architecture is a kind of architecture that is familiar. Familiar is recognizable and everyone understands it. Familiarity occurs when there is a history of cognition so the stranger and the alien will never be familiar to us. In this way, the insider architecture is a kind of independent architecture and not extant is rooted in the culture of the insider, and it comes from the cultural, creational, behavioral, and customs traditions of the people and ... it is fully adapted to them.

Meaningful architecture: in the dictionary for the word meaning, intention, the purpose, and meaning of the word, the backend, the subject has come, so meaningful architecture has somethings to do. With this type of architecture, not only the physical and material construction will be built, but the intended meaning will flow there; not only the appearance, but the appearance will emerge, the truth will arise. Native architecture: This type of architecture belongs to a specific territory and region. The word native belongs to a place and includes a specified range of places that contain a certain boundary and the other word, local belongs to a place as well. This term also includes a specific area of the place that has environmental and climatic conditions. Therefore, these two synonyms of traditional architecture, that is, native and local architecture, in fact, emphasize the place of traditional architecture belonging to the defined areas of a place and its adaptability to environmental and climate conditions. So native architecture is one of the words that is associated with traditional architecture (Sadeq P, N, 2003).

The first name given to this architectural phenomenon, native architecture, is spontaneous architecture and inventions. In this sense, spontaneous does not mean accidental but it means to be natural. This architecture traditionally refers to forms that are based on the needs of the inhabitants of the area and the constraints of the place and climate. It can be said that native architecture is double with the people; and harmonic with the environment. It has direct links to the culture of the masses and their everyday lives. It is also commonly known as an architect without architecture and can refer to any architecture that belongs to a specific location. The best use of energy and ecological utilization of a variety of sustainable energies is the characteristic of this type of architecture. The use of environmental facilities and harmony with nature is evident in native architecture. The use of local techniques and the use of indigenous materials are indispensable indices of native architecture (Reza ee, 2014).

2.4. The link between tourism and native architecture

In general, there are three approaches in relation to native architecture and tourism development, which are as follows:

1. The pure protection approach, which prohibits any interference and seizure in indigenous architecture, considers tourism development

measures to destroy the native and local architecture of villages. In general, in this approach, traditional and cultural conditions are considered to be the dominant factor in shaping space, and the economic category does not have a high status. In other words, there is a museum's sight about the space.

2. A pure development approach, an approach that considers traditional and traditional texture to be worthless, with a limited look and merely an economic perspective. In such a way, in order to develop tourism, regardless of local and native features, it is attempting to build buildings and invest and change the native architecture of the village.

3. Integrated approach, this approach emphasizes the full attention on the values of the historical context and its constructive elements. From this point of view, tourism development must include life-sustaining discussions and resurrection and exit from stagnation and, in general to be a dynamic phenomenon which, while looking to the future, is not simultaneously from the past and relies on it.

Accordingly, none of the approaches of pure protection and pure development is not entirely consistent. Because, on the one hand, it is not possible to avoid the changes and dynamics of time and needs; on the other hand, one cannot ignore the past and the characteristics of native architecture, which is also part of the culture of the villagers. This combined approach is considered as the best approach in rural tourism development, because with the interaction and balance that it makes between development and protection while protecting indigenous architecture as part of the cultural heritage of the villages, the prosperity of activities It is also related to tourism (Khodayay, 2015). In the world of travel and tourism, many things have changed. For example, when tourists were looking for new and exciting experiences, they were traveling to the lifestyle of indigenous people, looking for originality, were called modern and innovative, and their number was very limited. Now, these people themselves are classified in a few large clusters. Rural tourism, agricultural tourism, livelihoods tourism and the like of these categories of tourism are the result of a change in taste and interest in tourists. On the other hand, with the emergence of new tourism geography in terms of meta-phordism and meta-industry, tourism is driven by differences in understanding

(Ziaee, 2009). In fact, postmodernism and postphordism with features such as flexibility, volatility and instability of customers, increasing segmentation of the market, increasing new products with shorter shelf life and increasing interest in production and non-productive products, cause the emergence of different patterns of tourism (Vosoqi, 2009). Therefore, in a competitive tourism market where every destination seeks to attract more tourists, it has to be either (or most) unique or privileged. The culture, history and environment of each region that forms the livelihood of peoples of a land form a unique architecture that brings privilege. In such a situation, it is obvious that tourism services and products should also be adapted to the interest of tourists to the traditional and native architecture, and residences, most important of which are hotels, should also be designed and built inspired by the native architecture of the area. Therefore, considering the principle that tourists are more likely to travel to villages with a native and traditional architecture, the buildings that are created in these villages for the development of tourism should also be of a naturalistic nature (figure 2).

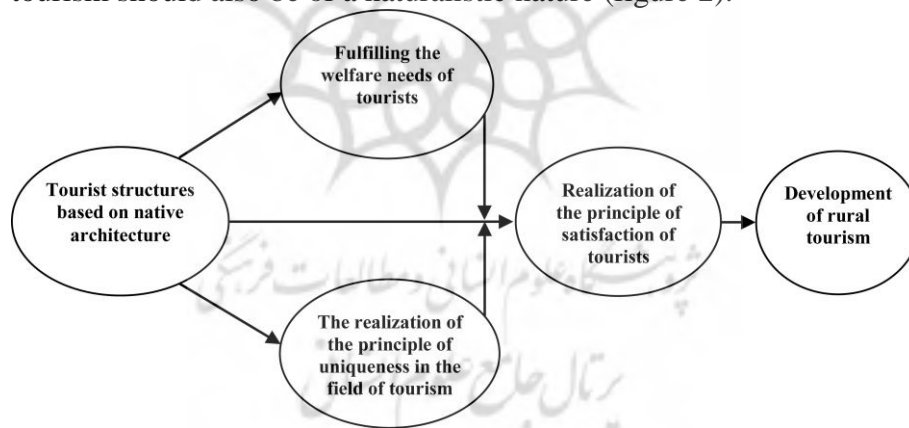


figure 2: Conceptual Model of Research

Source: Authors

3. Research background

Mustafa Umar (2015) (Moustafa, 2015). In an article entitled Native architecture of the Nobe region (Habsheh in southern Egypt), in order to improve Egypt's naturalistic landscape, the overall purpose of the article is to examine the native architecture of the southern Egyptian

Nubian region (Habsheh) To take advantage of them in order to re-design and build tourist resorts in southern Egypt .The findings of the research show that the architecture of the Nubians in adaptation to the weather has made the natural characteristics of the environment as well as their cultural, religious and economic characteristics, and their application in the reconstruction of southern Egyptian parks can reduce energy consumption, thermal comfort, Landscape improvement, and, eventually, the development of nature conservation and thereby the achievement of sustainable development. Attica (2014) (Meryem, 2014). in another article titled Rural Tourism and Native Architecture (Case Study: Almali Antalya), after stating that in rural tourism, native architecture is the main attraction of tourists and its developer with a descriptive approach and by gathering information through documentary sources in the theoretical field and observing and interviewing tourists in the field, they seek to achieve the main goal of the research, that is to demonstrate the role of native architecture in the development of tourism. Finally, the results of the research show that the villages in the study area are inundated in terms of lodging facilities such as hotels and restaurants, and it is necessary that these structures are designed and built on the basis of elements and features Native to the regional architecture; As the national rural development strategies of Turkey also emphasize the preservation of indigenous elements of villages, especially their cultural and physical landscape, which includes the native architecture of the villages. Khodaday (2015) (Khdaday, 2015). explores the role of valuable rural indigenous textures in tourism development (Case study: Jahar Deh Ramsar Village). This paper has been done with a descriptive-analytical method and its data collection has been done by two methods of documentation in the theoretical part and interviews and a questionnaire in the practical section. This result is obtained by analyzing the data obtained with spss and the Swat model. The excessive and unplanned arrival of tourists has caused many damage to indigenous architecture and other rural tourism capacities; in this way, the texture of the native value of the village architecture has been changed. Therefore, in order to continue the development of tourism in the region, the local architecture of the region should be considered in creating new rural tourism structures.

4. Research Methodology

The current applied research is based on the methodology is descriptive-analytical study, which is used to collect information from two documentary and field sources based on the distribution of questionnaires among experts and tourists. For this purpose, 50 questionnaires containing the main questions of the five-option Likert scale (1-very low, 2-low, 3-medium, 4-high, 5-very) and among 50 university professors in the field of architecture, Tourism and rural development were distributed by snowball sampling method. Snowball sampling is a good practice for research aimed at focusing on a specific and sensitive topic. This sampling method is a repetitive method aimed at obtaining information from a collection. The process of collecting information is done by interviewing the first person and the leader, and then going through interviews with sub-collections, ie, the individuals who interviewed each time you introduce an interview and are related to the subject of information research. In this way, each person, introduce another person who is competent in this field, as a chain of questionnaires among 22 professors of architecture, 12 geography professors and 16 tourism professionals. Distributed. Also, 50 questionnaires were randomly selected among tourists entering one of the important tourist destinations of the province, one of the most important attractions of which is the rural native architecture, Palongan. The data were analyzed by descriptive statistics such as: mean and mode, and statistical tests such as single-sample quasi and path analysis in the spss software package.

4.1. Geolocation

Village Palongan is a village in the central part of Kamyaran city in Kurdistan province of Iran. This village, which dates back to Islam with its springs, and the beautiful Tangier valley is located 800 meters away, is located at the beginning of the Uraman of Kurdistan and houses with a staircase structure. The village has been destroyed several times during its history and has been rebuilt Palongan was the center of the Ardalan government until the time of Haloo khan Ardalan (995-969 AD) The prevailing opinion of most historians is that the plains have been mourned for the rule of Ardalan, and since the emergence of this emirate in 1168 AD (547 solar years and 562 lunar years) until the transfer of the center of their government to the

castle of Hassanabad in Sanandaj around 16000 AD (around 980 solar and 1010 Lunar) has been the head of the Ardalan government for more than 400 years. Palangan was the center of the Ardalan government before the time of Haloo Khan Ardalan (969-995) (Zandi, Najafi, 2017) (Image 1).



Image1: Palangan geographical location
Source: Zandi, Najafi, 2017

5. Research findings

In this section, the descriptive findings of the research are presented first. In this regard, the individual characteristics of the respondents are presented in Table 1. As it is seen, the highest percentage of respondents is in the age group of 30-40 years old. In terms of education, the highest percentage of respondents was 62% of those with PhD degrees and 38% of them had a Master's degree. 44% of the respondents have architecture expertise, 24% have geography expertise and 32% are tourism professionals (rural, urban, and tourism management and planning) (Table 1).

Table 1: Descriptive Characteristics of Respondents

Individual Index				
age	30-20	40-31	41 up	
percent	21	52	27	total:100
education	PhD	Master		
percent	62	38		total :100
major	geography	tourism	architecture	
percent	24	32	44	total:100

Source: Research findings

The survey of responses provided by respondents in Table 2 shows that in relation to the effective role of designing and constructing tourism structures with the native architecture approach, 71% of respondents (71 people) responded to many and very many options. In this connection, the average obtained is equal to the optimal value of 4.02, and the resulting mode is equal to option 5, which is a very high option. Also, respondents with an average of 3.51 and modality equal to option 4, namely, a high status to meet the needs of residents and welfare of tourists in structures that are designed and constructed by the native architecture approach in rural areas, are believed to be. 78% of respondents also responded to the idea of achieving the principle of exclusivity by designing and implementing tourism instruments with the native architecture approach in the competitive tourism market with an average of 4.23 respondents. In terms of realizing the principle of satisfaction of tourists in destinations whose tourism-related structures with the native architecture approach, respondents with a satisfactory average of 3.48 and a moderate response to option 3, meanwhile, responded (Table 2).

Table 2: Descriptive study of responses provided by respondents to research questions

question	Very low	low	medium	high	Very high	average	mode
The Positive and Effective Role of Construction and Design of Tourism Structures Based on Native Architecture in the Development of Rural Tourism	6	6	17	22	49	4.02	5
Meeting the needs of the residents and welfare of tourists	10	12	21	33	24	3.51	4
Achieving the principle of being unique	5	7	11	14	63	4.23	5
Realization of the principle of satisfaction of tourists	10	10	29	24	27	3.48	3

Source: Research findings

5.1. Analytical Findings

In this section, in order to confirm descriptive findings and generalize them, inferential statistics tests are used. In this regard, Table 3 was compiled. As the results of the chi-square test in the table indicate, in all the indicators of the obtained averages at the alpha level of 0.05 were significant, to 95% confidence that the respondents composed of tourists and specialists had a positive and effective role in designing and The construction of tourism structures based on native architecture in the development of rural tourism, meeting the needs of

residents and welfare of tourists, achieving the principle of uniqueness and realization of the principle of satisfaction of tourists (Table 3).

Table 3: Chi square test results to measure respondents' belief in relation to measured indicators

indicator	Statistics of chi 2	average	significant	Result
The Positive and Effective Role of Construction and Design of Tourism Structures Based on Native Architecture in the Development of Rural Tourism	62.30	4.02	000.	Confirmation
Meeting the needs of the residents and welfare of tourists	18.01	3.51	000.	Confirmation
Achieving the principle of being unique	118.0	4.23	000.	Confirmation
Realization of the principle of satisfaction of tourists	17.30	3.48	002.	Confirmation

Source: Research findings

The results of Pearson correlation test in Table 4 show that between the role of the positive and effective role of constructing and managing tourism structures on the basis of native architecture in the development of rural tourism by satisfying the needs of residents and welfare of tourists, realizing the principle of satisfaction of tourists and achieving a unique principle There is a meaningful, positive and direct connection to being a person in the tourism market. This means that by increasing the design and construction of tourism structures based on the native architecture in rural areas, the satisfaction of tourists has increased, the living and welfare needs of tourists are more effectively resolved and the principle of uniqueness and distinction in the tourism market is more than (Table 4).

Table 4: Correlation Assessment Indicator of the Impact of Native Architecture on Tourism Development with Other Indicators

The Positive and Effective Role of Construction and Design of Tourism Structures Based on Native Architecture in the Development of Rural Tourism	Meeting the needs of the residents and welfare of tourists	Achieving the principle of being unique	Realization of the principle of satisfaction of tourists
Pearson correlation	421.	512.	387.
significant	000.	000.	012.
Total	100	100	100

Source: Research findings

6. Conclusion

Architecture is one of the elements that plays a significant role in the work, life, recreation and travel of humans. In fact, the greatest amount of activity that is done during leisure time and travel is in places that are made by architects. Many factors affect the regional architecture, which make the architecture of each region have its own

specific features, which make these architectural differences different for tourists. The most valuable architectural texture is the native architecture of each region. Based on specific features, goals and forms of tourism marketing, architecture can be a remarkable contribution to the traditional architectural heritage and the provision of the tourism industry. In recent times, native architecture is increasingly seen as a vital part of the cultural heritage, and it needs to be economically valued. The relationship between the context with the value of native architecture and tourism is the dynamic relationship that aims to transfer existing values in a sustainable way for the next generation. The value of places is based on the culture and identity of the inhabitants and the protection and maintenance of them. Therefore, in tourism development projects, the use of local products and native and local architectural styles is a priority, and the maintenance of legacies in connection with the development of tourism in these plans are fundamental pillars. The necessity of constructing tourist structures in the villages of the tourism destination is twofold because native architecture is the main attribute of the villages that are considered important tourist destinations. In this regard, the present study aimed to explain the role of native architecture and the construction and design of tourism structures with the approach of native architecture in the development of rural tourism in one of the important destinations of the country's tourism in the village of Palangan. There were some questions in this regard that the findings of the research, gathered from the information provided by the two groups of tourists and tourism experts, answered them. The main issue of the research was based on the question of whether construction of tourism structures based on native architecture in rural areas is an essential part of rural tourism development? In response to this question, the research findings showed that, at a confidence level of 95% and a satisfactory average of 4.02 respondents, the construction of indigenous structures based on native architecture is considered to be a major factor in rural tourism development. In relation to the main question of the research, sub-questions were raised as to whether the construction of tourist structures based on native architecture in rural areas could be achieved by the principle of being unique in the competitive tourism market? In this regard, the

presented responses showed that with a satisfactory mean of 4.23 and 95% confidence (considering the significant amount calculated from the alpha level (0.05), the design and construction of tourism structures with the native architecture approach is able to realize the exclusive principle of being unique in the tourism market. Indeed, today the tourism market is facing a major change, and it is also the creation of a new generation of tourists who travel with the aim of recognizing differences, and travels through the mass tourism, that is, tourists who travel without regard to this principle and aiming for recreation has reduced. In order to adapt to this change and to have a good contribution from the competitive tourism market, which is now like a marathon of field track, every destination is trying to attract more tourists, it is necessary to move towards being unique. And in the meantime, given the principle that native architecture is a self-immolation architecture that reflects the economic, social, and cultural conditions of that destination in each region, and, in fact, specific to that destination, can easily be exploited to the original Unique and excellence in the tourism market. The next question was based on whether the design and construction of tourism structures based on the principle of native architecture could be responsive to meeting the needs of tourists living and welfare?

In this regard, respondents with a satisfactory average of 3.51 percent believe in 95 percent confidence level in the ability to meet the needs of residents and welfare of tourists by constructing and designing tourism structures based on native architecture. This can be explained in such a way that native architecture reflects the environmental, economic, social and cultural conditions of any tourist destination that has been able to survive over the years and successive generations and to best meet the needs of the social economy of the inhabitants. So now, the use of this architectural approach to the construction of new tourism structures at that destination is undoubtedly the best way to meet the needs of residents and welfare of tourists in the best way, because in addition to meeting the needs of living and welfare, to rise from The natural environment and economic, social conditions of the region will also enable tourists to become acquainted with the culture, community and local nature of the region. It should be noted that short-term travel is now more welcomed by tourists; in fact, tourists

want to respond in a very short time to a large amount of their information and needs, which, as noted, is the construction of residential structures and welfare with an architectural approach. The native of the region responds to these new conditions.

The next question was the study of whether the construction of tourism structures based on the native architecture of the principle of satisfaction of tourists is achieved?

The responses provided by the respondents indicate that at 95% confidence level and with an average of 3.48, the design and construction of tourism structures with the native architecture approach is capable of realizing the principle of satisfaction of tourists. In fact, considering the findings of the native architecture, it can meet the needs of residents and the welfare of tourists, and on the other hand, according to the privileged principle of being unique, the ability to attract the attention of tourists and play a role as a unique attraction and it will be memorable for visitors.

As a result, the reflection of this is also a realization of the principle of satisfaction of tourists; the realization of which is necessary for the continuous development of tourism and the movement of sustainable rural tourism. In relation to the impact of construction and design of tourism structures with the native architecture approach in the development of rural tourism, the following suggestions and solutions can provide the basis for making the most effective and improving the quality of the impact of native structures on tourism development:

First of all, it should be noted that while indigenous design does not repeat what has been common in the past and should follow these traditional design processes. Traditional policies have led to the creation of shelters that have been stable for centuries, but do not meet the needs and resources of the present, so we have to adapt ourselves to the rapid growth of new needs and conditions, while it doesn't mean that, to forget, traditional and native ones, as part of the identity and history and culture of the region. Many examples of traditional design methods provide good examples of sustainable architecture at their own time, and provide appropriate use of localized locally based resources that combine to create an artificial environment that meets the needs of people. It is important to consider the methods, skills and equipment that are accessible and repeatable in the area; therefore,

designers and architects should note that the scientific, modern and modern principles of the design and construction of tourism structures and, consequently, Tourism development is due to the need for new and up-to-date modern structures, but it is also necessary to identify in each region the principles of the native architecture of the area and to design and construct, adapt to new approaches and practices. On the other hand, it should emphasize on the necessity of preserving the works of native architecture in the important destinations of rural tourism, cultural heritage and tourism, publishing brochures, holding conferences and speeches, and even advertising in public and local media, and its importance in favor of Note the development of tourism for both the authorities and the local people. On the other hand, they try to incorporate the design, construction and preservation of the works of indigenous architecture into the development of village development projects, the most important of which are conducting projects. It is also necessary to formulate a comprehensive tourism development plan for rural tourism purposes and to emphasize the role and importance of designing and constructing tourism structures with a native architecture approach. The use of architects and natives also in the construction of tourism structures as people who are familiar with the subcategories and details of the local architecture of the area, along with the architects who are more likely to be seen with the scientific vision and perhaps from an area beyond the destination; direction The greater compatibility of tourism structures with indigenous and local architecture is indispensable.

Resources

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