

عنوان مقاله:

Investigation of the role of archeology studies and quality of rural environment in the development of tourism (case study: Varkaneh village, Hamadan; and Kandovan village, East Azerbaijan)

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نویسندگان:

Ali Zolfaghari - *Ph.D. candidate, Department of Architecture, Islamic Azad University of Arak, Arak, Iran*

Saeid Salehi Marzijani - *Department of Architecture, Islamic Azad University of Arak, Arak, Iran*

Mahmoud Teimouri - *Department of Architecture, Islamic Azad University of Arak, Arak, Iran*

خلاصه مقاله:

With specialized research and activities, archeology introduces many features such as old and ancient areas, ethnicities, cultural traditions, artistic handicrafts and the diverse climate and ecosystem of Iran to attract tourists. The formation of a positive sense in tourists about tourism destinations, taking into account the synergistic approach, also strengthens the sense of pride in the local community. On the other hand, increasing the level of perceived quality of tourists leads to an increase in the satisfaction of tourists as customers of tourist places and becomes the basis for encouraging managers and planners to try to provide more services with better quality. If the environment of tourism destinations lacks the desired quality, it will affect the perception of the tourist about the space and as a result, his mental image of the environment. In addition to motivating and introducing tourist attractions, archeology can provide the basis for the participation of government institutions and private sector investors in order to provide facilities and revive tourism dimensions. Reconstruction of historical contexts, anthropology, linguistics, traditional arts and other related sciences, can provide a suitable platform for economic growth and development, along with the development of tourism in the region and the world for Iranian society. According to the above, in this study, the researcher attempted to investigate the role of archeology studies and the quality of the rural environment in the development of tourism. This study is applied in terms of purpose, descriptive-analytical in terms of data collection, and is based on observation, interview, questionnaire and statistical data. In the present study, two methods of documentary and survey studies have been used. The statistical population included experts in the field of tourism and planning. The statistical sample of the research is about $n=10$. In addition to seeing the sights and natural landscapes of those places, tourists become familiar with the customs and culture of that village. In this way, tourists are interested in buying village products, such as handicrafts, local products, etc., and this means an increase in the income of villagers who work directly or indirectly in this industry. Most studies are demanded and focused on visitors and their needs and motivations.

کلمات کلیدی:

Archeology, tourism development, Quality, environment, village

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