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Original Article

Architectural Strategies under the Influence of Rural Business Space & Place (Case: A Delphi Survey in Babolkenar, Iran)

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Abstract
Purpose- To examine the architectural and economic strategies of rural business spaces from the perspective of experts.
Design/methodology/approach- In synthesis of literature review, after reviewing 47 articles found, the relationships between variables in first relation between R.B.S & R.B.A: The components were extracted & converted to 8 components based on the Roberts synthesis method. But since the main unknown of the research was Architecture & speciology of the building, according to the gaps extracted 8 types of architecture were compiled & the axial coding & 8 research content was extracted from it. Then the content-target-table was generated. In the current step, since theoretical foundations were insufficient, a combined research method was used & the Delphi research method was used in this phase of research. The study community had 41 elite subjects (rural-urban-architectural-entrepreneurial). To analyze the data collected based on the Q factor analysis extracted results & ultimately the most influential factors on the RBS & RBP from each of the specified spatial attributes. The results of the study indicate that in total, 3 categories are emphasized, 5 categories in the 2nd priority, 3 categories are not generally approved by this community, but in some factors, it is emphasized.
Findings- In response to the research question of what the classification and perspective of the community of experts are on the architectural strategies of rural business spaces, there are 7 views in this regard: Requirements for multi-purpose spaces (second activity): separate, isolated, sanitary, and Indigenous (12.67%); Second activity in the form of multi-purpose buildings or increasing the area for the construction of a sales place in rural buildings (11.49%); The sales Place is equipped with isolation (10.07%); Sanitary and isolated interior architecture (cultivation space) (8.06%); Indigenous model of Health and isolation (7.85%); Reconstruction of old buildings by equipping, and separating and increasing the business area (7.68%) and etc.
Reseach limitation/implications- Interdisciplinary and lack of coherent studies and literature on Rural Business Architecture (R B A) and multi-purpose & hybrid building and architecpreneure (architecture + entrepreneurship).
Originality/value– Research started with the hypothesis of multifunctionalization of production spaces, but ultimately concepts such as health & reducing the penetration of the second activity pest were given priority over multifunctioning & combining activities. There for the priority of health concepts & sales & second activity is the innovation of this research.
Keywords- RBS=Rural business space, RBP=Rural business place, RBA=Rural business architecture, SEPBS (Sustainable employment program of the Babolkenar system), B&P = Breeding and processing, S&T = Sales and tourism

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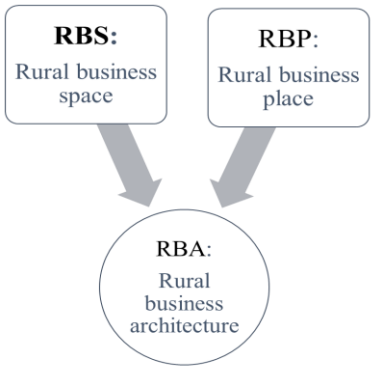
1. Introduction:

Although the problem of the village, migration & the impact of the business space creation rate on it is a global problem, it is more difficult in developing countries & more complex in the vast, dry & sanctioned country of Iran. Economic dimensions & business space & rural employment is among the topics that have recently been addressed by the authorities (Vice President's office for Rural Development) in the last half decade (2006 onwards), & the reason for this issue is the emptying of half of the villages of Iran & along with cultural & environmental issues, the lack of jobs & business in the village as an important reason for the migration of villagers & the emptying of villages (Qasemi ardahali, alizadeh, 2012, Hajarian et al, 2016, 2021). The research question is what impact has R.B.A had on local economies, ongoing development plans & unplanned sporadic guidelines, & how can it help improve the state of business & rural economy? The discussion of rural production in Iran starts from the point where what is the relationship between business architecture & improving the economic situation of villagers? **Answer:** architecture is the place of business, & economic justification is the largest relationship between economy & business, & no business starts as long as there is no economic justification (the difference between long-term profit & initial investment). But in a situation where the economy is unstable (like Iran, which is developing, sanctioned & with a constitutional & non-free economy), the economic justification is also temporary & transient, & in a situation where the village has little economic capacity for initial investment, this economic justification will become weaker & more fragile & temporary on the other hand, the difference in development goals (national development – Rural Development) & the intersection between different levels of development & rural planning / design & R.B.A makes architecture unable to adequately adapt to programmatic & economic conditions & only operates on predetermined standards such as the Neufert standard & National Building Regulations.[1]

But what is the solution? There are two hypotheses in the research: 1-the dialogue of multi-functional agriculture & villages & along it multi-functional & hybrid architecture & diversification & flexibility of architecture allows the occurrence of various businesses in the building due to the temporary economic justification over time. 2-primitive, local & even contemporary indigenous architecture (as opposed to standard urban architecture) formed by local people of different generations & more adapted to the indigenous economy can be part of the solution to these problems. It is clear that the common chapter of these two assumptions is stronger strategies, & the development of current Indigenous strategies can guide research in the optimal type of R.B.A & the development of local businesses, according to the discourse of multi-function agriculture (M.F.A).



1. The research assumption is that local and indigenous rural architecture also has its own rules. Rules that may not seem as important as national standards and laws at first, but in terms of cohesion and connection with the fragile local and indigenous economy, have worked for many years and have not caused the emptying of villages in the specific climate of Iran.

2. Research Theoretical Literature

2.1. Theoretical foundations of research

Employment consists of one sector: work but business consists of two sectors: work & sale. The concept of business has a meaningful relationship with the concept of entrepreneurship and is more comprehensive than the concept of employment creation. Some theories (welfare state) favor the theory that the state supports production by buying guarantees. So they're in favor of the employment plan. But some theories (neoliberal) advocate giving the producer the responsibility to sell, which is why they support entrepreneurship. That is, the role of business, sales and tourism spaces alongside cultivation and production spaces should be considered in rural business architecture.

RBS: rural business space- Rural business space is a combination of Business Space & Rural Business. Creative rural theory says that 90% of urban jobs in the village can also be done and generalized. But the rural business space is usually done in a limited village environment based on the local economy, and the "village-village" & "village-urban" communication is raised in it. In the meantime, tourism can play an important role as an intermediate sales space.

RBP: rural business place- Location of rural businesses in relation to each other and connection with access road and entrance and center and edges and rural boundaries and document, legal and environmental restrictions are among the things that require the connection of the chain of rural business spaces and location in relation to the lifestyle and rural economy, and are less worked on and research.

As a rule, the livelihood and sales space and the village market-cities are the backbone of the place and are created in busy and crowded places, usually at the beginning of the village, and other spaces are created in proportion to it, and in the village, housing is the second priority of the place and agricultural and livestock spaces are the third priority.

RBA: Rural Business Architecture- The aim of this study is to establish the relationship between R.B.S rural business space and R.B.P rural business place with the RBA rural business architecture to be seen.

The question is, how can Architecture help improve and develop rural business spaces?

Relationships of research variables *(R.B.S & R.B.P to R.B.A)-* Relationships in two dimensions in the first R.B.S to R.B.A: it is divided into three areas: 1 - tourism (second home, tourism) 2 - mortgage & Resilience Improvement Projects 3 - Indigenous economy & economic developments in the second dimension into three areas: 1 - economic (positive & negative dimensions) 2 - socio-cultural (positive & negative dimensions) & physical dimensions.

Highlights of the architecture of rural business spaces: R.B.A- in the development of a comprehensive program in the rural housing sector, it is proposed to consider the specific characteristics of rural life such as the way of livelihood, income of villagers, the culture governing rural life, etc. (Qasemi ardahali & alizadeh, 2012) because the improvement of rural housing has played an important role in making changes in the components of rural housing. The most significant changes in the economic performance of rural housing are among the components examined... It can be said that the economic functioning of rural housing in exemplary villages is passing mainly from the traditional form of rural economy to diverse & new forms & mainly services. (Einali et al, 2016) housing renovation has increased the level of satisfaction of residents with the physical dimensions of housing, including increasing the strength of the building & the type of materials used; but due to the elimination of living spaces & the decrease in the level of housing unit infrastructure, the household economy has been affected & reduced the level of satisfaction of residents. (Bahmani et al, 2021) the impact of housing renovation on improving the physical space of the villages is to maintain the beauty & resistance of the building in the villages studied. (Shamsuddin et al, 2011) other economic indicators include the length of the construction period, the average price of building one square meter, how to provide human resources, the ratio of the cost of building to household income, the selling price of one square meter, the financial institutions of housing supply (ceredit/ Loan Fund) among the physical indicators can be reduced to the basement level, the area of bio-spaces/ living

spaces / common bio-living spaces[1]/ living-density, the number of rooms based on bio-living & common functions, the durability of materials, structures & the ratio of the level of occupation (Sartepipour 2005) was noted. In the context of the economic economy, due to the incompatibility of the "plan" of some built housing with the type of production activity, including livestock farming in the villages, indirectly caused more than 75 percent of the villagers to turn away from such activities in the villages. Therefore, although the renovation[2] of the House has provided the relative comfort of the villagers in terms of safety & beauty, it has also caused an indelible change in the living & financial conditions of the villagers. (Shamsuddin et al, 2011).

2.2. Open codes & components extracted from previous articles: (relationship between R.B.S to R.B.A)

Reducing the cost of building- (influenced by the local economy to rural buildings): includes moderation in decoration, moderation in the size of the building, avoidance of identification, biological simplicity, simplicity of the building form, simplicity of the building facade, reconstruction of old houses, providing materials At Reasonable Prices to villagers through the formation of cooperatives or unions for the distribution & sale of materials & materials (kharabati et al, 2021- Nikpour et al, 2017 - Maler et al. 2004).

Attention to traditional methods of construction & living spaces- The ceiling of the living space (spinning wheel placement room) of specific microspaces, canvas materials, strengthening traditional practices, natural & local technology, natural & local construction methods, scale dimensions & natural & local proportions, optimal exploitation of nature also leads on the one hand to reduce costs & maintain the dynamics of the rural economy, strengthening the criteria for the construction of rural housing, including technology, construction method, scale dimensions & proportionality to the natural features of the village (kharabati et al, 2021, Ebrahimian et al, 2021). when rural architecture has been adapted to nature & has optimized the exploitation of existing facilities, its sustainability is relatively increased in all areas It's found. In this regard, the role of roofing materials in rural architecture is more significant, especially in the field of preserving & developing original rural architecture & making it resilient by revising & strengthening traditional practices. The source of income of the villagers is based on activities such as agriculture, livestock, local industries &... It has also had a great impact on the structure & shape of rural architecture (Pirzad & Riahi Mogham, 2023).

New methods, current needs of women & villages/ villagers- including greenery (green wall, green open space), new methods of construction, landscape & views towards the climate, semi – open spaces overlooking the crossings, building orientation, communal recreation spaces, improving biological spaces, increasing facilities, beauty - beautification, meeting the needs of the village (the dominant needs of the village - the sample household-the needs of women) urban needs, safety, resistance & strength (Rahmani & khodadi, 2011, kharabati et al, 2021, Azizpour & Sadeghi, 2019, Bahmani et al, 2021, Maler et al. 2004)

Increased agricultural production activities, livestock farming & even services- As a result of the change in economic & social conditions, changes have been made in the private space of livestock, fodder warehouse, bread cooking place,

1. In literature and research, there are two different and important areas in rural housing that are less paid for in urban housing: a - biological area and rural housing B-livelihood area and domestic and family business a major part of the problems is that in New rural housing, the livelihood area was weakened by urban housing, and no plans have been seen to separate it from the residential area. Due to the incompatibility of the biological sphere, the livelihood and business sphere, a large part of the livelihood performance has been eliminated, and the main research issue is the elimination of this part of Housing and strategies out of this challenge.

2. As seen in the literature review, the challenge of modernization/ localization in many cases does not imply modernism in its international sense. In fact, in the village, renovation means urbanization and the use of factory materials (cement and block) instead of materials produced in the rural environment (the use of soil and wood from trees as raw materials for construction) and more attention to the field of biology versus the field of production (agriculture, livestock farming) ... It is.

fossil fuel storage place, kitchen space, open kitchen, private sleeping & reception space & porch. These changes have led to the development of rural phisical & services. (Fazlali et al, 2018). the farmer & livestock occupational group has had the most changes & decreases in their housing performance after receiving credits. Most of the rural housing space after the implementation of the housing Resilience Plan & along with the modernization of rural housing, following the style & pattern of urban housing due to the proximity of the villages studied to the city of Zanjan city & changes in the quantity & quality of space, housing has been more intense towards changing functionality & bio-functionality. (Mohammad Yeganeh et al, 2017) the improvement of rural housing has played an important role in making changes in the components of rural housing. So, these changes can be seen in the apparent layout & mapping & the widespread model of urban housing, the removal of some of the basic components of old housing, as well as the improvement of access to infrastructure facilities & services. Also, due to the location of most of the villages studied in the Ravansar- Paveh communication road, in the two periods before & after the partial improvement of housing, it is dedicated to providing services. So, it can be said that the economic functioning of rural housing in exemplary villages is passing mainly from the traditional form of rural economy to diverse & new forms & mainly services. (Einali et al, 2016)

Combining & increasing activities- Things like the fodder warehouse, the spatial organization of rural housing in the livelihood area, are referred to only as spaces such as warehouses & toilets. Changes in the private space of livestock, fodder warehouse, bread cooker, fossil fuel storage, kitchen space, open kitchen, private space of sleeping & reception & porch / toilet: the livelihood space of the toilet has made it possible for Rural Housing to be flexible over time. Non-agricultural domestic activities: part of the housing is dedicated to providing services such as mechanical, carwash, punching & passenger services & employment for non-agricultural activities among men. Economic indicators of Housing, vehicle, number of livestock, ownership of the garden, history of receiving credits, type of job & income & percentage of income earned from the non-agricultural sector (Fazlali et al, 2018, Taghavi et al, 2021) the second rural house is one of the sources of increased activities & rural density. The density of a rural area is associated with second homes & consequently more production developments. These impacts include job creation, protection of cities, a range of forward & backward economic links, as well as the supply of flexible tourism accommodation. Urban leisure tourism based on high-standard second homes seems to offer the best potential for sustainable rural economic growth. (Visser, 2004, Gallent, 2014, Mohammadi & Mirtaghian Rudsari, 2017, Kiyani Salmi, & Shaterian, 2017, Ghorbanpour et al, 2023).

In the negative dimension the interaction of architecture & rural economy is divided into 3 components:

Avoidance of some features of urban housing including quasi-urban housing- Housing has been oriented towards changing functionality & bio-functionality. / Changing the traditional fabric of villages / building housing from traditional to modern form / increasing uncontrolled construction / economic functioning of rural housing from traditional form of rural economy to diverse & new forms & mainly services / apparent design & mapping & extensive modeling of urban housing, eliminating some basic components of old housing / improving access to infrastructure facilities & services (Gelin Maqam, 2009 , Rahmani & Khodadi, 2011 , Einali et al, 2016:201)

Priority to preserve agricultural land over the construction of tourist towns- Some article code: Changing the use of agricultural & horticultural l& / most of the consequences of tourism on garden & agricultural l& / agricultural l& for the construction of villas (tourist towns) / changing the use of l& / changing the use of gardens & agricultural l&- drastic changes in use / converting rural gardens & farms into domestic gardens in villas / agricultural sector contribution in rural areas of this area is decreasing due to drastic changes in the use of agricultural l& for the construction of villas (tourist towns). (Taghavi et al, 2021, Ramazanzadeh Lesboi, 2011 , Fazlali et al, 2018).

Incompatibility of agricultural & domestic livestock spaces with biological spaces- Due to the incompatibility of the "plan" of some built housing with the type of production activity, including livestock farming in the villages, indirectly causing more than 75% of villagers to turn away from such

activities in the villages / the rate of production of housing in the time after receiving reduced credits / the livestock & farmer occupational group after receiving credits will lead to the greatest change & decrease in housing performance / decrease in agricultural production related to housing in these areas. / Elimination of living spaces & reduction of the infrastructure of the housing unit of the household economy, change in the private space of livestock, fodder warehouse, bread cooking place, fossil fuel storage place, kitchen space, open kitchen, private space of sleep & reception & Ivan (Shamsuddin et al, 2011:63 , Bahmani et al, 2021:59, Fazlali et al, 2018).

Summary- After categorizing the objectives & considering the solutions a total of 8 components were extracted from the synthesis of the study which were categorized in Table 1:

Table 1. Selected objectives of the relationship between economic space/architecture (taken from synthesis research)

Combination of activities	Quantitative, qualitative increase in production & economic productivity	Reduced cost of production & construction	Employment of more women & villagers	Location potential	construction approaches (local & new)	increased agricultural, non-agricultural & service space	Incompatibility of urban space & production

2.3. Strategies, results & research gap

Although each component has a gap in research, the unknown & the main gap in research is architectural typology & speciology. Business architecture is the place of business activity that should normally be economically justified in the context of a poor indigenous economy. The research hypothesis was that multifunctional & hybrid architecture could solve part of the problem. With this assumption the research chats were re examined:

Combining & increasing activities- In architectural design, two ways were considered to combine & increase activities: 1-home businesses & combine the business space with the housing space & the production & biology sector, if raised in the pathology sector, the incompatibility between the biology & production sector in quasi-urban housing has caused a large part of the livestock farmers to turn away in housing. But the right combination & how these two areas are combined can be seen as an important research gap. 2-in research (essay & thesis) in recent years, multi-purpose business spaces: hybrid buildings & multi-purpose agriculture are one of the strategies for Rural Business Development & therefore are raised as the frontier of Science & a new topic. In fact, the process of economic transformation has only improved the living spaces & increased the facilities of the villagers, but the livelihood production spaces in rural housing have been neglected as a loop of the production system over the years & are considered a research gap, & in the organization of rural housing space in the livelihood area, only spaces such as warehouses & toilets have been mentioned, while the field in rural housing also includes Gardens, livestock & agricultural l&, which is the most important part of rural housing.the use of agricultural elements (garden, farm, pasture & livestock) in rural architecture is an inevitable necessity. (Taghavi et al, 2021, Maleki et al, 2025)

Addressing the current needs of new methods & increasing the role of rural women- The plan, construction & production approach in the village should be a bilateral approach. Both attention to local & indigenous practices & attention to unspoken needs & new lifestyles. Today's villages have faced widespread migration of young people & elites, leaving only a fraction of young & elderly women. On the other hand, attention to market & tourism & processing spaces (non-agriculture spaces) requires more attention to new models & the use of materials, equipment & facilities,

especially new infrastructure (including the internet & electronic marketing) in the rural area. This is because of the connections of the urban village & globalization as a whole, & it varies from village to village. In this study, two poles classified rural business spaces. that are audience-oriented & are mostly assigned based on the audience's opinion, & work spaces (breeding & product processing spaces (livestock, poultry, insects & aquatic animals) as two poles of dangerous rural work. (Maleki et al, 2025)

Summary of the objectives of architectural speciology- Attention to bipolar: 1-breeding & processing 2-Sale and Tourism have been considered in this category, while considering domestic spaces for employment & micro-scale, as well as independent/ dependent spaces as well as multi-purpose/ single-purpose, according to the research hypothesis:

Table 2. Architectural design of business spaces in the research gap summary:

Multi-purpose sales & tourism	Single-purpose sales & tourism	Seasonal home sales & tourism	Permanent home sales & tourism	Architecture & business	Seasonal home breeding & processing	Permanent home breeding & processing	Independent single-purpose breeding & processing	Independent multi-purpose breeding & processing

3. Research Methodology

3.1 Geographical Scope of the Research

The babolkenar district is a district of Babylon County, Mazandaran Province, and is located in northern Iran. It is located in the south of the city of Babylon and is one of the green and climatic areas of the city. The exact geographical location of Babylon can be expressed as south of the city of Babylon, Mazandaran Province natural features: a green area with a temperate climate and foothills. Babylon is the most populous city in Mazandaran Province and the second most populous city in northern Iran. Babylon has 6 wards, 7 towns and 673 villages. The county seat is the city of Babylon. It is the capital of the city of Babylon, between 36 degrees and 34 minutes and 15 seconds north latitude and 52 degrees and 44 minutes and 20 seconds east longitude from the Greenwich Meridian, 17 kilometers south of the Mazandaran sea and 25 kilometers north of the Alborz mountain range, and Babol river also passes through the city. To select the site, at first, the country's rural employment programs (production-oriented village) were referred. A lot of projects are planned in Iran about the production-oriented village. A large number of single-village projects have been piloted by the Budget office, several general provincial preparation projects by the budget program and several provincial sustainable employment projects of the system, of which 7 projects have been piloted in the form of a trilateral memorandum of understanding (The Budget Offic-Governor's office- Housing Foundation) and three projects have reached the final stages (Babolkenar of Mazandaran- Tarom of Zanjan- Gachsaran of Kohkiloie and Boyer Ahmed). In this study, among the three employment projects implemented, the Babolkenar system was selected as a case study due to the items of Persian language and proximity to Tehran. Then, during the initial field visit, it was determined that in District 7 of the system, there are tourism potential, including the Lofor dam and the seven waterfalls, and the employment plan of the system also emphasizes this issue, and the activities of the rural boiling itself in this area are based on this issue. That's why the area of the 7th District of the Babylonian system was considered as an example.

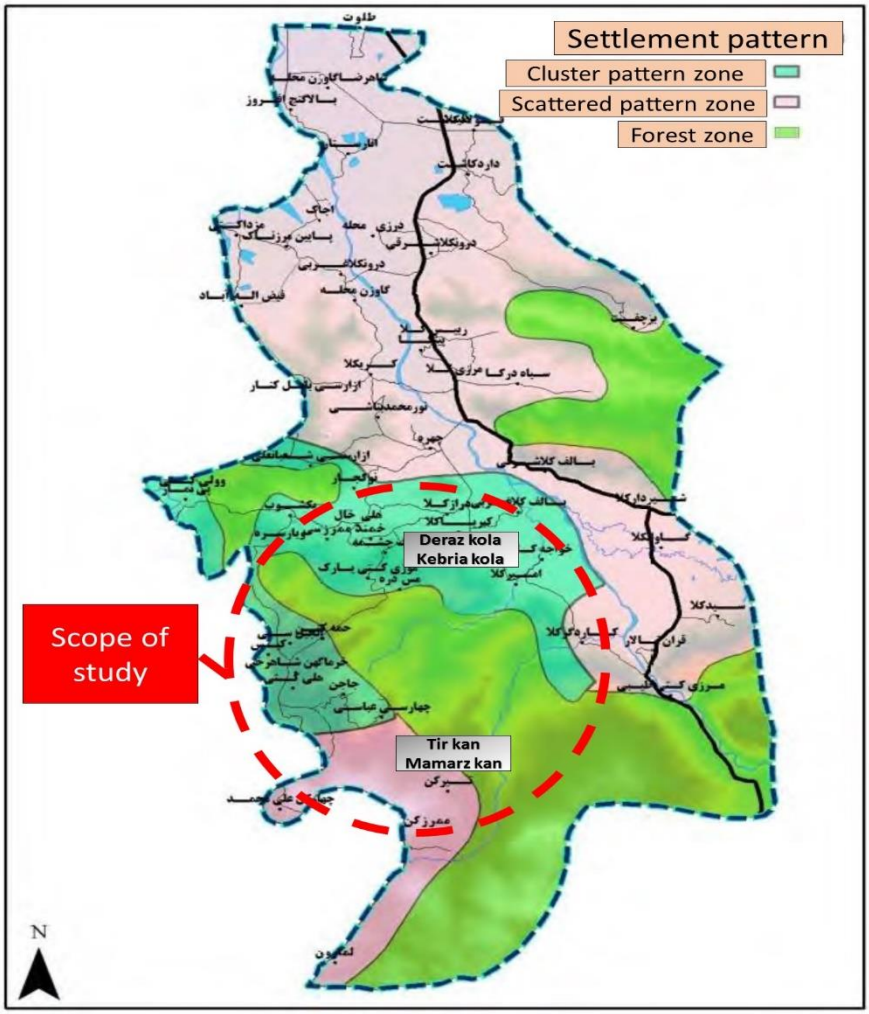


Figure 1. Area of study of the Babylon project aside
source: sustainable employment plan of the Housing Foundation

3.2. Methodology

Due to the interdisciplinary nature & the fact that research is done in the field of communication between R.B.S & R.B.P to R.B.A, not many theoretical foundations were found in the relationship between them, but from the literature review, about 46 articles in various fields were identified & categorized into a table of contents. But since the theoretical basis for this research was insufficient & the nature of the research was exploratory, the combined research method (quantitative-qualitative) was used. In the qualitative stage, the Delphi research method was used for this research to achieve the initial classification & thought groups related to the research topic using the opinion of interdisciplinary specialists. The tools used were the target-content table & the Q factor analysis method & the software used were the spss. The statistical community was selected using specialists in the fields of rural, architectural, urban planning & entrepreneurship. Due to the nature of being rural, the opinions of the elite of the rural area (about 50%) were used more. On the other hand, because the nature of the research is interdisciplinary & these professors are not completely obvious, a non-r&om snowball sampling method was used in such a way that professors from the Faculty of the Universities of I.U.S.T, Tehran, Shahid bahshti, kharezmi were invited to work in the fields of Rural Development &/or architecture, & then asked them to introduce other professors in this field. In the case of sampling volume, since Delphi studies involve

between 10 & 50 people, the sample volume advanced to 41 people & reached theoretical saturation. The unstructured interview measurement tool & questionnaire were of the Likert 10 spectrum type (numbering from 1 to 10). 8 the objectives of the literature review were converted into research objectives with a few changes.

2-5- Axial coding: from the combination of two axes produced from open coding, the axial coding Table (Table 3) was created. From examining the intersection of horizontal & vertical codes in a diameter from the top right to the bottom left new concepts were synthesized which became the basis for creating a table of research content in order of Table 3:

Table 3. Axial coding taken from two linear research coding

				Combining activities				**multipurpose the workshop**
				Quantitative, qualitative increase in production…			increase in area	
				Reducing the cost of products		equipment & renovation		
				Employment of more women & villagers	became the second activity			
Multi-purpose business & tourism	single - purpose business & Tourism	seasonal business & Home Tourism	Permanent home tourism business	Business architecture	Seasonal home cultivation & production	Permanent home cultivation & production	Independent single-purpose cultivation & production	Independent multi-purpose cultivation & production
			Desirability: the intended design of the audience	Potential for place (business & tourism)				
		Nativism: materials/construction		Construction approaches (native & New)				
	Comfort: audience-oriented interior architecture			Increased service space				
Separation: separation of domains in composite buildings				Incompatibility of urban space & production				

Preparation of a table of contents from the synthesis of axial coding- Finding the right research content is one of the most complex research tasks, using axial coding & several months of back & forth & mind storms. 9 content obtained from the axial coding intersection (Table 3) was completed at this stage & three other content (sanitation & isolation & location construction) were added to the content, & the content was categorized into three S&T / cultivation & processing/ planning & composition fields. At this stage, in addition to the initial objectives of the source of the research synthesis & the research gap, 3 general objectives of the potential of the cultivation & acquisition of livelihood housing were also created from summarizing the location components according to the research model. Along with the objectives, it was raised that the objectives were general & the specific & field objectives of the 7th District of Babolkenar should also be studied. For this reason, by studying the overhead plan for the preparation & employment of the 7th District of the Babolkenar system, two issues of supply chain & development drivers of the 7th District (Nogan, Bee, tourism, livestock) were extracted & the objectives of 1 - strengthening the overhead production chain of the silkworm (mulberry farm, pond farming, silk worm rearing house, workshop, sales) 2 - strengthening the honey supply chain (hive, workshop, tourism, Ecomuseum, sales) were added as the source objectives of the district's overhead documents in the objectives. Further, since the speciology of architecture was unknown & the gap of research, by combining speciology & the chain of propulsion, it reached the goal of speciology (multifunction pool, silkworm rearing house, bee home, workshop, sales & tourism) & was achieved in a total of 19 goals in three groups. Open coding was used for interviews. In open coding on the space/ business location axis, a summary of the objectives table was used, & in the architectural axis (type finding) of the business from the business architecture Objectives section, the result of this coding is the production of Table 2 of the research. (Codes are arranged from negative to positive, like a spectrum, & are linked to each other in the same category. (Table 1 & 2) (Table 4)

Production of the target table – content- From the intersection of the target table (19 targets) & the content table (12 contents) in the content target table, the extent of the impact of different contents on the related goals in 224 closed questionnaires of the elite stage of income & after selecting 42 questionnaires with the selective coding method & the narrative & final control of the questionnaire by the teachers, the research entered the elite questionnaire stage. The validity of the questionnaire tool was confirmed from the target table - its content & footprint from α kronbach to prioritize & research & combine the initial proposed content, & the functional components & the group-response of the teachers are extracted from it & the scientific content obtained can be examined at the field stage. Finally, the questionnaire agreed with the teachers was given to all the elites, & the Q factor analysis (factor analysis on specialists & extraction of the interviewed components) was done on the data & the results were extracted.

Table 4. Objective-content taken from axial coding & selection of 41 important questions from among the 224 primary questions:

Specific features of the business & tourism space...			**Specific features of the cultivation space: Greenhouse/ breeding space (insects, birds, livestock, aquaculture)/ production & processing workshop (non-living)**					**Planning / composition: Cultivation/work spaces & business/tourism spaces & ...**					
Indigenism: materials, methods of construction, Indigenous builder	Comfort: providing a service space, desirable & intended for the audience in rural tourist spaces	Desirability: form design, facade & attractive, desirable & intended audience in rural spaces	Health & safety: preventing pollution from entering the cultivation & cleaning environment	Isolation: preventing the entry & exit of pests, insects, noise, pollution & reducing disturbance	Low cost increase in area: (non-structural surfaces & shelving/ outdoor/ semi-roofed	Equipment & renovation: Use of modern facilities for artificial supply of suitable cultivation conditions	Climate / climate of the productive space: Orientation, glass-eating surfaces, openings & installations to use natural light/ ventilation to	Separation: separation of different & intrusive areas in composite buildings	Multi-purpose / multi-chapter workshop &... & compliance with its architectural requirements	Conversion of production space into second activity, including tourism space in non-working	Building a sales place in the village	Content: Target:	
									2		1	Strengthening the chain of nuggets (tutstan-telembar-spinning-handicrafts-sales)	Rural space chain planning
									4		3	Strengthening the honey chain (Farm-home beekeeping, extraction Workshop, sale of honey)	
								7	6	5		Optimal combination of activities (business-bio-tourism-entrepreneurship)	Planning (business space-based on synthesis)
					10	9	8					Quantitative, qualitative increase in production & economic productivity	
			12	11								Reducing the loss of livestock & food production...)	
14.2									14	13		Employment of more women & villagers	
	16	15										Reduction of urban service spaces unrelated to the village	
								18		17		Reducing the incompatibility of the environment (urban housing) & the production space	
						20	19					Indigenous & new methods of building design	
			23	22				21				Compliance with legal restrictions (health, safety & environment)	

			26	25	24							The potential of the place of the cultivation space in design	Place/space potential: Productivity/ desirability/ adaptability
	28	27										Place potential of the business & tourism space in design	
								30		29		Potential of living space / combined architecture in design	
	32								31			Pool species (single-purpose agriculture or multi-purpose agricultural tourism	Economic architecture of business spaces in rural areas
						34	33					Telembar species (native / modern/ smart/ home/ farm / independent)	
				36	35							Production workshop species (single-purpose / multi-purpose/ domestic/ independent)	
											37	Species of sales & support space (domestic, farm, Independent, 4 chapters)	
							39			38		Species of tourist space (domestic, agricultural, farm, independent)	
				41		40						Species of beekeeping spaces (domestic, farm...)	

In the qualitative phase of the Delphi research method, the research was used to achieve the initial classification & thought groups related to the research topic using the opinion of interdisciplinary specialists. The statistical community was selected using specialists in the fields of rural, architectural, urban planning & entrepreneurship. Due to the nature of being rural, the opinions of the elite of the rural area (about 50%) were used more. On the other hand, because the nature of research is interdisciplinary & interdisciplinary professors are not completely obvious, a non-r&om snowball sampling method was used in such a way that professors from the Faculty of the Universities of Science & industry of Iran, Tehran, Shahid bahshti, khorezmi were invited to work in the fields of Rural Development &/or architecture, & then asked them to introduce other professors in this field. In the case of sampling volume, since Delphi studies involve between 10 & 50 people, the sample volume advanced to 41 people & reached theoretical saturation. The unstructured interview measurement tool & questionnaire were of the Likert 10 spectrum type (numbering from 1 to 10).

The data analysis- After confirming the objective-content table, the ten-choice questionnaire (from zero to nine) in the Likert spectrum was prepared for specialists, which consisted of 41 questions. The Q factor analysis (component classification by experts) was done on the data and the results were extracted to prioritize and research and combine the initial proposed content and extract the functional components and expert views for field examination. Q factor analysis through correlation between individuals provides information about the similarities and differences of views on a particular topic. In fact, each common thinking view is a group of experts (e.g. 2 villages and 1 architecture teachers) according to the answers provided.

4. Research Findings

Analysis of Table 5: sample size adequacy index (K.M.o). It is a measure of the adequacy of pre-analysis sampling. (Table 5) adequacy of data through the K.M.O & Bartlett's test were measured, and the value reached 0.537, which, given the limitations of research, including quality, interdisciplinary and lack of expertise in rural business architecture in academic disciplines, as well as the lack of previous studies and categorized theories and indicators and the exploratory nature and factor analysis of Q, can be accepted. In the Bartlett's test of sphericity, the null hypothesis indicates that the correlation matrix is a single, homologous Matrix. If the meaning of the Bartlett test (sig.) is less than 0.05, the factor analysis is appropriate to identify the structure. And that means that the correlation value can be calculated.

Table 5. Kmo and Bartlett test for adequacy sample size

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.537
Bartlett's Test of Sphericity	Approx. Chi-Square	549.982
	Df	351
	Sig.	.000

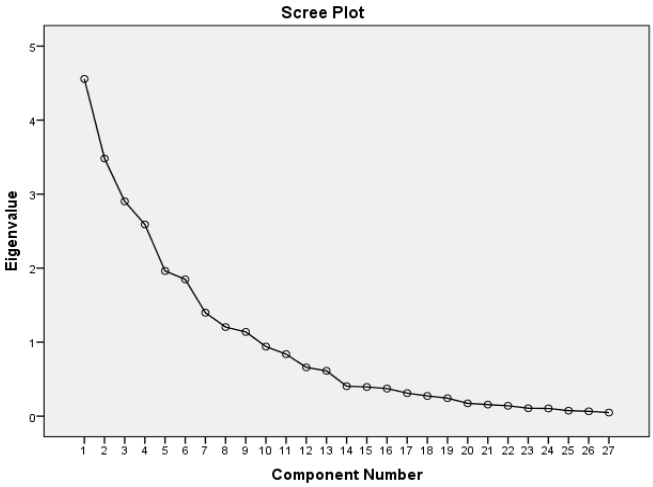


Figure 2. Chart of scree plot

Scree plot analysis: this test is one of the most famous graphical methods for selecting the appropriate number of factors in exploratory factor analysis (E.F.A) from special values. The test shows the results in the form of a graph, in which the operators or components are shown on the horizontal axis X and the special values on the vertical axis Y, so that the special values are also reduced along with the movement to the right. (Kalantari pour por et al., 2016).

So. whatever the length and slope of scree plot chart, Percentage of variance and coverage is higher and the lower the slope, the lower the percentage of coverage, and the more uniform the slope, the more uniform the impact of architectural factors on the prosperity of the village will be. Special value above one (Eigenvalue>1) in factor analysis causes 9 factors (the basis for factor selection is special value above 1.)

Table6. Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.556	16.876	16.876	4.556	16.876	16.876	3.420	12.666	12.666
2	3.481	12.892	29.768	3.481	12.892	29.768	3.102	11.491	24.156

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
3	2.902	10.749	40.517	2.902	10.749	40.517	2.718	10.066	34.222
4	2.590	9.594	50.110	2.590	9.594	50.110	2.175	8.056	42.278
5	1.962	7.267	57.377	1.962	7.267	57.377	2.120	7.853	50.131
6	1.848	6.845	64.222	1.848	6.845	64.222	2.073	7.680	57.810
7	1.398	5.178	69.401	1.398	5.178	69.401	2.027	7.506	65.317
8	1.204	4.458	73.859	1.204	4.458	73.859	1.860	6.890	72.206
9	1.138	4.216	78.075	1.138	4.216	78.075	1.584	5.868	78.075
10	.940	3.481	81.555						
11	.838	3.102	84.657						
12	.659	2.442	87.099						
13	.613	2.269	89.368						
14	.405	1.500	90.868						
15	.395	1.461	92.330						
16	.373	1.381	93.710						
17	.311	1.151	94.861						
18	.273	1.012	95.873						
19	.243	.901	96.775						
20	.173	.642	97.417						
21	.156	.578	97.995						
22	.140	.519	98.514						
23	.107	.397	98.911						
24	.104	.386	99.298						
25	.075	.277	99.575						
26	.066	.245	99.820						
27	.049	.180	100.000						
Extraction Method: Principal Component Analysis.									

Analysis of Table 6: this table shows how many percent each factor covers from the expert's perspective. In the analysis of the screeplot graph, it was said that because the graph slope is uniform, the amount of coating of the factors is almost the same. Here factor 1 after rotation covers 12.67% from views of expert. Factor 2 is 11.49% and factor 3 is 10.07%, factor 4 is 8.06%, Factor 5 is 7.85%, factor 6 is 7.68%, Factor 7 is 7.5 percent, Factor 8 is 6.89 percent, and factor 9 is 5.87 percent from the views of experts, and a total of ten factors is 78.75 percent from the views of experts. This category can therefore be explained to achieve similar results in similar cases.

Table 7. Component Matrix[a]

	Component								
	1	2	3	4	5	6	7	8	9
sshf	-.717								
tahm	.678								
yghb	.609								
mmghl	.583								
mtar	.581								
shsbt	.525		-.478						
mdi	.504								
sbyt		.753							
shkb		.650							
vkhsr		.573							
mah		.537			.459				
slhi		-.531							

	Component								
	1	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**
torksh	.451	-.491	.431						
khrs	.503		-.598						
vsdrm		.437	-.524						
kml	.420			-.682					
zamn			-.505	.651					
mkia				-.551		.470			
bdri					.721				
frhn				.465	-.477				
mhsn						.562			
mnrs						-.516		.457	
bhzd	.411					-.497			
fazz	.459						-.471		
shrfn			.417				.434		
emm			.441					-.442	
hmzn		.452							.457
Extraction Method: Principal Component Analysis.									
a. 9 components extracted.									

Table 7-determination of experts to determine the names of the agents:

This table generates the components of each factor based on the correlation coefficient sorted by the spss software and the software was asked to display only values above 0.4. Accordingly, the components of each factor (which are several masters) are displayed as gray cells. For example, the correspondence responses related to the codes *sshf, tahm, yghb, mmghl, mtar, shsbt, mdi,* which belong to 7 rural, or architectural experts, form the components of factor 1. Since only one expert had a coefficient of influence above 0.4 in Factor 9, this factor was removed from the analysis. Also, since Factor 8 had two components, one component, the *mnrs* code, also had an effect on Factor 6, and to have a common and meaningful chapter, one component should not be contributed to two factors, the *mnrs* code was used in only factor 8. Other factors were analyzed using software classification.

Naming factors (views)- Table 8 shows the summary of the naming of views. To determine the title, at the first, the expert responses of each factor extracted from Table 7 was placed next to each other in a table. Then the statements that were given by them a score of 8, 9 and, or 10 and were approved by them were selected. If more than 50% of the components and professors in each factor agreed on a topic (they gave a score of 8 or 9 or 10), that statement was considered a common chapter. Then, by combining the propositions of the common chapter of a factor, the description of the given name of the factor, and by comparing the common chapter, the name of each factor was determined separately from other factors.

Table 8. Naming factors

Percentage of view coverage	**Defining each factor independently**	**Expertise of experts related to perspective:**
%12.67	First view Requirements for multi-purpose spaces (second activity): separate, isolated, sanitary and Indigenous	4 villages expert -2 architect -1 urbanist
%11.49	View 2 : Second activity in the form of multi-purpose buildings or increasing the area for the construction of a sales place in rural buildings	2 villages -2 architect -1 urbanist
%10.07	View 3: The sales Place is equipped with isolation.	1 village entrepreneur, 2 Architects, 1 urbanist
%8.06	View 4: Sanitary and isolated interior architecture (cultivation space)	2 village

Percentage of view coverage	Defining each factor independently	Expertise of experts related to perspective:
%7.85	View 5: Indigenous model of Health and isolation	2 villages expert-1 architect
%7.68	View 6: Reconstruction of old buildings by equipping and separating and increasing business area	2 villages expert-1 architect
%7.51	View 7: Tourism as a second activity with new facades and interior architecture	1 architect expert
%6.89	View 8: Equipping to increase the sanitation area of cultivation, breeding and processing spaces	2 villages expert-1 architect

5. Discussion and Conclusion

The result section discusses how to name views 1 in Table 9. In this table, the answers of the expert of factor 1 extracted from Table 7 include the codes sshf, tahm, yghb, mmghl, mtar, shsbt, mdi in the lower rows of the table and at the top (row 4) their agreement is displayed in the form of a bold tick (strong agreement) and a faint tick (weak agreement). As you can see in the table, in Factor 1, which has the most coverage of the experts, out of 41 questions, only 24 questions agreed by 7 teachers as components of factor 1. These 24 questions relate to 11 content from Table 4 (target - content table).The third row wrote the total number of questions asked, which can be achieved by dividing the number of questions agreed. (Second row of table). Now, by selecting agreements over 50%, the common chapter of the factor 1 View category can be discovered.

According to this table, factor 1 emphasizes the content of multifunction (50%), second activity (75%), separation (80%), area increase (66%), isolation (100%), health (66%), nativism (100%) and comfort (50%), respectively, from left to right. Since the second activity in space is known as the multipurpose of space, and concepts such as separation, isolation, hygiene and nativism are known as the details of the construction plan, the title of view 1 can be proposed as: "requirements of multipurpose spaces (second activity): separate, isolated, sanitary and Indigenous". Thus, the names and titles of other effective views were also defined in Table 8.

Table 9. How to name View 1 as an example

Requirements for multi-purpose spaces (second activity): separate, isolated, sanitary and Indigenous

Content	Multifunctional	Multifunctional	Second activity	Second activity	Second activity	Second activity	Separation	Separation	Separation	Separation	Climbing	Equip	Increased area	Increased area	Isolation	Isolation	Isolation	Isolation	Isolation	Health	Health	Nativism	Comfort and	Place of sale
percent	**50%**		**75%**				**80%**				**33%**	**33%**	**66%**		**100%**					**66%**		**100%**	**50%**	**25%**
total	**4**	**4**	**6**	**6**	**6**	**6**	**5**	**5**	**5**	**5**	**3**	**3**	**3**	**3**	**5**	**5**	**5**	**5**	**5**	**3**	**3**	**1**	**2**	**4**
accept	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√
sshf	8	6	8	6	6	8	8	7	7	5	6	7	6	6	6	5	7	7	6	5	5	8	4	8

Content	*percent*	*tahm*	mmghl	mtar	yghb	shsbt	mdi
Multifunctional	**50%**	6	10	7	7	8	8
Multifunctional		4	10	8	9	9	8
Second activity	**75%**	9	10	8	9	8	9
Second activity		7	10	8	7	9	10
Second activity		7	10	10	8	9	8
Second activity		8	5	7	7	10	8
Separation	**80%**	4	8	9	1	6	8
Separation		5	10	9	9	8	9
Separation		8	10	8	8	8	8
Separation		8	9	9	7	9	8
Climbing	**33%**	4	9	9	7	9	9
Equip	**33%**	4	8	7	8	9	8
Increased area	**66%**	6	9	6	9	8	8
Increased area		8	9	10	8	9	8
Isolation	**100%**	7	8	9	10	7	10
Isolation		7	8	10	9	10	8
Isolation		7	5	9	9	9	9
Isolation		8	5	8	9	9	8
Isolation		6	5	9	8	10	9
Health	**66%**	9	9	10	8	9	10
Health		5	10	10	9	10	9
Nativism	**100%**	7	10	7	6	9	8
Comfort and	**50%**	7	10	8	8	10	10
Place of sale	**25%**	7	8	5	8	10	8

The present study was aimed at examining the architectural and economic strategies of rural business spaces from the perspective of experts. In response to the research question of what is the classification and perspective of the community of experts on the architectural strategies of rural business spaces there are 7 views in this regard:

1- Requirements for multi-purpose spaces (second activity): separate, isolated, sanitary and Indigenous (12.67%).
2- Second activity in the form of multi-purpose buildings or increasing the area for the construction of a sales place in rural buildings (11.49%).
3- The sales Place is equipped with isolation (10.07%).
4- Sanitary and isolated interior architecture (cultivation space) (8.06%).
5- Indigenous model of Health and isolation (7.85%).
6- Reconstruction of old buildings by equipping and separating and increasing business area (7.68%).
7- Tourism as a second activity with new facades and interior architecture (7.51%).
8- Equipping to increase the sanitation area of cultivation, breeding and processing spaces (6.89%).

Exploring these perspectives can create a deep look at the indigenous architecture of rural business for planners and be effective in the prosperity of the indigenous business of the village.

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Authors′ contributions

The authors equally contributed to the preparation of this article.

Conflict of interest

The authors declare no conflict of interest.

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Original Article

راهبردهای معماری تحت تأثیر فضا و مکان کسب و کار روستایی (یک تحقیق دلفی در بابل‌کنار ایران)

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چکیده مبسوط

۱. مقدمه

معماری محل کسب و کار است و توجیه اقتصادی بزرگترین رابطه بین اقتصاد و معماری کسب و کار است، و هیچ کسب و کاری شروع نمی شود تا زمانی که هیچ توجیه اقتصادی وجود نداشته باشد. اما در شرایطی که اقتصاد ناپایدار است توجیه اقتصادی نیز موقتی و گذرا است، در شرایطی که روستا ظرفیت اقتصادی کمی برای سرمایه گذاری اولیه دارد، این توجیه اقتصادی ضعیف تر و شکننده تر و موقت خواهد شد از سوی دیگر، تفاوت در اهداف توسعه (توسعه ملی– روستایی) و سطوح مختلف توسعه و برنامه ریزی و معماری کسب و کار روستایی باعث می شود معماری با استانداردهای امروزین شهری قادر به انطباق مناسب با شرایط برنامه ریزی اقتصادی را نداشته باشد. اما راه حل چیست؟ دو فرضیه در این تحقیق وجود دارد: ۱-گفتگوی کشاورزی و روستاهای چند منظوره و در امتداد آن معماری چند منظوره ۲-معماری بومی سنتی و معاصر که توسط مردم محلی از نسل های مختلف تشکیل شده است و بیشتر با اقتصاد بومی سازگار است می تواند بخشی از راه حل این مشکلات باشد.

۲. روش تحقیق

به دلیل ماهیت میان رشته ای تحقیقات ، حدود ۴۶ مقاله در زمینه های مختلف شناسایی و طبقه بندی شدند. در مرحله کیفی برای این تحقیق از روش تحقیق دلفی برای دستیابی به دسته بندی اولیه و گروه های فکری مرتبط با موضوع تحقیق با استفاده از نظر متخصصان بین رشته ای استفاده شد. ابزار مورد استفاده جدول محتوای هدف و روش تجزیه و تحلیل عاملی Q و نرم افزار مورد استفاده Spss v.24 بود. جامعه آماری با استفاده از متخصصان در زمینه‌های روستایی، معماری، برنامه ریزی شهری و کارآفرینی انتخاب شد. در مورد حجم نمونه گیری، از آنجا که مطالعات دلفی بین ۱۰ تا ۵۰ نفر را شامل می شود، حجم نمونه به ۲۷ نفر افزایش یافته و به اشباع نظری رسیده است. تهیه جدول محتوا یکی از پیچیده ترین وظایف تحقیقاتی است که با استفاده از کدگذاری محوری و چندین طوفان ذهنی انجام می شود. از ترکیب دو محور تولید شده از کدگذاری باز ، جدول کدگذاری محوری ایجاد شد. از بررسی تقاطع کدهای افقی و عمودی در قطر از بالا سمت راست به پایین سمت چپ مفاهیم جدید سنتز شدند که پایه ای برای ایجاد یک جدول از محتواهای تحقیقاتی شد. ۹ محتوای به دست آمده از تقاطع کدگذاری محوری در این مرحله تکمیل شد و سه محتوای دیگر به محتوا اضافه شد و محتوا به سه مقوله فروش و گردشگری / کشت و پردازش/ برنامه ریزی و ترکیب طبقه بندی شد. در این مرحله، علاوه بر اهداف اولیه منبع سنتز تحقیق و خلا تحقیق ، ۳ هدف کلی از پتانسیل کشت و کسب مسکن معیشت نیز از خلاصه اجزای مکان با توجه به مدل تحقیق ایجاد شد. در کنار اهداف، مطرح شد که اهداف عمومی و اهداف خاص و میدانی منطقه ۷ بابل کنار نیز باید مورد مطالعه قرار گیرد. از تقاطع جدول هدف و محتوا، میزان تأثیر محتوای مختلف بر اهداف مرتبط در ۲۲۴ پرسشنامه بسته مرحله نخبگان درآمد و پس از انتخاب ۴۲ پرسشنامه با روش کدگذاری انتخابی توسط اساتید، تحقیق وارد مرحله پرسشنامه نخبگان شد. اعتبار ابزار پرسشنامه از جدول هدف- محتوا تأیید شد. در نهایت پرسشنامه مورد توافق معلمان به همه نخبگان داده شد و تجزیه و تحلیل فاکتور Q بر روی داده ها انجام شد و نتایج استخراج شد. پس از تأیید جدول هدف-محتوا ، پرسشنامه ده گزینه ای در طیف لیکرت برای متخصصان تهیه شد که شامل ۴۱ سوال بود.

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تجزیه و تحلیل فاکتور Q بر روی داده ها انجام شد و نتایج برای اولویت بندی و تحقیق و ترکیب محتوای پیشنهادی اولیه و استخراج اجزای کاربردی و دیدگاه‌های متخصص برای بررسی زمینه استخراج شد. تحلیل عاملی Q از طریق ارتباط بین افراد اطلاعاتی در مورد شباهت ها و تفاوت دیدگاه‌ها در مورد یک موضوع خاص ارائه می دهد. در واقع ، هر دیدگاه تفکر مشترک گروهی از کارشناسان با توجه به پاسخ های ارائه شده است.

۳. یافته‌های تحقیق

برای تعیین عنوان و نامگذاری عاملها، در ابتدا پاسخ های خبرگانی هر عامل در کنار یکدیگر در یک جدول قرار داده شد. سپس اظهاراتی که توسط آنها نمره ۸ ، ۹ و یا ۱۰ داده شده و توسط آنها تأیید شده بود انتخاب شد. اگر بیش از ۵۰ درصد از خبرگان در هر عامل در مورد یک موضوع توافق کردند، این موضوع به عنوان یک فصل مشترک در نظر گرفته شد. سپس، با ترکیب گزاره های فصل مشترک یک عامل، توصیف نام عامل داده شد. به عنوان مثال، در عامل ۱ بر محتوای چند منظوره، فعالیت دوم، تفکیک، افزایش فضا، ایزولاسیون، بهداشت ، بومی گرایی و آسایش تأکید می کند. از آنجا که عنوان دیدگاه ۱ را می توان به عنوان: "الزامات فضاهای چند منظوره (فعالیت دوم): تفکیک، ایزولاسیون، بهداشت و بومی گرایی"پیشنهاد کرد.

۴. بحث و نتیجه‌گیری

پژوهش حاضر با هدف بررسی راهبردهای معماری و اقتصادی فضاهای کسب و کار روستایی از دیدگاه خبرگان انجام شد. در پاسخ به پرسش پژوهشی طبقه بندی و دیدگاه جامعه کارشناسان در مورد راهبردهای معماری فضاهای کسب و کار روستایی چیست ؟ ۸ دیدگاه در این زمینه وجود دارد:

- الزامات فضاهای چند منظوره (فعالیت دوم): تجهیز، بهداشت، فعالیت دوم و بومی‌گرایی (۱۲.۶۷٪).
- فعالیت دوم بصورت بناهای چند منظوره یا افزایش مساحت جهت احداث مکان فروش در بناهای روستایی (۱۱.۴۹٪).
- مکان فروش مجهز ایزوله (۱۰.۰۷٪)
- معماری داخلی مجهز بهداشتی و ایزوله (فضای کشت و پرورش) (۸.۰۶٪).
- مدل بومی بهداشت و ایزولاسیون (مسکن معیشتی) (۷.۸۵٪).
- بازسازی بناهای قدیمی با تجهیز و تفکیک و افزایش مساحت کسب و کار (۷.۶۸٪).
- گردشگری به عنوان فعالیت دوم با نما و معماری داخلی نوین (۷.۵۱٪).
- تجهیز و افزایش مساحت بهداشت فضاهای کشت، پرورش و فرآوری (۶.۸۹٪).

بررسی این دیدگاه ها می تواند نگاهی عمیق به معماری بومی کسب و کار روستایی برای برنامه ریزان ایجاد کند و در رونق کسب و کار بومی روستا موثر باشد.

کلیدواژه‌ها: فضای کسب و کار روستایی، مکان کسب و کار روستایی، معماری کسب و کار روستایی، برنامه اشتغال پایدار سامانه بابلکنار، پرورش و فرآوری، فروش و گردشگری.

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