



## Explaining the Landscape Identity Components in the Tourist Villages with Valuable Texture in Iran

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### Abstract

**Purpose-** Examination and recognition of the processes and mechanisms governing the physical environment of villages and the factors of rural landscape structure have its specific and unique characteristics. These valuable features are applicable in the research process, planning, and plans approaches, as well as in spatial planning to pay for the open environment and rural landscape development. Therefore, the main objective of the research is recognition of the landscape identity components in the tourism villages with valuable texture. These components can be used in the plans and texture restoration of the villages to have a sustainable landscape.

**Design/methodology/approach-** The research is a descriptive-analytic study with the quantitative method by applying a questionnaire that completed by university's professors and authorities of organs that are related to valuable textures with this important question: what are the landscape identity components and which one of them is so important? By identifying the components, extracting the items and operating the components, collecting and analyzing the data through the SPSS software, performing the ANOVA test and Tukey's test, the components of landscape was identified. These components are readability, vitality, beauty, security and safety, diversity and variety, belonging, accessibility, cultural history, semantics, visual proportions, and physical quality, social, economic, and environmental. Finally, their significance has been determined relative to each other.

**Finding-** The main hypothesis was the importance of the economic (functional-activity) and perceptual components that are based on the findings of the research which ultimately have been ranked in the Tukey's test table based on the importance of ranking. The ten components in the second column of the components are the most important and the three components in the first column are less important components and two common components are in the first and second columns. The results showed that the economic component (performance-activity) was the most important of all with an average value of 2.61. Within the perceptual components; the historical-cultural component with an average value of 2.55 ranked after the economic component (first rank) and social component (second) as the third important component and the average value of social component was obtained 2.55, so it can be said that the hypothesis was confirmed. According to the results, to have a sustainable perspective for the future, all these components should be considered more prominently in the plans and projects than in the past. While the same research has already not been done on landscape identity in villages, then this research can be the beginning of development and applied research in rural regions.

**Keywords-** Landscape, Landscape identity, Village landscape, Landscape identity components, Iran.

**Paper type-** Scientific & Research.

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1. **Introduction** Pourtaheri, Mahdi, Ph.D.

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**N**o identity is usually due to cultural defeated, disbelief in themselves, the use of machinery and automation, migration and cultural change, and the ineffectiveness of cultural and developmental policies in the landscape of tourist villages, meaning that the physical and structure of villages in Iran are being defaced with the influence of technology, urban's culture and landscapes, along with the degradation of cultural and native values for the inhabitants of the villages. The continuation of this trend will far villages away from their original identity and landscape following the cities while some of these textures continue to life due to architectural capabilities and architectural values. Therefore, in physical development plans, valuable texture needs to be considered and valuable rural texture has a special importance, so that in addition to meeting the daily and basic needs of their inhabitants, the structural, physical and cultural identity of the village should also be considered with a deeper insight than the past. The main purpose of the plans is to organize the valuable rural texture, providing background for authentication and providing the possibility of preserving the valuable texture and value of rural architecture by restoring texture structure with a new opinion and solution to meet the demands, thoughts and new livelihoods and with respect to the physical originality and social relationships existing in the village (Jam kasra, 2010).

Today, recognition and the determination of the pattern of landscape identity and its revival have become an essential requirement in the planning and policy of human settlements. The identity of settlements is responsible for explaining the values, norms, and human-social relationships in spatial construction as the most significant spatial representation. Since the identity is a category of traits and attributes that identify a person or community or phenomenon from individuals and society, the village also becomes personified and independent according to this criterion. This is important in tourist villages with remarkable pulls. The role of identity is so important in terms of the nature of rural tourism in the realization and the manifestation of its belief and sustainable identify. One of the most important aspects of identity is the identity of the landscape that manifests itself in the space. Landscape identity can be determined in the form of the physical structure of the rural settlement

which is influenced by social, historical, geographical, planning, etc. factors. Therefore, landscape identity means the landscape of a place and location and is the boundary to which a person can distinguish a place from other places so that it has a distinctive, unique or at least a specific characteristic. The basic belief is that villages with a functional nature of tourism, if they have a well-defined identity with a good definition, will be sustainable and will remain viable in the life and identity restoration. On the other hand, because after the disappearance or neglect of the spatial identity of the tourist landscapes, the structure and function of them disappeared and eventually the tourism and the main identity of the region or village also disappeared, which would endanger the stability of tourism. All studies have focused on issues such as the conservation and reservation, rehabilitation and improvement of valuable texture in rural regions because tourism increases the quality of life for residents and reduces the differences between rural and urban areas. It seems important to note that tourism cannot be a dominant sector of the region, but it may be a driver of other branches of the regional economic (Pakurar & Oláh, 2008). Many studies have focused on tourism and its impact on the sustainable development of the villages, as Henning (1996), in an investigation in the rural area of Louisiana, found that the frequent entry of tourists had very good and positive effects among the large rural areas. It was found that regional and local markets have been created to offer local and native products in most of rural areas (Rahmani et al., 2016). Certainly, tourism can be an important component of rural development and management plans (Henning, 1996). Henning(1996) also found that rural tourism is an important force for development, especially for villages with limited development choices and can consider it as an elixir for their development. Rural tourism has increasingly boosted the economic potential and bio-potential in rural areas, driving the lives of settlements and improving the living conditions of rural communities (Briedenhann, 2004). Jurowski (1996) states that rural tourism can sustain or increase local resources if it is properly planned and managed (Jurowski, 1996). Therefore, in this research, the aim is to consider the rural valuable texture beyond what others have dealt with. The fact is that the formation of such villages can be derived from the identity of the landscape that shaped it.

Therefore, identification of constructive components of landscape identity in such villages is essential. Thus, the question is: what are the components of landscape identity in the tourist villages and which one of them is the most important?

## 2. Research Theoretical Literature

### 2.1. Landscape Identity

The identity of the places depends on the three factors, namely, human, physical, and human-made factors but these factors can lead to identity as understood by humans; on the other hand, the identity of space includes two parts in relation to humans: i) the identity of place and ii) the identify placer. Placer identity is associated with the memories of people about which location and place identity also distinguish space from other spaces, which is not related to the memory. Basically, all the experts in this field believe that the identity of space is formed in relation to human. "Human transmits the specification of the object by the process of perception with the aid of the senses to the brain and after adapting its reserves in memory with their founding, evaluates and identifies it. Then, after interaction with the human being and the environment (experience and behavior) they get a sense of that phenomenon. Since then, human behavior and activities are not based on reality and objectivity, but it is on the basis of his own experiences and thoughts. An identity that is only recognized by the researcher at a time is only a constant part of the quality. What can define the living and dynamic quality of identity is the mind involved with the phenomenon which has always been influenced by it and can understand the trend of the changes.

According to Yi-Tofun 1, collective memory has a close relationship with personality and identity, which also creates spatial identity that will enhance the sense of place. The consequence of maintaining and enhancing identity is essentially to increase the sense of belonging to the place and increase the participation of individuals which can be effective in various respects including increasing morale of participation, trying to keep clean the environment, and etc. What makes a work appearance in public with or without identity is its belonging to a collective and stable identity. In this view, the effect of identity is a work that is in the line of collective identity because a historical construction is in a historical context and an unidentified work is a work that the identity conflict with collective identity

such as a modern construction in a historical context (Parvizi, Bomanian, Mahdavi Nejad ,2016).

Wagner also believes that time, place, human, and performance create an indiscriminate identity. Therefore, the meaning and the action of the factors that are integrated to each other must be considered in understanding the identity of the place. As a whole, the identity of the place is indiscriminately linked to each other in our understanding. Physical landscape and activities and meanings of raw materials are the identity of place, and the dialectic between them is the structural relations of this identity. Semantics is the most effective factor in the formation of the identity of the place, the local identity and the identity of the landscape in a place (Adab, 2013 ).

Based on Alexander (1965), identity in the environment manifests itself as a logical connection and a sense of belonging created between the individual and its environment. This relationship is based on the deep knowledge and environmental recognition, and it has the ability to understand the differentiation of that environment to other environments. According to Kocher Marcus, the environment is initially identified by the individual and then the process of psychopathology will deal with the location. In this way, a person's interest will be formed with the losing of time in a place of dignity.

Place belonging is one of the most important environmental and landscape impacts that is closely related to the identity of the place and the relationship is a link between humans and the environment, and as a result of this relationship, the environment becomes a psychological harbor, and place depending is formed. According to Walter Bor, identity is the small and large differences that make it a recognizable place and creates belonging to the environment. The specificity of each environment and landscape means avoiding uniformity, diversity and attractiveness. It can be created in the shape and manner of placing the spaces (Aghakhani & Baghdadi, 2014).

According to Ghotbi,(2008) landscape identity is the small and big differences that make it possible to recognize a place and the belonging to the environment and create a sense of depending to the environment. Finally, according to Dr. Mortaza Tavakoli, landscape identity means the meaning of the landscape of a place and is the boundary to which a person can recognize a place from other places so that having at least one or more specifics. All of the above mentioned points are definitions of landscape identity. Finally, what a researcher

presents from landscape identity is in fact the exact address of what has happened in the past, and what is going to happen in the future based on their studies and knowledge and their findings. The structure was formed and powered in the past, incomplete or complete, grown and grew up and manifested in an objective and subjective manner in a perspective that has manifested itself. It naturally has constructive components that are effective not only in the formation of identity, but also in the direction of uniqueness of a particular landscape or place so that they also establish the branding basis of a place. All of these components include the framework quality and intuitive proportion, human, institutional, historical, cultural, social, distinct features of the environment, vitality, beauty, diversity and variety, sensory richness, security and integrity, flexibility, belonging sense, accessibility, utility and efficiency, compatibility, durability, semantic, neutrality, permeability, sustainability, efficiency, environmental, and economic are most important depending on the geographic characteristics of a site or texture, and a number of components are more important and others are weaker. For example, according to the discussion of tourist villages, these villages somehow often focus on four functional-physical activity, historical, cultural, economic, and environmental elements, which, according to the researcher, this is the main weakness of the improvements plans and the lack of consideration of other actual components. The potential exists in these villages, such as perceptual components can greatly weaken these plans. Hence, in this paper, identifying the components of landscape identity was considered in valuable texture of villages from the perspective of not only rehabilitation but also the identity.

## ***2.2. The factors shaping the identity of the landscape***

1) Physical identity and visual proportions: every village can be evaluated from a structural-physical point in different time scales. The measurement tools of these reagents include factors that have affected the components and totality of the village from the past to the present. Among the most important of these elements is the buildings around them. The factors that affect physical identification of rural identities are the location of these buildings, combining them with their adjacent spaces, the scope and details of the scenes on a variety of scales (Zeinali Ghotbabadi, 2015).

2) Compatibility: The desirability of existing activities in space and the performance of the space indicates the proper use of space from this quality.

3) Permeability: Accessibility to space (physical and visual) and accessibility to space functions are primary prerequisites for the utility of a space that affects space desirability.

4) Variety and diversity: Activities and spatial diversity are among the factors that increase the attractiveness of the environment and the landscape and the possibility of increasing the number of population.

5) Lividness: The possibility of the presence of different people, from different ages and classes, increase the desirability and vitality of the rural spaces. The persistent presence of individuals increases the possibilities of social encounters and this factor contributes to the dynamics of space. The factors influencing the presence of individuals and the continuity of this presence are influenced by the sociality of space.

6) Flexibility: The possibility of changes in space regarding to the needs of individuals, as well as the possibility of changes in the functions in space, are a positive feature of rural spaces. Also, the possibility of using it in different situations and different hours of the day indicates the flexibility of space (Rafiean, Taghvaei, Khademi, & Alipour, 2012).

7) Readability: This is a clear and legible image of the environment or perspective which provides perception for a place to be understood and can influence the way of understanding of the opportunities and situations that an environment provides. The perspective of the rural spaces and the possibility of its role on the minds of observers and presenters is one of the characteristics that affects people's sense from a place and sense of belonging to space. Human defines an objective for themselves based on a perception of the realities or phenomena of the environment. However, based on their personal and collective experiences of the past and present, they have a mental image of the phenomenon to which they face. The meaning of the identity is the conformance of objectivity with its mental image and the continuation of this adaptation in the future. The mental image of a person is influenced by perceptual power, interpersonal skills, personality, values and culture. Therefore, a mental image involves all the peripheral experiences of the individual, and sometimes takes on the symbolic aspect and becomes part of the human subconscious. On this basis, it can be said

that the mental image is the result of a two-way and continuous process between the observer and their environment. The environment manifests itself with its manifestations and creates a relationship in the observer's mind between them and their experiences. The observer selects some of the agents of the environment. It brings them to the system in their minds, and it means it is based on mental reserves (Zeinali ghotabadi, 2015).

8) Visual proportions: The dimensions and size of space, the shape of space, and the relationship between space dimensions affect human perception of that space and the positive or negative sense of the people from space.

9) Sustainability: The optimal use of environmental factors and the effect of negative natural and essential human resources are of remarkable importance in the human environment, especially the space used by the public. Non-contamination of the environment (landscape), optimum use of energy and attention to ecosystems and not damaging them are effective factors for the sustainability of a landscape.

10) Efficiency: Effectiveness of any of the mentioned criteria and, as a result of the efficiency of the space, makes it possible for individuals to use space without restrictions. On the other hand, the feasibility of measuring landscape efficiency (cost-benefit) makes it possible to identify and create desirable environments (Rafiean, Taghvaei, Khademi, & Alipour, 2012).

11) Physical component: The physical environment of nature is the main component of the rural environment, and is the first to form the human environment. Comparison of habitats built in mountains and flatted lands, between cold and hot climates, and between them that are made on the banks of the river, with those built at the skirt of the mountains will indicate that the human-made form can be modified depending on the natural context. This variation in the physical form and natural qualities, in turn, affects the quality of rural space. Applying the natural conditions of the man-made environment, in addition to the perceptual and aesthetic enhancement of rural spaces, provides an ecologically environmental and spatial attractiveness. This, in addition to rural sustainability, provides the overall stability of the rural area (Zeinali Ghotabadi, 2015).

12) Human components: The human components of rural identity are influenced by how the habits, beliefs and ways of life of the inhabitants of each

village are practiced, and moreover, it goes back to the civil aspects of the locals. The head of this component is the human dialect or language of the village that is being considered (Zeinali Ghotabadi, 2015).

13) Historical-cultural components: Generally, they include an assemble that keeps them alive, leading to the continuation of past messages. By continuing with past messages, we are striving to keep a kind of witness, specimen, or sign to be relied upon as a reliance point in today's villages. Historical-cultural interventions are effective in explaining rural identity and also play a major role in providing psychological needs, because the civilized man needs to feel somewhere in space and time. Also, culture as the undeniable mainstream has always existed in most civilizations, and the works of historical-cultural architecture generally form part of rural identity. Once this impact has been so crucial, even the orientation and spatial organization of the whole city has been shaped by a historical and cultural element (Zeinali Ghotabadi, 2015).

14) Security / sense of security: Security is taken from the Latin root of "secures" which means "no worry" in the word, as well as escape from danger, threat, injury, anxiety, panic, concern with peace, confidence, comfort, trust, security, and warranty. Security in Persian culture also means freedom and tranquility, no fear and non-invasion of others. In the culture of behavioral sciences, the two meanings of this term were mentioned: i) a state in which satisfaction of personal needs fulfilled and ii) sense of personal valuable, confidence, and acceptance which are ultimately applied by the social classes to the individuals. Therefore, according to the definitions, security by scientists is considered as one of the most important human needs in villages, cities, and communities as Maslow ranked security as the second human need in the proposed pyramid of the needs. Other scientists have also referred to this definition in different ways. Security has always been considered by the experts as one of the main criteria of quality and important indicators assess the quality of community life. Nowadays, the criterion of security of residents is defined with their non-fear and anxiety of facilities, roads, buildings and unexpected events.

In explaining the concept of security, two distinct dimensions must be considered. The first one is the "objective" dimension, which evaluates the objective environmental and behavioral parameters, and the other one is the mental dimension, which is perception from the sense of security of the union.

Both dimensions can also have positive or negative effects on each other, which emphasizes the need to pay attention to providing public safety. Considering the above mentioned points, the role of rural landscape components in promoting the level of safety in public spaces and the safety difference between safety and security can also be found in this category, which is the safety that is more related to the human health and the prevention of threats, which can threaten physical health of people. Indeed, it includes the external security while security has a mental dimension. We need to look at what creates a sense of security in society and how it can be strengthened. Accordingly, security is a kind of inner feeling of comfort that is derived from the active components of the environment and creates a sense of safety after a kind of mental perception. The sense of security also involves the human being in an environment as a type of psychological perception that is distinguished from a specific and cultural structure of rural with another cultural-social structure. Therefore, the formation of a sense of security is psychologically dependent on environmental conditions and, on the other hand, the type of perception and perceptual levels (Moaiedi, Ali Nejad, Navaie, 2013).

15) Economic: From an economic (operational-operational) perspective, rural settlements must be viable and guaranty the vitality, mobility and survival of their indigenous economies. Also, the variety of functions must be considered in terms of reason, proportionality and compatibility with each other, with the requirements and facilities.

16) Environmental: From an environmental outlook, it must guaranty the sustainability and efficiency of the resources and energy, support ecosystems, not release any environmental pollution or damage to the environment or resources, and activate the environment in the form of a live, flexible, self-sustaining and cyclic one. In other words, the village has become an element of environmental ecosystem and does not impose itself on environment, either in terms of landscape, function, or other outputs (Yiddghaar, A. Poorrohani, 2012).

### **2.3. Rural Valuable Texture:**

The historic and precious texture of the cities and villages are precious trace of native culture, architectural knowledge and urbanism, and are considered as a part of the social identity of each nation. These textures in our cities and villages

show elegance and beauty, as well as the creative spirit of the people who create them in accordance to their traditions, culture and livelihoods over many years. Historical and valuable textures have actual and potential capabilities as the old and historical core, which, if not predicted, will cause irreparable damage and loss of cultural invests. Since the old parts of cities and villages have the social and cultural spirit of the cities and the villages, the preservation of the identity of cities and villages, often in historical contexts, is the best way of expressing the history and national identity of each country. But, in fact, how can we define valuable textures? Is there a single definition of this category? For the appreciation of any definition of historical and valuable texture, the views of architects and planners should be considered. Valuable texture is not just a physical issue, but also it contains economic, social, and cultural issues. The basic nature of the historical texture is the formation of a consistent, continuous and unified texture in the history. In other words, over time and based on the experiences of the past, it has gone through the whole trend of processes. Historically, textures should clearly state the period of history that they belong to. These textures, although they may not be a cultural revolution, have a protective value due to their particular period of representation and the role played by the process of cultural revolution. The valuable textures are the textures that include the past and inescapable traces that can help their communities to understand their cultural and past values. In addition to stimulating national proud and creating a sense of identity, they preserve them and increase the quality of life (Shekariarani, 2015).

Tourism, in turn, can have positive or negative effects on the environment, and the extent and magnitude of these effects depend on planning and management. If development of tourism is environmentally compatible and based on the capacity to accept, it will be an important driver for sustainable development. Since the rural areas of the vulnerable resource are susceptible to environmental, social and economic changes, in particular, experience has shown that wherever the tourism is spontaneous and accidental, without planning and management, it had undesirable consequences and its disadvantages were more than its advantages in the long term. Then, the development of tourism in rural areas should be sustainable in the context of sustainable

development. Rural valuables are subdivided into classes in most cases. The districts have a social dimension more than physical objects. In the view of the observer who visit the villages, it is difficult to identify the boundaries and discriminate between them. The division of this localities can be tribal, religious, or ethnic. Villages that are part of a living legacy and valuable texture have two main goals for intervention with their hidden values. First, the protection of existing values in rural areas, and second, the comprehensive and sustainable development of residents using the potential of these textures (Khodadadi, Mohammad Nejad , 2013).

#### **2.4. Review of literature**

Palang, Printsman, Gyuró, Urbanc, Skowronek, & Woloszyn (2006), in a study entitled *the forgotten rural landscapes of central and eastern Europe* published in the *Landscape Ecology*, considered the temporal diversity with a different point of view with other geographers and landscape ecology experts who mainly focus on spatial diversity. They, with considering that the interaction between nature and human is the fundamental force that has created diversity over time, believe that due to the diversity of time, the relationship between humans and the landscape has been lost in central and eastern Europe, and also showed that this diversity reduces the readability of landscapes, low communication and change of concepts. They referred to some examples in the central and eastern European countries such as Estonia, Hungary, Poland and Slovenia, which are more diverse than Western Europe in terms of time. Thus, with considering these differences, it is necessary to use different indicators for measuring and studying landscapes, specific problems, threats, and the ability to manage future development plans. Over the past decades, the expansion of urban centers and the intensification of agricultural activities have dramatically changed the traditional cultural landscape of some regions of Europe, including Switzerland. Motevali (2010) analyzed the subject of quality of beauty through the evaluation and assessment of the criteria based on the concept of consecutive views in the urban landscape. This assessment was based on the observer's perception of space and seems to be used as a method for analyzing the beauty of the landscape in urban design. First, it explores the concepts and definitions of beauty, motion and consecutive views in urban landscape. Subsequently, the case study

was evaluated by extracting a classes of criteria and indicators concerning the concepts of quality of beauty and consecutive impressions, in the form of evaluation matrix. Finally, a category of landscape design solutions is presented to enhance the quality of beauty in each area of the study area.

Mahdavi (2011) assessed the identify and the sustainability of villages using a descriptive-analytical survey method in order to find economic and socioeconomic solutions to stabilize development, in particular, in the historical and cultural villages of the country through the development of a practical way of assessing and monitoring the progress towards sustainable development of rural tourism in terms of human and natural system quality.

#### **3. Research Methodology**

The method of this research is descriptive-analytic and quantitative. Data extraction and analysis were performed using various tools such as interviews, questionnaires and softwares. In the research literature, the documentation has been used according to the research requirements. Descriptive and inferential statistics have been used in the analysis. A questionnaire has also been used for verbal validity. The Cronbach alpha coefficient has been used to measure the reliability of the questionnaire. According to the table below, in this questionnaire, the Cronbach's alpha coefficient was 99.1%, and the coefficient was acceptable for confirmation of reliability.

The main question of the research was that what the components of landscape identity are in the villages of tourism with a valuable texture. A landscape was identified in four areas of aesthetic, semantic, perceptual, functional-activity components using the literature review of components and identity indicators, and then, through the studies, these components were extracted, arranged and listed in a wide range in the form of a table using the frequency of repetition of the components. The frequency of each component was determined by the percentage of repeatability in the literature and related studies. Those components that had the highest percentage of repeatability in the literature of landscape identity were selected as the component of landscape identity. It should be noted that in the process of preparing the components, the criteria for evaluating their performance in this research are the relation with the topic, data access (capacity for collection and processing), validity and

information, accuracy and understanding of the ability for users, and the ability to compare over time and across different regions. So, first, all components of landscape identity were identified in the literature. Then, elements of landscape identity were extracted in valuable tourist villages which were noted without any exception. The literature related to the villages of valuable texture components considered the economic, physical, social, historical-cultural quality factors completely. Among the identified components, the components of readability, vitality, beauty, safety and security, variety and diversity, belonging, accessibility, historical-cultural, semantic, visual and physical quality were selected because of the higher repeatability. Social, environmental and economic factors, as it was mentioned, were considered because they were included in all the previous studies. Subsequently, related terms were designed and selected from the literature.

### **3.1. Statistical Community and Sampling Method**

One of the steps that is very effective in answering the quality of the questionnaires is the proper selection of knowledgeable and experienced people in the area. First, the criteria for selecting individuals should be specified. These criteria should be fully consistent with the subject title of the research and the model under study. The criteria that can be used include relevant academic fields, useful experiences, compilation and translation of the book, and the publication of scientific papers on the research, employer in the field that relates to the topic of the research. A snowball sampling method was used in this research. The sample size of this study is equal to thirty six and was fulfilled by the faculty members of the faculties of Applied Geography and Rural Planning, architecture, landscape architecture and specialist authorities related to the valuable textures of the three organs including provincial government, housing Foundation and cultural heritage organization in seven selected provinces (i.e., East Azerbaijan, North and South Khorasan, Yazd, Isfahan, Fars, Mazandaran).

## **4. Research Findings**

Desirable finding is a result of accurate analysis of the information that was gathered based on the main question of the research. Therefore, analyzing information is one of the main foundations of each study as the main part of the scientific research methodology process. The purpose of the analysis is

to make the data into intelligible and understandable information. The analysis of research findings is a fundamental step in describing the data and confirming the hypotheses that the researcher has designed to answer the questions. To answer what the components of landscape identity are in tourist villages with high value texture, and which one is more important, we have prepared a questionnaire for this research. According to the research, a sample of 36 people has been analyzed. The people were selected by random sampling and collected data was analyzed using the SPSS software. The results are presented in two sections: descriptive and inferential statistics.

### **4.1. Descriptive statistics of respondents**

In this study, both genders (16.7% female, 83.3% male) participated. Twenty percent of the participants were between 40 to 50, 16.7 percent were between 50-60, and 2.8 percent were more than 60 years old. The people with age ranging 30 to 40 years old have the highest number of respondents. The academic status of respondents show that 3.8% had bachelor's degree, 36.1% had masters, and 55.6% of them had doctoral degree. The highest level of education in respondents was doctoral degree because in addition to the experts of the studied areas, the samples also included university professors who were all faculty members. Their employment status was as follows: 19.4 percent of the individuals were employed in Housing Foundation, 19.4% were employed in the Cultural Heritage and Tourism Organization, 41.7% of the respondents work at universities, and 19.4% were working in provincial government (related to the Ministry of the country). The status of respondents major showed that 47.2% of those had geography and planning expertise, 33.3% had an architecture expertise, 5.6% had civil engineering degree and 13.9% had degrees in other fields. Among the majors, geography and rural planning has the highest number of respondents. The situation of the place of their activity showed that the 8.3% of them were from the East Azerbaijan province, 2.8% from Ardabil province, 8.8% from Isfahan province, 27.8% from province of Tehran, 1/11% from South Khorasan province, 8.3% from Khorasan Razavi province, 8% from Northern Khorasan province, 8.3% from Fars province, 8.3% from Mazandaran province, and 3.8% from Yazd province. Among the cities, Tehran has the highest percentage of



respondents because university professors are more in this province.

#### 4.2. Inferential statistic for the component of landscape identity

The goal is to determine whether sample data has enough evidence to reject or confirm hypothesis in statistical tests. The incorrect selection of the test will distort the results of the research. (Rajabzadeh Qatari, Safari, & Memarpour, 2014) Analysis of variance, also referred to as ANOVA or F test, is one of the most effective and widely used statistical techniques in such studies. When the researcher wants to examine the average differences between more than two communities or samples with

independent groups, he utilizes analysis of variance (Rajabzadeh Qatari, Safari, & Memarpour, 2014).

For analyzing variance, first, equation of variance test was performed to compare equality or inequality of variances in the SPSS software. For this purpose, the homogeneity of variance test in the analysis section, one way ANOVA, was examined and according to the following table, based on the Lun test statistics with 12 degrees of freedom, the results showed that the level of significance is 0.17; it is higher than the alpha 0.05, and it can be assumed as the equality of variances. Then, there is not a significant difference between the variances and the tests where the variance between the groups is assumed equal to be used in the post-hoc comparison.

**Table1. Identification table for landscape identity components**

(Source: Hosieni, 2019)

Explore	Physical quality and visual proportions	Human (institutional)	Historical and cultural	social	Readability	Presence	Vitality	Beauty	variety	Sensory richness	Security and safety	flexibility	fixation	availability	Desirability	Compatibility	Durability	Semantic	Environmental (natural)	Permeability	Sustainability	Performance
Rolf (2015)	*		*															*				
Christiane Norberg (2013)				*									*					*				
Wagner (1998)	*																	*				
Taghvaei, Khademi & Alipour, (2012)	*			*	*		*	*	*			*		*		*		*			*	*
Meltem Erdem Kaya (2013)	*		*	*										*					*			
Agnieszka Jaszczak1 (2011)	*		*					*											*			
Mansoori (2014)			*	*	*				*	*		*	*	*				*				
Moztarzadeh, (2015)				*							*		*		*							
Golkar (2000)	*		*	*	*		*	*	*		*			*		*		*	*			
Akbari Motlagh (2011)	*	*			*		*	*	*		*		*		*			*	*			

Explore	Physical quality and visual proportions	Human (institutional)	Historical and cultural	social	Readability	Presence	Vitality	Beauty	variety	Sensory richness	Security and safety	flexibility	fixation	availability	Desirability	Compatibility	Durability	Semantic	Environmental (natural)	Permeability	Sustainability	Performance
Pour Jafar & Dehghani (2011)	*		*	*	*				*		*		*	*				*			*	
Ismail Diran, (2012)	*			*				*			*	*	*							*		
Pourjafar & Sahar (2013)	*			*	*		*															
Mocidi, Alinejad, & Navadi (2013)	*		*	*	*		*	*	*		*	*	*					*		*		*
Changizi, & Ahmadian (2013)	*		*	*	*			*					*					*				
Adab (2013)		*	*		*											*		*	*			
Hossein Garkani (2014)	*			*				*			*					*		*	*			
Rahimi Fard & Puresfahani (2014)	*		*		*		*	*	*	*	*		*	*					*	*		
Danesh Pajooch & Modri (2014)	*				*			*	*	*		*	*				*			*	*	
Hatefi Farshjian, & Aliabadi (2014)	*				*	*	*											*				
Aghakhani, Baghdadi (2014)	*		*	*	*		*	*		*				*		*						*
Amine Zeynli Ghotbabadi (2015)	*	*	*	*	*		*				*								*			
Bentley (1985)	*				*				*	*		*	*							*		*
PSS Institute											*			*								
Pouya doulabi, et, al (2015)	*				*			*						*				*	*			
Shokouhi, Hosseini (2015)	*		*				*	*			*					*						
Sultanzadeh et al., (2012)	*																					
Pourjafar (2013)	*		*								*											

Explore	Physical quality and visual proportions	Human (institutional)	Historical and cultural	social	Readability	Presence	Vitality	Beauty	variety	Sensory richness	Security and safety	flexibility	fixation	availability	Desirability	Compatibility	Durability	Semantic	Environmental (natural)	Permeability	Sustainability	Performance
Safarnejad et.al (2016)	*				*		*	*	*	*		*	*	*			*	*	*		*	
Shirvani (1984)	*															*						
Kalantari Khalil Abadi (2012)	*		*	*															*			
Khodayad & Mohammadnezhad (2013)	*		*	*			*						*									
Ghahremani (2012)	*		*	*															*			
Azad & Hashemi Ruteh (2016)	*		*	*					*			*						*	*			*
Mohammad Kesra (2010)	*			*															*			
Anabestani & Khatami (2017)	*			*															*			
Hananchi (2011)			*	*															*			
Kensotange (2009)			*																			

Therefore, due to the significance level of the test is less than 0.05, the assumption of the difference between the groups (thirteen components of the landscape identity) is confirmed and the same statistical assumption is rejected according to the ANOVA table. That means at least one of the

groups is different regards to average of the rest of the groups, and the value of F Fisher's test at a error level of less than 0.01 is significant, it means that statistically significant differences exist between the groups of thirteen components.

**Table2. Continued from table Component**  
(Source: Hosieni, 2019)

Explore	Visual proportions and physical quality	Human (Institutional)	Historical and cultural	Socially	Readability (clear image of the environment)	Presence	Vitality	Beauty	Variety	Sensory richness	Security and safety	flexibility	fixation	availability	Desirability	Compatibility	Durability	Semantic	Environmental(normal)	Permeability	Sustainability	Performance
Kevin Lynch et al. (1832-1914)	*		*																*			
Jenkes et al (1819-present)	*		*																			
Proshansky (1970) - (1983)	*																	*				
Capone & Roach	*			*			*	*			*											*
Cremona 2002	*			*														*				
Jin J kubz (1961)	*		*	*					*			*		*								
Broadway	*			*				*			*							*				
Panther & Cremona (1997)	*					*															*	
Ian Nairen																		*				
Transic (1986)	*							*														
Hatton & Hunter (1994)	*			*					*		*	*								*		
Green (1992)	*							*														
Voylich (1983)	*		*	*	*			*														
Bentley et al. (1985-1990)	*	*			*			*	*	*		*		*		*						*
Bentley et al. (2011)	*				*			*	*		*	*	*	*				*				*
Ministry of the Environment (2000)	*				*	*		*	*			*										
Maslow				*				*			*							*				
Coleman (1987)	*		*				*	*	*									*				

Explore	Visual proportions and physical quality	Human (Institutional)	Historical and cultural	Socially	Readability (clear image of the environment)	Presence	Vitality	Beauty	Variety	Sensory richness	Security and safety	flexibility	fixation	availability	Desirability	Compatibility	Durability	Semantic	Environmental(normal)	Permeability	Sustainability	Performance
Brian Goody (1992)	*	*			*		*		*			*										
Saruto Worth 1989	*		*	*	*		*		*		*			*				*				
Prince Charles (1989)	*			*	*			*														
Jacobs and Aplyard (1987)				*		*	*	*						*				*				
Camille et al. (1841-1919)			*																			
Linch (1979) (1981)	*		*	*	*		*				*			*		*		*				*
Lynch (1983)				*			*	*						*		*		*				*
Carneiro, et al. (2015)		*	*			*												*				
Abundance	54	6	28	34	25	5	19	24	19	7	18	13	15	17	2	10	2	26	21	6	5	10
Frequency	84.34	9.37	43.75	53.12	39.06	7.81	29.68	37.5	29.68	10.93	28.12	20.31	23.43	26.56	3.12	15.62	3.12	40.62	32.81	9.37	7.81	15.62

For ranking the importance of the components of landscape identity post hoc test was used. The Tukey post hoc test is used because of the equality of the variances in the groups and the sample size. After documentary studies, aesthetic, semantic, functional-activity components were identified as components of landscape identity in the village. After the implementation of the indicators, the components of readability, Vitality, beauty, security and safety, diversity and diversity, belonging, accessibility, historical and cultural, semantic, visual proportions and physical, social, economic, and environmental quality are obtained among all

the components in these three areas. According to the above table (Tokyo Hsd), the accessibility component in the first column, has less importance while safety and security, diversity and variety in the both common and ten components in the second column have the most importance. The economic component was in the priority importance. The historical-cultural component considered as a perception component was considered as an important component after economic (first rank) and social (second rank) ones with having the third rank. The main hypothesis of the research was confirmed.

**Table 3. Result of Tukey HSD**  
(Source: Research findings, 2019)

F - Factor	N	Subset for alpha = 0.05	
		1	2
Availability	36	2.1577	
Security and safety	36	2.3348	2.3348
variety	36	2.4420	2.4420
Vitality	36		2.4759
fixation	36		2.4833
Visual proportions and physical quality	36		2.4867
Beauty	36		2.4902
Semantic	36		2.4923
Environmental (natural)	36		2.5240
Readability	36		2.5417
Historical and cultural	36		2.5510
Socially	36		2.5554
economically	36		2.6172
Sig.		.099	.105
Means for groups in homogeneous subsets are displayed.			

Comparing the components and evaluating the level of their differences were done according to the Tukey. According to Tukey's table, there is not a significant difference between the vitality component and the components of beauty, security and safety, variety and diversity, belonging, historical and cultural, Semantic, visual proportions and physical, social, economic, and environmental quality, while there is a significant difference between the vitality component and accessibility component. Based on the research findings, there is no significant difference between the components of beauty and the components of safety and security, diversity and variety, belonging, historical and cultural, semantic, visual proportions, physical quality, social, economic, and environmental components while there is a significant difference between the beauty and accessibility component. Based on the research findings, there is no significant difference between the components of security and safety and other components (12 other components). There is also no significant difference between the components of diversity and variety and other components. There is a significant difference between the component of belonging and

accessibility, and there is no significant difference between belonging with other components. There is a significant difference between the component of accessibility and readability, vitality and beauty, and belonging, historical, cultural, semantic, and visual proportions and physical and social quality, and economic and environmental factors, but there is no significant difference between the accessibility component with the diversity and variety component and security and safety.

There is only a significant difference between the historical-cultural component and the accessibility, and there is no significant difference between this component and other components. There are significant differences between semantic and accessibility components, but there is no significant difference between this component and other components. There is a significant difference between the component of visual proportions and physical identity and accessibility component, but there is no significant difference between this component and other components. There is a significant difference between social component and accessibility, but there is no significant difference with other components. There is a

significant difference between economic component and accessibility but there is no significant difference between this and other components. There is a significant difference between the environmental component and the accessibility, but there is no significant difference between this with other components. Finally, it can be found that the components have a significant within-group difference.

### 5. Discussion and Conclusion

The purpose of the study was to evaluate the valuable texture of the villages. We know that the valuable texture must be preserved. The main issue is that maintaining and preserving these valuable texture that will result in losing languages and knowledge of landscape perspective. This means that the indigenous people are civilized and less adapted to landscape, and no longer hear the birds singing, the sound of the river and the water, winds in the desert. The fact is that the maintenance of these "values" is accompanied with the protecting and maintaining all semantic, language, and landscape concept, and accurate and fluent parlance. We shaped the landscape and language, and these in turn, shaped us, however, whatever this formation is in a conscious, perfect, accurate, and complete our environment will be manifestations of sustainability, comfort and functional, semantic and artistic, and can form the landscape that supports the lives of human beings and nature and will promote identity and rule diversity, and if we don't know anything about the landscape and operate without knowledge, undoubtedly we made the environment and people disorderly and meaningless and without performance, insecurity, instability. These mentioned problems were as triggers for the researcher to consider recognizing the components of landscape identity in valuable tourist villages in building close-up of plans in these areas in accordance with the landscape language. It will not be possible to provide a rich perspective, a favorable landscape acceptable to both the local community and tourists regardless of landscape constructive structure. The most important components of landscape identity such as economic is effective in providing a dynamic landscape view through the quantitative and qualitative improvement of the social and industrial fields, meeting the needs of the inhabitants and tourists, attracting and directing investments to create accommodation camps and rental homes for tourists around valuable texture,

generating public welfare through economic upgrading, marketing and exploiting legacy products in order to protect traditional businesses and create income (rug weaving, carpets weaving, production of honey, nuts), providing affordable and good-quality tourism products, creating new business opportunities (sustainable employments) in valuable villages (tourism-related businesses such as local leader, creating local and public markets, the women in the production process), and building a market for selling livestock, and gardening in surrounding villages in the local market place of rural texture. Similarly, the social component is also effective through the social interactions in tourism activities (sending tourists by tour operators and using local tourists leader who is familiar with the context of a two-way interaction between the agencies and the natives), the preservation of social values (collective cooperation, the preservation of customs, the preservation of the ancient village tradition), which is often interesting for tourists, the traditional village fields and collective open spaces for preserving and introducing customs and social cultures to introducing it to future generations of rural people, encouraging residents of the valuable texture for participation (financial, technical, and intellectual participation) in the rehabilitation, reconstruction and development of tourism infrastructure and facilities, and making money from this way), educating and informing residents about how to deal with tourists in order to avoid conflicts between tourists and residents of valuable texture with the value of the correct way of dealing and preventing conflict from the tourists to the host community, promoting and awaking the natives, self-confidence and sense of belonging to the village and its rural identity. All of mentioned factors can be important in the presentation of a social value that is valuable in society. The historical and cultural components include a category that preserves and maintains life leading to the continuation of past messages. The civilized human needs to feel that he belongs to space and time, through the attention to the national and local culture (local culture in the custom, the holding of specific customs in the historical places, the restoration of memorials and traditional and old buildings and preventing the destruction of them), paying attention to old traditions in rural development and improving and restoring the traces, preserving cultural heritage (sensible and

insensible effects); (knowledge of cultural heritage and recognition of them, preservation of the buildings with an architectural and historical value, the implementation of the process of protecting the valuable traces and reviving their identity as a document of indigenous proud document, linking the past and manifestation of history in the buildings, cultural behaviors, beliefs and appearances, addressing the authenticity persons of the village); a strong personality in the rural area (strong historical background including being proud of the past, and historical narratives of victories and the existence of the contemporary people show the authenticity of the rural area) can all be a major factor in the historic-cultural component is providing a vision of authenticity and identity of the landscape.

Suggestions:

1. Improving the quality of life of residents (hosts), guests (visitors) through the use of landscape identity components in planning and design
2. Identifying the economic, social and cultural potential of each region with valuable value in order to take advantage of them in adopting strategic policies with a participatory approach aimed at developing tourism.
3. Increasing local awareness and knowledge, followed by observation to preserve and treat the landscape (local self-management) to manage visitors from these areas for educational and recreational purposes.
4. Preventing the destruction (deliberately and unknowingly) of the natural environment and cultural heritage that forms the identity of the

indigenous villages of tourism, the provision of educational and environmental training programs aimed at cleaning up and protecting the natural environment and human beings and building, revitalizing and restoration of the cultural heritage of the region or the promotion of educational programs on the sustainable use of natural resources.

5. Maintaining the balance between the cultural and natural factors shaping the landscape by protecting the social, cultural, spiritual and natural values of the habitat (habitats, natural monuments, biological and animal species) through the consideration of the components of landscape identity and application. They have a protective approach to protect the cultural heritage, wildlife, natural habitats and biodiversity, and to protect archeology of the heritage.

6. Facilitating the security of local communities, tourism activities, even scientific research.

7. Strengthening landscape policies and protecting and enhancing such policies in terms of knowledge, interests and public interest, multi-part strategies, tools and more efficient guidelines; effective participation of stakeholders and local communities based on their expectations and perceptions. .

8. Prioritizing landscape identity for a sustainable landscape, even for later generations

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## تبیین مؤلفه های هویت منظر در روستاهای گردشگری دارای بافت با ارزش در ایران

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### چکیده مبسوط

#### ۱. مقدمه

طبق نظر الکساندر هویت در محیط هنگامی تجلی می‌کند که ارتباط منطقی و احساس تعلق خاطر بین فرد و محیط زندگی اش بوجود آید و این ارتباط بر اساس شناخت عمیق و تشخیص محیط باشد و توان درک تمایز آن محیط نسبت به محیط‌های دیگر را نیز داشته باشد. طبق نظر کوپر مارکوس محیط ابتدا توسط فرد شناخته شده و سپس فرآیند پیوند روانی با مکان به انجام می‌رسد. بدین ترتیب با گذشت زمان و ایجاد علاقه فرد با محیط تعلق مکانی شکل می‌گیرد، تعلق مکانی یکی از مهمترین تأثیرات محیط و منظر می‌باشد که با هویت مکان ارتباط تنگاتنگ دارد و رابطه هم‌پیوندی است که میان انسان و محیط برقرار گردیده و بر اثر این رابطه محیط به یک لنگرگاه روانی تبدیل می‌شود و وابستگی به مکان شکل می‌گیرد. به عقیده والتر بور، هویت همان تفاوت‌های کوچک و بزرگی است که باعث بازشناختن یک مکان و خوانایی محیط می‌شود و حس دل‌بستگی و حساسیت به محیط را به وجود می‌آورد. خاص بودن هر محیط منظر به معنی اجتناب از یکنواختی، وجود تنوع و جذابیت است. در شکل و نحوه قرارگیری فضاها، در طرز دسترسی به فضاها و در کاربری‌ها نیز می‌باید وجود داشته باشد.

#### ۳. روش تحقیق

روش انجام این تحقیق، توصیفی - تحلیلی پیمایشی و از نوع کمی می‌باشد که با استفاده از ابزار گوناگون مانند مصاحبه، پرسشنامه و نرم افزارها استخراج و تجزیه و تحلیل داده‌ها صورت گرفته است.

امروزه موضوع بازشناسی و تعیین الگوی هویت منظر و احیاء آن به ضرورت مهمی در برنامه‌ریزی و سیاست‌گذاری سکونتگاه‌های بشری تبدیل شده است. هویت سکونتگاه‌ها به عنوان شاخص‌ترین نمود فضایی عهده‌دار تبیین ارزش‌ها، هنجارها و روابط انسانی و اجتماعی در ساخت فضایی است. یکی از مهمترین جنبه‌های هویتی، هویت منظر است که در مکان تجلی پیدا می‌کند هویت منظر در قالب ساختار فیزیکی سکونتگاه روستایی قابل تعیین است که متأثر از ابعاد اجتماعی، تاریخی، جغرافیایی، برنامه‌ریزی و... است. باور اساسی این است که روستاهای دارای ماهیت کارکردی گردشگری در صورتی که دارای هویت منظر با تعریف مطرح شده داشته باشند، پایدار و در مجموعه متغیر حیات و احیاء هویتی ملنگار خواهند بود. در پژوهش حاضر محقق قصد دارد به حوزه بافت با ارزش روستایی نگاهی وری آنچه دیگران بدان پرداخته اند، داشته باشد. بدین معنی که حقیقت شکل دهنده اینگونه روستاها می‌تواند برخواسته از هویت منظر باشد که آنها شکل داده است. بنابراین شناخت و شناسایی مؤلفه‌های سازنده هویت منظر اینگونه روستاها ضرورتی غیرقابل انکار است، بدین ترتیب سسوالی مبنی براینکه؛ مؤلفه های هویت منظر در روستاهای گردشگری دارای بافت با ارزش، کدامند و کدامیک از اهمیت بیشتری برخوردار است؟

#### ۲. مبانی نظری تحقیق

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یکی از مراحل که در کیفیت پاسخ ها بسیار موثر است انتخاب صحیح افراد مجرب و آگاه در زمینه موضوع مورد مطالعه است. از اینرو در این پژوهش از روش نمونه گیری گلوله برفی استفاده گردید که حجم نمونه این پژوهش برابر با ۳۶ می باشد و در اختیار اساتید هیت علمی دانشگاهی جغرافیا و برنامه ریزی روستایی، معماری، معماری منظر و مسئولین متخصص مربوط با بافت های باارزش از سه ارگان استانداری و بنیاد مسکن و میراث فرهنگی در هفت استان منتخب نظیر (آذربایجان شرقی، خراسان شمالی و جنوبی، یزد، اصفهان، فارس، مازندران) قرار داده شد و توسط آنها تکمیل گردید. اطلاعات جمع آوری و با استفاده از نرم افزار SPSS آنالیز شده است. نتایج به دست آمده در دو بخش آمار توصیفی و آمار استنباطی ارایه گردیده است.

#### ۴. یافته‌های تحقیق

پس از عملیاتی کردن شاخص‌ها، از بین تمامی مؤلفه های موجود، مؤلفه‌های خوانایی، سرزندگی، زیبایی، امنیت و ایمنی، تنوع و گوناگونی، تعلق خاطر، دسترسی، تاریخی و فرهنگی، معنایی، تناسبات بصری و کیفیت کالبدی، اجتماعی، اقتصادی و زیست محیطی بدست آمد که با توجه به آزمون آماری آنوا و آزمون (توکی اچ اس دی) مؤلفه اقتصادی به عنوان با اهمیت‌ترین مؤلفه هویت منظر با کسب رتبه اول مورد تأیید قرار گرفت و مؤلفه تاریخی - فرهنگی هم که جزء مؤلفه ادراکی محسوب می‌شد بعد از مؤلفه‌های اقتصادی (رتبه اول) و اجتماعی (رتبه دوم) با کسب (رتبه سوم) جزء با اهمیت‌ها آورده شد. بدین ترتیب فرضیه اصلی پژوهش مورد تأیید قرار گرفت.

#### ۵. بحث و نتیجه‌گیری

مهمترین مؤلفه‌های شناخته شده هویت منظر، نظیر اقتصادی از طریق بهسازی اقتصادی کمی و کیفی عرصه‌های زیست و تولید روستایی، در ارائه ی منظر اقتصادی پویا اثرگذار باشد بهمین ترتیب مؤلفه اجتماعی از طریق، تعاملات اجتماعی در فعالیتهای گردشگری، حفظ ارزش های اجتماعی که اغلب برای گردشگران هم جالب است، تشویق ساکنان بافت با ارزش برای مشارکت در احیاء و بازسازی و توسعه زیرساخت‌ها و تسهیلات گردشگری و کسب درآمد از این راه، پیشگیری از آسیب‌های وارده از سمت گردشگران به جامعه میزبان، ترویج و آگاه‌سازی روستاییان، اعتماد به نفس و احساس تعلق به روستا و هویت روستایی خویش و... پرداختن به همگی این موارد می تواند در ارائه منظر اجتماعی با ارزش و منسجم اجتماعی حائز اهمیت باشد. مؤلفه تاریخی و فرهنگی که این مؤلفه شامل مجموعه‌هایی که حفظ و نگهداری و حیات بخشی به آنها منجر به استمرار پیام‌های گذشته می‌گردد. انسان متمدن نیازمند آن است که حس کند به جایی در فضا و زمان تعلق دارد، از طریق میزان توجه به فرهنگ ملی و محلی، توجه به سنت‌های قدیمی در توسعه روستایی و بهسازی و مرمت مو به مو آثار، حفاظت میراث فرهنگی (آثار ملموس چه ناملموس)، پرداختن به اصالت روستا؛ شخصیت قوی محدوده روستایی، همگی می‌تولند از امور مهم مؤلفه ی تاریخی - فرهنگی در ارائه ی منظر با اصالت و با هویت باشد.

**کلمات کلیدی** - منظر، هویت منظر، منظر روستا، مؤلفه‌های هویت منظر، ایران.

#### تشکر و قدرانی

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