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The Role of Tourists attraction with Emphasis on Local Architecture on Tourists Attracting in Mazandaran Province

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Abstract

The four seasons country of Iran has many natural capacities and attractions. So that each of them can attract many tourists, which requires strategic planning and management (to achieve long-term goals), architecture, and the tourism industry, they are necessary for each other. Architecture can play an essential role in the development of tourism by creating opportunities to attract tourism. In addition to these modern buildings and high recreational facilities can play a significant role. In this regard, the native architecture of this area should be forgotten. Lake should create an artistic combination between modern and indigenous architecture and use eco-friendly materials in construction. In other words, contemporary architectural design in buildings should be done without forgetting the roots and originality.

This article aims to identify the relationship between tourist attractions and the native architecture of Mazandaran in this area, which is based on the actual process of an architectural plan. From the beginning to the end, it has taken a step in local architecture to attract tourists. In this research, descriptive and analytical methods are used. According to the results, green areas and beautiful beaches of the Caspian Sea have caused the constructions to conform to the architecture. Furthermore, be native to the building materials used in the Mazandaran region is wood, which is taken from the natural environment of Mazandaran, and these factors have been effective in attracting tourists.

1. Introduction

Architecture is one of the ancient human arts that, perhaps more than any other art, is in harmony with local and regional elements. Therefore, in every corner of the globe that you step on, we come across buildings that each fit the climate. The traditional architecture of Iran has valuable elements in its heart that can be explored by exploring these elements [1]. From the emergence of the first attractions, guesthouses, caravanserais have been in a stable connection until reaching today's vast industry, tourism and architecture. The joint achieved traditional architecture with the principles of sustainability and tourism [2].

Particular natural and geographical position and having rich underground springs, historically also the oldest countries. The world is considered a brilliant culture for a long time. It is one of the first centers of civilization. Human beings have known that the antiquities leftover from the cities of Mazandaran province shows the

existence of culture in several thousand years of importance. The architecture of Mazandaran and access to the Caspian Sea has made this region prone to tourism, which, if there is any infrastructure It can accommodate millions of domestic and foreign tourists [3].

The word tourism means to explore. Organized tourism is a significant industry all over the world today. The importance of tourism is due to two factors: 1) increasing income 2) creating jobs. When tourism enters a country, it must pay expenses in that country. Such as the cost of food, accommodation, entertainment, and transportation makes this boom the host country's economy. Organized tourism is a significant industry all over the world today. When tourism enters a nation, it must pay expenses in that country, such as food, accommodation, entertainment, and transportation, which makes this boom the host country's economy [4].

1-2- Expressing the Problem and the Necessity of the Subject

The mechanization of lives and the development of cities have caused the city to gradually move out of its traditional and indigenous context and buildings unrelated to the region's central identity. Therefore, creating a structure in harmony with the native texture of the city can be attractive to the community and tourists. Hence the economic problems improve, the current society is devoid of recreational facilities. With research on this subject, the ability to enhance the community's recreational facilities and create a direct and positive impact on people's lives. In addition to this annual number, many people are attracted to Khazji countries because of the lack of recreational facilities. Still, with the increase of recreational facilities, tourists can help the economic cycle in Iran and create jobs in the community. Moreover, indigenous architecture and eco-friendly materials preserve the identity, originality and type of structure of the buildings in this area, and tourists are entirely immersed in the culture of this the area becomes familiar [5].

1-3-Research Hypotheses

During this article, what are localism and indigenous materials in this region and how they have a design process? Is there a connection between indigenous architecture and tourist attractions? Is there a connection between absorption? Is there a tourist and eliminating the cause of unemployment for the native people? Does attracting tourists affect the improvement of economic conditions? Does the combination of local and modern architecture involve improving the architecture and type of construction in the city? Will be answered.

1-4-Research Method

In the form of library studies, field studies through statistics, similar case studies.

1-5- Scope of Research

Mazandaran province has 44552 square kilometres between 35 degrees and 47 minutes to 38 degrees and 5 minutes north latitude and 50 degrees and 34 minutes to 56 degrees and 14 minutes east of the Greenwich meridian. Its northern limit is the Caspian Sea. The country of the former Soviet Union (Turkmenistan), its southern border is Tehran and Semnan province, its western border is Gialn province and its border its east is Khorasan province. The shores of the Caspian Sea with a temperate climate and heavy rainfall are among the temperate regions. Enclosed between the Alborz Mountains and the Caspian Sea, the strip form consists of lowland plains that extend eastward. As it progresses, its humidity and temperate air decrease [6].

2. Theoretical Foundations

2-1-Tourism and Architecture

2-1-1-Effects of Attracting Tourists to the Country's Economy:

The tourism industry, as one of the main manifestations of development in all dimensions of the countries of origin, according to the United Nations Investment and planning in it will not waste any costs and functions because the dynamism and sustainability of this The field itself can lead to the development and opening of many relationships that are less anticipated in other dimensions. This issue to especially in the political, cultural and economic fields, shows itself more. So the tourism industry can cause openness and development in various dimensions, which requires proper planning, conscientiousness and capable management in the fields is different [7].

2-1-2-Definition and History of Tourism

Every time a group of socio-economic activities gets more attention and benefits, the importance of limitations and obstacles is discussed in our evolving world. Perhaps from this perspective can be the last decade of the century they called the millennium and the first years of the 21st century the era of attention to tourism. The volume of content about the industry and related activities are published in the world is imposing, and the description of its importance is unique. For this reason, it is called the industry of the 21st century various people leave their homeland to travel. The tourism industry collects different activities, services and initiatives that lead to a travel experience. This industry Includes transportation, accommodation, catering, shopping, leisure and other hospitality services available to the individual or group [8].

From another perspective, the tourism industry is all the activities tourists do when travelling and are related to them. These activities can be planning for travel, relocation between origin and destination, accommodation and catering, and all activities. Include what the tourist does at the goal [9].

2-1-3-Reasons for Expanding the Tourism Industry:

Travel and tourism as we know it today and a social activity linked to people's lives worldwide have not always had such breadth and diversity [10].

A study of travel history from past centuries confirms that humans have various motives such as trade, education, pilgrimage and religious affairs, adventure, and political duties (political representatives of governments) travelled. Venice was taken on an experience from the heart of Europe to East Asia, and Nasser Khosrow Ghobadiani set foot on the desert road for the love of visiting the Kaaba. The English aristocracy followed the path of Europe to gain experience and education and was motivated to reach India and Christoph's adventure. He made Columbus and his companions on a new continent [11].

Travel by Delijan also became popular in the 19th century, with coffee shops on the way. At the beginning of the twentieth century, with the invention of the Ford Model T by Henry Ford in 1908, cars were seriously transported to the arena. Quote entered. Following these developments, passenger buses also entered the transportation sector in the tourism industry. Fewer than two decades after the aircraft's first flight, the tourism industry also witnessed aviation [12].

2-1-4 - The Effects of Travel and Tourism

The travel and tourism industry includes a group of economic activities that are the largest if the combined global sector is created. It is the number one factor in job creation and is one of the most significant exports globally. Moreover, it is one of the most motivating factors [13].

The role of the travel and tourism industry is far more critical than global economic growth and job creation. Therefore, the tourism industry and countries that rely on this industry (in terms of growth and development) should have a safe, risk-free climate for tourists. Also, create a healthy environment so that this phenomenon can continue to grow and develop in a calm environment free from any harassment [14].

2-1-5 - Architecture as an Attraction in the Tourism Industry

When looking at different works and phenomena from the perspective of tourism. Many of them are in the collection of attractions tourism is categorized. In other words, the attractive features of a country or region provide the basis for tourism development; typically, attractions should be sought that are unique and distinctive cultural and natural heritage and characteristics of an area and adequately developed to enhance these features. Architecture as a requirement for promoting the tourism industry prerequisite for tourism growth is developing tourism facilities and infrastructure, mainly in accommodation, services, and transportation facilities. Travel and accommodation in a place other than the usual place of residence are the basis of tourism. These factors are referred to as secondary factors in the tourism industry [15].

Tourism is attracted to an area by tourist attractions, and then these tourist infrastructures must meet the needs of travellers. The issue of the design and construction of architectural spaces related to these facilities is discussed. Here, like other sectors, architecture has come to the aid of the tourism industry and plays a role in the construction and better use of these buildings. Then needs assessment, location measurement, function definition, and many other areas of the domain is the science of geography and tourism [16].

Today, in many parts of the world, designing places such as hotels, airports, and restaurants is one of the most critical joint activities. Therefore, architecture is considered tourism, and architects try to be in addition to the principles and beautiful on the charms of the building so that it Unique. In tourism in this era, sometimes in the design of such facilities, the observance of the form along with function it is built, because in such buildings, the process is practical, but its form should not be neglected.

3-1-Native Architecture:

The definition of indigenous architecture is a problematic definition of famous buildings and ordinary buildings in a culture. Indigenous architecture is a non-monumental, non-advanced and non-original architecture. Indigenous architecture is often referred to as an indigenous and local tradition that is passed down and is based more on trial and error and techniques passed down from generation to generation than on geometry and precision computing [17].

Indigenous architecture belongs to a specific time or place and transfers from one place to another and cannot be copied. Although it has undergone transformational phenomena throughout history, indigenous architecture has developed its own unique identity. Because it is a valid identity card of the people of a land, it reflects the customs, spirit, feelings, thought, and belief in their taste and art. In the formation of indigenous architecture, some social and economic relations with the natural environment and cultural symbols are skillfully reflected in a way that simultaneously manifests simplicity and makeup. Indigenous architecture, far from specializations, is realized meeting the needs of society about natural factors and human beings' spiritual desires. It is responsible because he is born with their participation in planning and execution and is inspired by their daily life and away from showing off. Also, the exterior is established, so indigenous architecture, without a style, away from a particular form and model, is a feature. Nevertheless, indigenous understanding of architecture can mean knowing the community [18].

3-1-1-Characteristics of the Native Architecture of Mazandaran

In areas close to the beach or rainfall is high, humidity is a significant problem. Humid air is heavier than dry air and is located in the lower part of dry air. So if urban spaces are enclosed, and air and wind do not flow in them, all these spaces will accumulate humid air in the city. Also, breathing and activities will be very tiring be prevented. Therefore, buildings are built in these separate areas, with yards and large open spaces and fences around these spaces often shorter than human height. This is the airflow to pass through buildings and air take the wet and stagnant with you out of the yard and living spaces. For this reason, maximum airflow should be used to prevent excessive moisture from settling in urban spaces. Enjoying the beautiful and lush nature of the area is another reason to integrate the residential environment with nature [19].

Indicative features that can be mentioned about the structure of the space of traditional houses of these houses are the planning model of this house and their functional relationships that can be limited to three patterns (I), (L) and (U) Figure. Indigenous home builders considered the most critical factor these patterns before the secrecy and segregation of public and private space [20].

3-1-2-Building form According to Local Architecture:

- Form drawn in the direction of the east-west axis
- Extensive spatial design for the use of airflow, but protected from cold and hot winds
- Predicting constant airflow for all rooms
- Medium windows
- North and south windows at human height and facing the wind
- Protect windows from rain
- Lightweight walls with low heat capacity
- Lightweight roofs with suitable thermal insulation
- Predicting the exemplary reputation for directing rainwater
- Urban and rural context openly and extensively
- Relatively large urban spaces
- Yards with short walls
- The alleys are relatively wide
- Separate buildings connected in urban centers.

3-1-3-Materials:

Eco-friendly materials are used in the environment and around the projected place, whether in the historical context or urban fabric is part of the potential of mineral or natural resources and can be extracted. Therefore, the use of such resources can be helpful in various ways. For example, it is using the potential in the project area apart from reducing costs. Marginalization can contribute to the endogenous industrial-economic turnaround and create jobs. In addition to the materials used, taken as stone, wood, soil, which are the most important, have minimal application in structural elements. Still, in façade and the composition of landscape spaces plays a leading role [21]. Apart from that, one can find other arts in the area, such as positive and masonry, which themselves were affected by canvas materials. In interior decoration, it benefited a lot that all these ideas will lead to tourists' satisfaction for staying in a hotel or other accommodation. Iranian architects tried to get their materials from the nearest places and built them to do not build on different sites and "be self-sufficient". Thus, the construction work was done more quickly, and the building with nature has become "more adaptable" to its surroundings. Its structure has always been available when it was renovated. Architect Iranians believed that the construction of the theme should be "canvas" or "Idri" here. Mazandaran architecture also follows this rule, and in its structures, it can be seen that it is eco-friendly [22].

As stated, "Mazandaran province in terms of natural features into three general mountainous areas with cold climate, the area of forest heights (foothills) and plains can be divided. In the mountainous area of stone and wood, forest area "Wood and in the coastal and plain areas, wood and mud are the main construction materials [23].

3-1-4- Influential Factors in Volume Design According to Local Architecture and Climate:

Pilot design:

Pilot design in northern areas reduces airflow and thus reduces humidity.

Using the awning:

Using a canopy prevents rain, shade and airflow.

Chair design:

In wet areas, the seat design prevents rain from entering and prevents moisture.

Due to the humidity in this climate, the buildings should be designed extroverted, because in this case, the airflow will be more, and the buildings will be designed extroverted. As a result, the humidity decreases.

Using canvas materials:

Among the methods of using eco-materials: Housing in the country is building a house with wood in the villages of Mazandaran. "Common construction today in Mazandaran House has differences with their beautiful and original environment, life and architecture. The loss of organic architecture is evident in Giallen and other parts of the country. An essential part of this problem is spreading and promoting modern construction methods and using new materials such as concrete and steel. In these ways, promotions do not require sufficient familiarity and familiarity at many points, in addition to being costly and the possibility of production or supply. This issue also causes the removal of wood, which is one of the primary building materials [11].

Every year, a large number of new buildings are built in the country. Various materials are available for the construction of these buildings is that the designer can use them. The diversity and variety of options available for use in buildings cause it to be challenging to choose. To get out of the task wing and find a way to pave the way, selecting the suitable materials for the building requires owners. If there are clear owners, the designer can consider the type of designs and ideas that he has in mind; it is wiser and easier to choose the suitable materials for his design and Provide the necessary details for their presence in the building as much as possible [2]. According to the mentioned damages, the property the following can be listed:

Coordination with the form of the building - Presenting appropriate meanings of the building - Coordination with the natural conditions and appearance of the city - Adaptation to the climate - Proportion to Structure - Availability of materials and reasonable prices - Methods of using materials by using different materials in a single view of a building, inverted visual states have been determined for him. Each material has a special meaning and concept for itself and is worthy Special attention should be paid to this point when choosing materials for the building [18].

For example, if for a building and the traditional weather is considered, possibly predicting views with aluminum plates and large glass cups is a good choice. The selection of smooth and polished pellet stones may also not be appropriate for the design. The color and texture of the materials also feel that their presence has a significant effect on the facades of a building. Soft and light colors compared to Dark colors have a different psychological impact. These effects are also in the field of removing dimensions, size and proportions. Architectural elements and spiritual and psychological perceptions of a space (warmth, cold, happiness, kindness, disappointment, etc.) are practical. The type of texture and materials, such as colors, give different meanings to the viewer. For example,

Knitex cement facade for a rough feeling and washed and smooth cement facade for a smooth feeling associate the building [10].

3-1-4-Advantages of using native materials:

Low implementation cost, low production cost, the familiarity of local people with construction methods, preservation of indigenous identity and elimination of costs transport.

-Clay:

Light clay consists mainly of fibers rather than soil but can be made with different fibers to clay. In light clay, Clay acts as a binder and preservative and increases the protection of the straw against fire. Clay, also from the invasion, prevents insects and rodents. It is made in a mold [12]. Light clay is unexpectedly durable and has a long history in unhealthy climates, and it is wet. However, it may be necessary to use shingles in the case of walls exposed to heavy rains. Impermeable layers against moisture are not recommended because they prevent the wall from breathing and internal moisture

- Micro-concrete roofing:

One of the building materials can be produced in the country's villages and used in sloping roofs. The cover is a micro-concrete roof made of cement and sand, which is vibrated on a sloping formwork and formed and processed in an A layer. The material technology is used in the sloping roof system and is made of asbestos-cement sheets. Where clay roofing is not available and where the Wooden system holder is more expensive. In areas where there is heavy rainfall, this type of roofing can be used as a Sealing coating [15].

-wood:

The existence of wooden buildings built about 300 years ago and are still usable indicates that wood is used in suitable conditions. Its useful life is longer than building materials. Wood has a low density, but its strength is a lot. It is an excellent thermal insulator, and its heat transfer is very low. In the building, wood in the round, timber, four lathes and boards are used. The woods are grouped with high bearing capacity, medium and low groups. Because wood is more than materials, another building is much lighter and a shock absorber, suitable for seismic areas [16].

As one of the building materials, it has the following advantages: It can be renewed, it can be used in energy production and fuel, making wood products requires minimal energy, it is very light compared to other building materials, Wooden construction buildings have low wages, make strong connections with glue, wooden parts can be nailed, or the screw is connected, dry wood is insulated against heat and electricity and has an elastic and plastic reaction. In addition, wood is not sensitive to heat but is very sensitive to moisture [13].

When wood absorbs a lot of moisture, it is stretched and inflated. On the other hand, if the moisture content of the wood is significantly reduced, its dimensions will shrink, and it will crack. Essential destructive factors of wood are mechanical abrasion, chemical degradation, weathering and biological factors. Wood also reduces climate change because wood products store carbon absorbed by the tree in Growth cycles, and wood substitutes for compact fuels such as steel and concrete avoid emissions it becomes a greenhouse. The natural beauty of wood and heat to produce improved productivity and performance in schools, offices, and better patient recovery hospitals have been reported [19].

Yusuf Niapasha also looked at eco-friendly materials with a similar approach to those mentioned above and interested in conducting studies. It has been undertaken in the Mazandaran region. In his article entitled "The Ability of Wood to Build Today's Rural Housing in Mazandaran "answers the question: Is the method of building a

house with wood based on the experience of its predecessors and from the perspective of construction and execution in the villages of Mazandaran can be used for creating places today in the towns of this region? After the review, various technical, cultural, economic, social, environmental, and aesthetic conditions reach this conclusion. That the traditional ecological materials of the region can be used today and sometimes how to use them today along with providing has provided a practical solution or suggestion [14]. Due to the humidity in these areas, thermowood can be used. In short, in the Thermowood process, the wood is heated to 180 to 215 ° C while being protected by steam. In addition to its protective role, moisture affects the chemical changes that occur in wood. As a result of this method) heat treatment or the same Thermowood, which is also very environmentally friendly, is processed wood. In the thermo process, the colour of the wood darkens and becomes more balanced than ordinary wood in changing moisture conditions, and its thermal insulation properties also increase. Also, in heat treatment, wood is resistant to decay, and the amount of dimensional change in It is minimized [8].

Attributes:

- High and extended resistance to abrasion and various weather conditions
- Easy and fast installation
- Ability to install and remove easily and frequently for cleaning or transfer to another location
- Ability to cut holly for arched places
- Easy to wash and maintain

Uses:

- Exterior of the building (wood facade)
- Outdoor (Decking) and indoor flooring
- Types of interior decoration
- Types of outdoor furniture
- Alchiq and Pergwal
- Awning and Louvre
- Roof Garden (Roof Garden)
- Doors, windows and attics
- Sauna and swimming pool
- Fence bump
- Stair floor
- flower pot
- Base (author)
- Bamboo:

Bamboo: It has been a plant for many years that has played a significant role in providing housing for half of the world's population without requiring high cost and manpower. Bamboo is cheaper than wood and can be used in short periods. Bamboo has high tensile strength, Bamboo has a remarkable style and formability, and uniformity is good. Bamboo structures have good resistance to wind and earthquake forces [20]. Production and operation of Bamboo are possible with simple tools and equipment and does not require sophisticated technology. Bamboo is a plant from the wheat family or forages with a closed and hollow stem, of which there are about 1500 species. The species are single-stemmed, and their diameter varies from 1 to 10 cm. The maximum height of some of them is 12 meters arrive. Most bamboos are planted and maintained on a limited number of farms. Due to its exceptional and low priced properties, Bamboo can be used as a building material for developing rural and urban housing [7].

Concrete structures:

Concrete frame structures: This is because metal structures are more vulnerable in wet areas. In the south of the Caspian Sea, the share of concrete structures is much higher than that of steel structures. The share of all-timber buildings in this climatic zone, which includes the southern plains of the Caspian Sea, due to the high humidity of the air, which uses materials with a capacity it favours low temperatures, and due to the resources available in these provinces, it is more than other zones [21].

But to any present, all-timber buildings in these provinces also make up a tiny percentage of all buildings.

-Insulation:

In harsh climates, areas with extremely cold winters and regions with scorching and humid summers. The use of thermal mass in most times of the year cannot provide thermal comfort. Therefore, it is necessary to insulate in these areas. For example, use heat such as mineral wool or polystyrene outside walls and roofs made of building materials. The solution is homogeneous thermal insulation such as lightweight concrete blocks [6].

- Using anti-paint and moisture resistant materials

- Building a layer to deal with skewed rain

Using a wooden beam on the roof:

In beamed roofs, the use of wooden beams, which are made from the natural trunks of trees, causes the forces of using wooden beams on the roof: The stretch of the flat roofs is transferred to the load-bearing walls below the ends of each shaft and from there to the ground [14].

3-2- The Need to Use Local Methods in Residential Architecture – Tourism

Based on existing ideas about housing (such as Heidegger and Nuremberg Schultz), building residential properties that were considered an ontological feature is possible. With a phenomenological view, they were interpreted in the service of housing. The history of pre-modern guesthouses and living spaces clearly shows that these spaces were in harmony with the pattern. Indigenous peoples of the region, together with the unconscious, existed in one place. However, in the modern world, hotels are far from being mass-produced. In this regard, to achieve the originality of living in an area, one must find a living space that has crystallized these characteristics [15]. Also, eco-friendly architecture illustrates this well. The residence was used as a work of art to define the area, which brings the world around it as an "object" and explains its environment like a point of gravity. The use of ecological and regionalist patterns makes this definition as much as possible. The necessity of using regional patterns in residential architecture is justified and based on accordingly. This study considers a return to ecological methods suitable for this architecture [6].

3-3-Tourism and Recreational-Residential Complex Design:

Manufactured environments are critical from two aspects in the system of tourism activities. On the one hand, in terms of population concentration, they are the field of tourism activities. On the other hand, due to the existence of living and welfare facilities and activities economic, commercial, industrial, cultural, communication, leisure and having ancient monuments in historical sources, the destination of tourism activities tourism is a natural, spiritual, psychological and social need of human beings and will find its true meaning when facilitating the conditions for doing it to happen in a favorable and pleasant environment, where accommodation takes place is of great importance [6]. For this purpose, the optimal design of the recreational and residential complex should allow the users to refresh their breath and be a supplier of rejuvenation and physical and mental reconstruction. Residential space and its atmosphere, on the other hand, is one of the expressive spaces. It will be social, cultural and leisure politics. So the living space or what is happening in this place and area should be the possibility of individual experience [12].

Enables memorable or groundbreaking events and encounters, whether human, psychological, social, cultural, etc. It is not possible except by choosing appropriate methods for designing and determining the small and micro-goals that should be established in the design of the work and took steps to achieve it with the right tools. Different methods have been used to design any architectural work in the past decades, and answers have been obtained. Most design process models are based on the experience of individuals or models of the field decision process. Design is an attempt to devise solutions before implementing them. In most cases, the analysis process design is considered, while it also requires experience and analysis, evaluation and selection. The design stage is the stage in which the solution the design potentials considered in the cognition phase are invented [11].

3-4- Tourist Attraction Policies

3-4-1-Strategies for Attracting Tourists in Nowshahr

- Providing special services for hotels during the holidays
- Exclusive points to guests
- Holding celebrations
- Construction of recreation centres (Game City - Zoo-Aquarium-Water Park)
- Construction of modern hotels on the beach wall
- Providing services to tourists with discount plans
- Preservation of natural buildings and reconstruction and improvement of old buildings
- Pleasure boats
- Create numerous and impressive hotels and shopping malls
- Tourist security during the day, especially at midnight
- Boom in shipping and maritime industry
- Construction of beach pavilions
- Construction of tent structures for permanent and temporary exhibitions
- Beaches and legislation to keep the sea clean

- Holding large exhibitions using the practical effects of light arts and architectural images and design taken from works of art, historical and beautiful effects with presenters familiar with the international language [22].

By creating a culture among the people and promoting the cultural level in the way people treat tourists and hospitality from tourists, which is one of Mazandaran's characteristics, a big step can be taken to attract or attract tourists.

- Clearing and liberating the shores of the Caspian Sea Be diligent in maintaining the city's recreational attractions such as the Caspian Sea and the optimal use of these resources and the development of facilities and tourist equipment for the welfare of tourists and Iranians.

- Paying attention to the natural and cultural values of the region and preserving the environment and biodiversity

- Having adequate infrastructure and service facilities

- Creating economic opportunities for host communities and indigenous forces

- Minimal need to use non-renewable energy

- Use of indigenous materials and light structures that cause minor damage to the environment

- Using the local architectural elements of the region and creating a nostalgic atmosphere

- Waste management

- Organic nutrient requirements

- Consider commercial sectors to increase collection profits

- Preparing brochures and clips and videos, maps of each province in different languages , and detailed information include the region's geography, sights, natural, historical and archaeological areas, museums and resorts, and tourist areas.

4 - Conclusion:

Mazandaran has a unique climate, and its urban fabric is formed in line with its climatic and ecological conditions. The extensive context that enables favorable conditions for citizens and improves living conditions in line with this climate and natural environment, of course, this texture in recent years due to rising land prices and density the earth is declining.

Design and construction of buildings with a climatic attitude to save energy, use natural materials. Such as Wood, plant fibers, stone, soil providing the necessary power for comfort with proper design openings and exterior buildings, correct orientation buildings, use local technologies and construction methods and create a favourable environment with energy. Besides, natural and minimizing the consumption of fossil energy is one of the sustainable patterns in the architecture of Mazandaran.

Indigenous structures of Mazandaran do not only cause damage to their bed but also as a part of it in the direction of improvement and quality play a role. An example is rice husk, which also meets the needs of residents in creating lining and instead, o be left in nature as a foreign substance reaches perfection and excellence. This practice itself demonstrates the principles of sustainable architecture. It is the native architecture of Mazandaran.

In the native architecture of Mazandaran, each component is a member of a cohesive and stable whole that plays a role in interaction with each other. Existing materials, construction methods, type of buildings and their relationship with the design context all show the balance and dynamism of this architecture. It is as if something like wood, when it becomes a part of the wall or ceiling of a house, forms a whole called housing. It is a part of the

design bed that evolves with its natural factors. This totalitarianism reflects sustainable thinking in architecture. It is native to Mazandaran.

Solutions and innovations made in the body of indigenous architecture in its simplest form to conserve energy, meet the needs of residents and in general, create the best comfort conditions with minor use of power and the least environmental pollution.

The indigenous architecture of Mazandaran and harmony with the natural environment to other values such as culture, identity, customs, and the chain of social values are also important, which helps create social and cultural stability.

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