

Investigation of the Role of the Architectural Quality of Traditional Resorts in Yazd City in the Creation of Tourist Satisfaction with the Mediating Role of Perceived Value of the Building Architecture

Fatemeh Azizi^{a*} - Zahra Moghadam Barati^b

^a Ph.D. of Tourism Management, Faculty of Economics, Management & Accounting, Yazd University, Yazd, Iran (Corresponding Author).

^b M.A. of Tourism Marketing Management, Faculty of Humanities and basic Science, Science and Arts University of Yazd, Yazd, Iran.

Received 19 October 2020;

Revised 14 July 2021;

Accepted 07 August 2021;

Available Online 21 December 2022

ABSTRACT

The present study aims to investigate the role of the architectural quality of traditional resorts of Yazd City in the creation of satisfaction for tourists with the mediating role of the perceived value of the building architecture. To this end, after reviewing theoretical foundations, the perceived value was investigated by examining the social and emotional values perceived by tourists during their stay in the traditional resorts of Yazd city and the objective and subjective qualities of the building architecture. It is a descriptive-analytical study and the required data was collected from the opinions of 111 tourists residing in the traditional resorts of Yazd City as the second historical city in the world which has climate-and-nature-compatible resorts. Then, the suggested indicators were calculated. These indicators can provide a good insight into the tourists' inclination to stay in the traditional resorts of Yazd City and the role of their architecture in the perception of the environmental quality, satisfaction with the residence space, and understanding of the values in the architecture of traditional buildings. Also, the role of the perception of these values in the creation of satisfaction for tourists have been investigated. The exploratory factor analysis has been used for data analysis and the partial least squares in the PLS Software was used for the confirmatory factor analysis and to investigate how the variables influence and are influenced. The results indicated that tourists' stay in the traditional resorts of Yazd City is associated with the perception of the social and emotional values that affect tourist satisfaction. Also, the objective and subjective qualities of the building architecture is effective in the creation of emotional and social values and tourists' satisfaction.

Keywords: Tourism, Perceived Value, Quality of Building Architecture, Tourist Satisfaction, Traditional Resorts of Yazd City.

* E_mail: azizi.fateme1750@gmail.com

1. INTRODUCTION

Today, tourism, as an important part of the global economy, plays an unparalleled role in the national and regional economic prosperity of developing countries (Soleimani et al. 2014). Tourism is a dynamic and competitive industry that should continuously conform to the needs and requirements of tourists (Roy et al. 2016). In the literature on tourism, tourist experiences of visiting a specific destination and the emotions he/she feels during and after his/her visit are very important (Ahmadi, Kheirollahi, and Cheraghi 2017).

Tourist satisfaction is based on the proportion between his expectations of the destination and his perceived experience in the destination (Haghighi Nasab, Yazdani, and Karimi 2014). Many researchers have stated that value plays an important role in people's satisfaction and behavioral intentions (Ryu et al. 2010). Today, due to the expansion of global competition in the tourism industry, the value perceived by tourists has become greatly important (Song et al. 2015). How tourists perceive tourism values affects their satisfaction, perceived quality, their decision to return to the destination, and recommending the friends to visit the place (Rasoolimanesh et al. 2016).

Since the advent of the first attractions and resorts, tourism and architecture have been in a stable relationship, and architecture has always played an important role in tourism (Faraji Rad and Eftekharian 2012). This relationship is relevant more to the cultural outlook of the place's architecture (Hudman and Jackson 2002), i.e., how the visitors perceive the destination visually depends to a high extent on the attractions of the place. Regarding architecture in tourism, the perception of the place's culture and the artistic influence based on which the buildings are built are of great importance (Lasansky and McLaren 2004).

Quality is a very important element in the perception and analysis of architectural works (Feizi et al. 2017). Today, the quality of a place means the features and characteristics that are visible and hidden in it and includes a wide range of aspects that are mentioned in each of the theories related to the place, especially in the psychological theories and processes of the perception of the place (Rahmani 2017).

Satisfaction is one of the main criteria in the measurement of the level of environmental quality. The high quality of an environment transfers a sense of welfare and satisfaction to the individuals through physical, social, or symbolic characteristics. Satisfaction with staying in a place is affected by a wide range of subjectively and objectively perceived conditions (Abedi, Karimi Moshaver, and Madadi 2014).

Despite the research on the effects of perceived value on satisfaction (Eid and El-Gohary 2015; Rasoolimanesh et al. 2016; Ryu et al. 2010; Demirgünescedil 2015),

the architectural quality of the resorts with indigenous architecture and perception of their values by tourists have been less studied, especially in Iran.

Yazd City, the second historical city in the world which has resorts compatible with the climatic conditions and nature, is selected for the purpose of the present study, and the characteristics of the indigenous architectural quality of its traditional resorts concerning tourists' perception of the architectural quality and its effects on their satisfaction have been investigated. The perception of the relationships between the place quality, the perceived value, and tourist satisfaction helps the tourism managers in the destinations to learn how to create an attractive and improved image to effectively use their resources (Ramseook-Manhurrin et al. 2015).

In this research, two categories concerning the place and the architecture of the building have been proposed. One is the quality and paying attention to human needs used in the architecture of the building, and the other is the understanding of the quality and its assessment by the tourists. In the present study, concerning the architectural quality of traditional resorts in Yazd city, the objective and subjective dimensions of quality have been investigated regarding the structural-functional and environmental-spatial qualities and it has been aimed to evaluate the correlation between architectural quality and perceptual and sensory aspects of tourists and their perceived values concerning the building architecture.

According to the abovementioned, the present study seeks to answer the following questions:

- Is there a significant correlation between the architectural quality of the traditional resorts of Yazd City and the perceived value by tourists?
- Can the perception of the architectural values of the traditional resorts in Yazd City lead to a feeling of satisfaction?
- Is the architectural quality of the traditional resorts in Yazd City effective in the creation of satisfaction among tourists?

2. RELATED LITERATURE

In the following, the most basic issues and theoretical concepts related to the research will be dealt with.

2.1. Architectural Quality of the Environment

Quality consists of a set of specific features and characteristics through which the person can judge about superiority and similarity of something compared to something else and investigate its performance in efficiency and inefficiency (Sameh 2013).

The quality assessment process starts with the objective features perceived and evaluated by the person based on his mentality, goals, and values (Rahmani and Nadimi 2019). Environmental quality is the complete

perception of the place and the constituent elements of the environment such as the infrastructure, built environment, nature, environmental facilities and resources, and open space each of which has specific characteristics and relative quality (Rezaei, Moazzen, and Nafar 2014).

Numerous studies have confirmed the effectiveness of the architectural quality of a place on the social values perceived by the visitors, satisfaction, and a proper image of the place (Rattanaprichavej 2019). Also, many researchers have emphasized the importance of the creation of a physically attractive space and the architectural quality of a place in the creation of a perceived image and value for tourists to achieve a competitive advantage (Ali et al. 2013).

Architectural quality implies a set of specific and basic attributes of a certain phenomenon whose formation depends on the interaction between the person and the environment or space. This aspect of the quality in architecture is meant by the interaction between the human's subjective perception and the objective features of the environment or space (Sameh 2013). This quality is firstly related more to the composite and visual quality and symbolic or cultural meaning of architectural work, and secondly, the building quality and constructional elements of the building (Sameh and Akrami 2014).

Two aspects are raised in terms of architectural quality: The objective aspect which is focused on the "structural", "functional", and "environmental" qualities and the architectural capabilities of the building, and the subjective aspect which is focused on the "spatial" and "semantic" qualities and depends on the human understanding and perception of the architecture (Sameh 2013). In addition, unlike the objective aspect of the quality, its subjective aspect has a value loading and indicates optimality and desirability, suitability, goodness, and positivity. The subjective aspect is highly effective in the determination of the objective aspect of the architectural quality and greatly depends on the human recognition of the quality of life (Rahmani and Nadimi 2019).

Different types of quality include structural-functional quality, environmental-spatial quality, and nameless quality. The functional-structural quality implies the form and function of the building, the function, and practical usability as well as its implementation quality (Voordt and Wegen 2007, 6). There is a physical aspect in the architecture, and in this type of quality, the building should provide adequate spaces, has a specific layout, and an appropriate flexibility. Environmental quality is related to the interaction between the human subjective perception and the objective features of the environment or space. The objective approach is related to the nature of the work while the subjective approach implies the optimality and non-optimality of the environment for the man. This quality depends on the man and the environment

and the concepts such as liveliness, consistency, comfort, compatibility, eternity, etc. are among its main indicators (Sameh 2013).

2.2. Tourist Satisfaction

For tourist destinations, satisfaction is a cognitive-emotional state resulting from the personal experience of tourists (Khajeh Shah Koochi and Musavi Parsaei 2019). According to the definition provided by the World Tourism Organization (WTO), customer satisfaction is a psychological concept that includes a feeling of happiness and pleasure derived from achieving what one expects from a product or service (Imani Khoshkhoo and Javdaneh 2011). Tourist satisfaction is among the most competitive factors and best indicators for profit boost (Shirkhodaei et al. 2016).

Various studies indicate the effectiveness of the perception of quality and value in tourist satisfaction (Chen and Chen 2010). Regarding the resorts, customer satisfaction reflects the general impression of the guest that is formed over time based on the performance of the resort centers (El-Adly 2019).

The perceived value is correlated with customer satisfaction. The tie between the value and the value refers back to the nature of these two concepts since both of them are derived from the value judgments of people. While satisfaction might be the outcome and result of the perceived value, the researchers emphasize the direct correlation between the perceived value and people's satisfaction (García-Fernández et al. 2018; Rasoolimanesh et al. 2016).

2.3. Perceived Value

Perceived value is a mental and dynamic structure that is different among various tourists and cultures (Salajegheh 2016). The perceived value is an important factor in the description of consumer behavior and the overall evaluation of services' optimality based on the perception of what has been understood and provided (Ramseook-Munhurrun et al. 2015). The term 'perceived' is based on the belief that the perceived value depends on the consumers' experiences (Eid and El-Gohary 2015).

Based on the results of various studies, the value greatly influences customer satisfaction, behavioral intentions, and revisiting a place (Ryu et al. 2010). Perceived value is influenced by perceived quality (Shirkhoda et al. 2016). Perceived value has different aspects including social and emotional values. Emotional value is the most important perceived value among customers and includes the emotions that affect the customers' decision-making. Emotionally, happiness and experience of beauty are required to achieve customer satisfaction (Rattanaprichavej 2019; Rasoolimanesh et al. 2016). Emotional value is more effective on behavioral tendencies than other perceived values (Eid and El-Ghoraysh 2015).

The social value indicates the social norms that on certain occasions, lead to behaviors that play a role in the perception and acceptance of the social status of an individual. Social value plays an important role in passengers' perception of the experiences they have gained. When a tourist's experience is shared with other individuals in society, it can lead to the improvement of the individual's imagination of a place. Social value is very effective in the increase in attractiveness of a place and increases tourist satisfaction (Rattanaprichavej 2019). Investigation of the correlation between perceived value and customer satisfaction indicates that customer satisfaction is the result of customer perception of the perceived value. Numerous studies have confirmed the direct correlation between perceived value and customer satisfaction. In other words, a high level of perceived value leads to customer satisfaction at an equivalent level (Demirgünescedil 2015).

2.4. Research Background

Bahari et al. (2105), in their study in Tabriz, investigated the correlations between perceived value, destination image, and tourist loyalty and satisfaction. The results indicated that the mental image of a tourist destination is effective on tourist satisfaction and perceived value, and this satisfaction leads to the loyalty of tourists to the destination. Also, the perceived value of a tourist from a destination significantly affects his satisfaction with the destination.

In a study, the role of social importance and urban transportation in the formation of the architectural values of urban landscapes in the area of sustainable tourism were investigated. Based on the findings, cultural and natural resources are necessary for the successful growth of the tourism industry (Rahman

et al. 2018).

An integrated structure including functional, emotional, and social values was created in a study. In this regard, the accommodation, services, the hosts (e.g., the personnel), and price were considered the aspects of functional value and the feeling of happiness and innovation were considered the dimensions of emotional value. Also, the effects of perceived value on tourist satisfaction with the resort were investigated. The findings indicated that perceived value greatly affects guests' satisfaction (Rasoolimanesh et al. 2016).

In another study on the correlations between destination image, tourist satisfaction, perceived value, and loyalty, it was concluded that the perceived value of tourists directly affects their satisfaction. Satisfaction also directly affects tourists' loyalty to destination. In addition, the results indicated that satisfaction is a mediator between loyalty and perceived value, and perceived value plays an important role in tourist satisfaction (Ramseook-Munhurrin et al. 2015).

Based on previous studies, there is a significant correlation between perceived value and satisfaction. Also, in the studies conducted so far on tourist satisfaction and perceived value, the matter of building architecture and especially the effects of the Iranian traditional architecture on tourist satisfaction has not grabbed the due attention. Therefore, although Iranian traditional architecture is an effective factor in tourist attraction to Iranian cities, it has been ignored in tourist studies.

2.5. Conceptual Model

According to the literature review, Figure 1 shows the correlation between the architecture of the traditional resorts, tourists' perceived value, and their effects on tourist satisfaction.

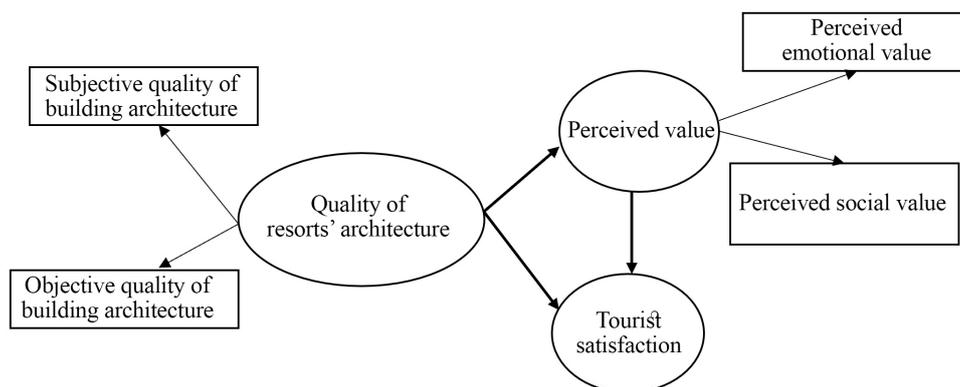


Fig. 1. Conceptual Model

3. METHODOLOGY

The present study is applied regarding objective and descriptive-analytical regarding the nature. To extract

the theoretical foundations, various related literature and authentic sources in this field have been studied. The statistical population includes tourists staying in the traditional resorts in Yazd City in the spring of

2019. There are 23 traditional resorts in Yazd City (General Department of Cultural Heritage, Tourism and Handicrafts of Yazd Province 2019). Since the statistical population size is unknown, the samples were selected by the use of random sampling. The randomness of the samples leads to an increase in the representativeness of the sample and an unbiased population. The sample size in the present study is 300 and those people were selected who had resided in the resort for at least one or two days. The data collection instrument is a researcher-made questionnaire with 27 questions designed based on a 5-point Likert scale. Table 1 shows the variables, dimensions, and components used in the present study. Out of the total 300 questionnaires distributed to 20 traditional resorts in Yazd City, only 111 tourists in 11 resorts filled out the questionnaire and tourists in 9 resorts were not willing to participate. After the removal of the incomplete questionnaires and the outlier data, 109 questionnaires were used for analysis. The

content validity of the questionnaire was evaluated through the investigation of similar texts and studies and consulting with experts in the field of tourism. Also, by the use of factor analysis, the content validity of the questionnaire was re-investigated. The KMO statistic value (7.76) indicates an appropriate correlation between the items to create a factor analysis and implies the acceptable validity of the questions. Cronbach's alpha has been used to measure the reliability of the questions. Since the reliability of the questionnaire for each factor under study in this research is within the 0.6-0.7 range (Wang et al. 2016), the questionnaire is reliable.

Besides the descriptive statistics method to analyze the data obtained from the questionnaire, Structural Equations Modeling (SEM) has been used for the determination of the attributes of the cases and the PLS Software has been used to investigate the suitability of the research model and evaluate the correlation between the variables.

Table 1. Variables, Dimensions, and Components Used in the Research

Variable	Dimension	Number of Components	Components	Cronbach's Alpha	References
Architectural Quality	Subjective Quality of Building Architecture	1	Paying attention to architectural features in selecting a place	0.818	(Rahmani and Nadimi 2018; Sameh 2012)
		2	The attractiveness of staying in a traditional resort		
		3	Communicating with the environment and building architecture		
		4	Understanding the architectural features of the building		
		5	The quality of the building in terms of beauty and pleasantness		
		6	The sense of permanence of the building		
	Objective Quality of Building Architecture	7	How to access the building	0.758	
		8	Having a flat and functional roof		
		9	The effect of having a courtyard and a pond in the center		
		10	Building decorations		
		11	The existence of hierarchy in the building		
		12	Compatibility of building architecture with the environment		
Perceived Value	Perceived Emotional Value	13	A sense of mental security and peace	0.809	(Shirkhodaei et al. 2015; Rasoolimanesh et al. 2016; Selajegheh et al. 2019; Rattanaprichavej, 2019)
		14	Cozy and quiet space		
		15	Space and creation of freshness		
		16	A sense of welfare and comfort		
		17	New and attractive beauty		

Variable	Dimension	Number of Components	Components	Cronbach's Alpha	References
Perceived Value	Perceived Social Values	18	Increasing interest in history and culture	0.818	(Shirkhodaei et al. 2015; Rasoolimanesh et al. 2016; Selajegheh et al. 2019; Rattanaprichavej 2019)
		19	Experiencing a traditional life		
		20	The effect of building architecture in introducing the traditional lifestyle and contentment		
		21	The influence of architecture in creating a social environment		
Satisfaction	Satisfaction	22	The effect of architectural quality on creating satisfaction	0.758	(Imani Khoshkhoo and Javdaneh 2019; Roy et al. 2016)
		23	The similarity of the building with mental images		
		24	The effect of the building in meeting the accommodation needs		
		25	The level of satisfaction according to the material and non-material cost		
		26	Matching of experiences and expectations from construction		
		27	Interest in re-staying in the building		

3.1. Research Scope

The important and effective factors in the formation of different types of architectural spaces can be divided into two groups in a general categorization: The first group is the material and environmental factors and the second is the cultural and historical factors. The material and environmental factors include the building materials, the natural environment, and the economic factors. The effects of these phenomena in the creation of different types of architectural spaces, especially resort spaces, have been very significant in the past as in a general categorization, different architectural styles in ancient civilizations can be easily known to be consistent with the features of their natural environment (Hosseinzadeh 2011).

The traditional resorts of Yazd City are actually considered houses that conform to the elements of indigenous architecture and express a kind of alignment with the nature and culture of its users in the past. They represent the past lifestyle and the effects of the climate on living and controlling these effects through the use of architecture. Making nature meaningful in architecture leads to the creation of a correct consumption culture and increases respect for nature. These houses, which are a manifestation of decorations and arts in the Islamic era architecture, have been once the place for people's permanent residence and converted to temporary resorts for tourists during the recent decades by changing their use. In most of these places, besides providing residences for tourists, other services such as restaurants and coffee shops are also provided to the public (Peyvastehgar, Heidari, and Islami 2017).

Among the effective features in the formation of the

architecture of these houses is the correlation with nature and using it in the house spaces such as the central courtyards, ponds, and trees to adjust the temperature and the use of the wind to cool the space by creating the wind towers. The spatial structure of these traditional houses accommodates the Iranian lifestyle in the past and the need for privacy for the dwellers and the creation of introversion through the enclosure of the building and responding to the need for spatial privacy and not being seen from the outside. Among the other features of this type of architecture, the spaces compatible with the conventions of social and collective life can be noted (Abdollahzadeh and Arzhmand 2012). The architecture in these houses, which are currently used as the traditional resorts in Yazd City, is very effective in creating physical and mental comfort for the man. With the change in the use of the old houses in Yazd into traditional hotels, good conditions have been created to attract tourists and their stay in these hotels has increased. The resorts in the traditional spaces play an effective role in acquaintance with the historical and local customs of each region. In the present study, those resorts have been considered which meet all mentioned architectural features and maintained their original traditional architectural form. Besides, these resorts are located in the old and historical neighborhoods of Yazd.

The samples in the present study include tourists staying in the traditional resorts of Yazd City. Therefore, since the short and overnight stay has been intended more to involve the audience with the desired architecture, the traditional houses which had been converted into resorts were used and the houses

with restaurant and coffee shop use were excluded due to the very short stay at the place.

4. FINDINGS

In the present study, the non-parametric test has been used due to the insufficient sample size and the nature of the data distribution. To identify the factors related to architectural quality and perceived value, exploratory factor analysis has been first conducted. Then, confirmatory factor analysis was conducted with the PLS Software. In the present study, the mean imputation was used for the missing values, and the skewness and kurtosis were used for the investigation of the data normality. The data distribution was normal since the obtained skewness and kurtosis were within the ranges of [-2, +2] and [-1, +1]. In the following, the results obtained from the study will be presented. Among a total of 109 respondents, 43.6% were male, 52.7% were female, and 3.6% did not mention their gender. Regarding age, the participants were divided into 5 age groups: 15-20 years old (12.7%), 20-30 years old (39.1%), 30-40 years old (24.5), 40-50 years old (10%), and 50-and-bove (13.6%). Also, regarding the education level, the participants were divided into 4 groups: under-diploma degree (10.96%), diploma (25.5%), bachelor's degree (40.9%), and master's or above (20.9%). 1.8% of the participants did not specify their degrees.

The travel intention of 10% of the respondents was educational, 66.4% traveled for leisure, 17.3% traveled for business, and 4.5% traveled to see their relatives. 1.8% of the respondents did not specify their travel intention. The medical purposes option was also among the research options, but none of the tourists had such an intention.

4.1. Factor Analysis

Regarding the variables of the architectural quality of the building (objective and subjective quality) and perceived value (emotional and social values), in the present study, exploratory factor analysis has been used to classify the variables with internal correlation and remove the surplus variables. The KMO test result (8.22 which is above 0.70) is indicative of the adequacy of sample size and suitability of the correlation between the data to conduct the factor analysis.

Table 2 shows the factors extracted and the variance percentage. The first block includes the Eigenvalue of the correlation matrix. This table indicates that the Eigenvalues of 4 factors are above 1 (Eigenvalues of row 4 onward are lower than 1, so they do not have a certain value). These factors explain 68.09% of the total variance. Also, out of a total of 21 items, only 13 were identified as the main components.

Table 2. Description of the Overall Variance

Number of Factors	Eigenvalues		Squared Factor Loadings	
	Variance Percentage	Percentage of Communalities	Variance Percentage	Percentage of Communalities
1	34.792	34.792	34.792	34.792
2	9.487	44.278	9.487	44.287
3	8.287	52.565	8.287	52.565
4	7.822	60.387	7.822	68.090
5	7.703	68.090		
6	6.171	74.261		
7	5.110	79.372		
8	4.622	84.034		
9	4.391	88.424		
10	3.695	92.119		
11	3.130	95.249		
12	2.470	97.719		
13	2.281	100.00		

Regarding the model matrix (Table 3), the effectiveness of each component of the architectural quality and perceived value and the importance of their effects on satisfaction were determined. Based on the results,

from tourists' point of view, having a cozy and quiet place in the traditional resorts of Yazd City is the most important component of the emotional value with an effect size of 0.893, followed by the sense of freshness

with an effect size of 0.827. After these components, the sense of security and peace, a sense of welfare and comfort, and gaining new experiences as perceived emotional value are the most effective factors in tourist satisfaction. Among the components of the objective quality of the building architecture, the presence of a hierarchy in the building, compatibility of the building architecture with the environment, and the building decorations are the second effective factors in the creation of tourist satisfaction with the highest effect sizes.

Regarding the identification of the components effective on the subjective quality of the building architecture, the results indicated that paying

attention to the architectural features in the selection of a residence place is very important for tourists with an effect size of 0.971, i.e., besides the attraction of residence in the traditional resorts of Yazd City, they perceive the architectural features available in the building. These cases are the third factor in the creation of tourist satisfaction. The last factor effective on tourist satisfaction is the perceived social values aspect. The components of the effects of architecture in the introduction of the environment and the climate and the effects of the building architecture in the introduction of the traditional lifestyle and contentment were the most effective components of this factor from the tourists' point of view.

Table 3. Model Matrix

Questions	Items	Emotional Value	Objective Quality of Building Architecture	Subjective Quality of Building Architecture	Perceived Social Value
Q14	Cozy and quiet place	0.893			
Q15	Space and the creation of freshness	0.827			
Q13	Sense of mental security and peace	0.693			
Q16	Sense of welfare and comfort	0.649			
Q17	New and attractive beauty	0.605			
Q11	Presence of hierarchy in the building		0.761		
Q12	Compatibility of the architecture with the environment		0.749		
Q10	Building decorations		0.673		
Q1	Paying attention to the architectural features in the selection of a place			0.971	
Q2	The attractiveness of the residence in the traditional resorts			0.600	
Q4	Understanding the architectural features of the building			0.574	0.377
Q21	The influence of architecture in creating a social environment				0.914
Q20	The effect of building architecture in introducing the traditional lifestyle and contentment				0.305

To conduct confirmatory factor analysis, the convergent validity and composite reliability of the dimensions were dealt with. The composite reliability is confirmed with values higher than 0.6. The index of variance mean was above 0.5 for all extracted dimensions. Also, all values of factor loadings are significant at the 5% level (Shafei Sabet and Haratifard 2018). In this regard, the research validity was confirmed. Also, regarding composite reliability, all dimensions had internal consistency and were optimal.

Figure 2 presents the research model (based on the dimensions and components in Table 1) and the coefficients of the factor loadings. In case the value of the factor loading is equal to or above 0.4, the structure is reliable. In the present research, the factor loadings between the perceived emotional value of the building and satisfaction, and the objective value of the building architecture and the perceived emotional value are equal to 0.533 and 0.488, respectively. Therefore, the reliability of these two dimensions is confirmed.

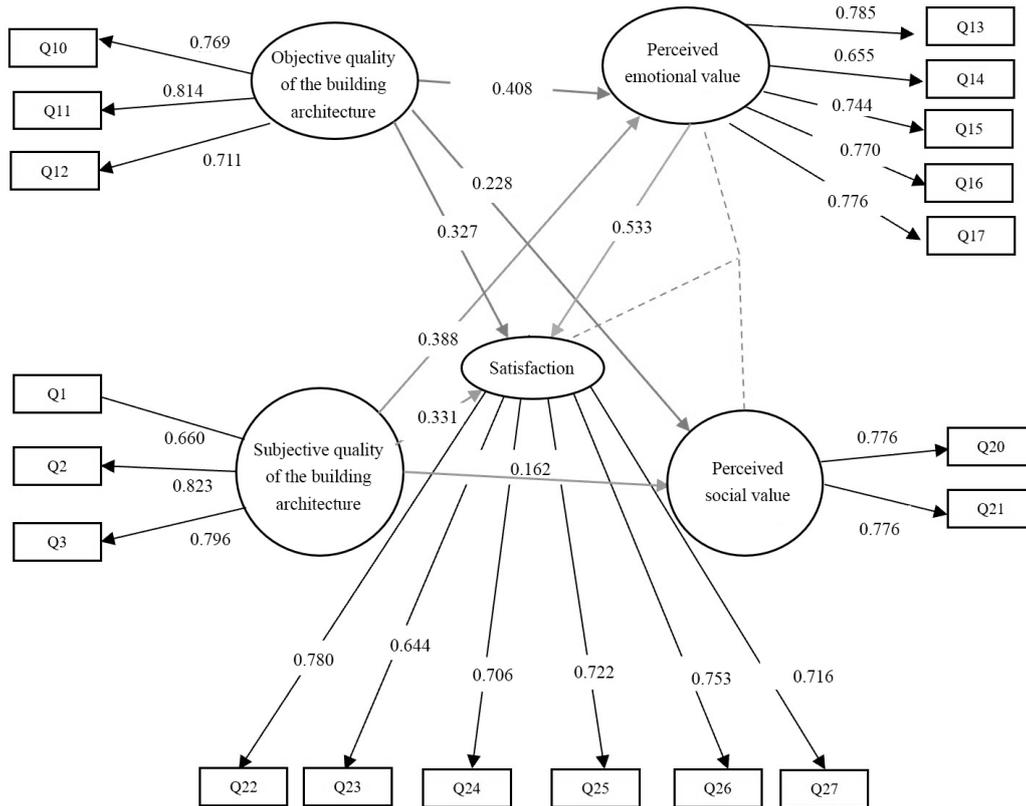


Fig. 2. Structural Research Model along with the Significance Coefficients

4.2. Coefficient of Determination

To assess the fitness of the structural model, the coefficients of determination that indicate the effects of the exogenous variable on the endogenous variable are investigated for the dependent variables of the model. In the present study, the coefficient of determination for the dependent variable of satisfaction is 0.642, and for the dimensions of the emotional and perceived social values, is equal to 0.439 and 0.106, respectively. These values are

indicative of a strong correlation between these dimensions and the endogenous variables of the model.

4.3. Overall Fitness of the Model

Based on the value obtained for the fitness of the model (0.472), the model is highly fit. Table 4 shows the results of the significance of the hypotheses based on the t-value.

Table 4. Direct Correlation and the Significance Coefficients of the Correlations in the Model

Correlation between the Dimensions		P Values	T Statistics	Result
Perceived Social Value	→ Satisfaction	0.028	2.203	Accepted
Perceived Emotional Value	→ Satisfaction	0.000	6.526	Accepted
Subjective Quality of Building Architecture	→ Perceived Social Value	0.201	1.280	Rejected
Subjective Quality of Building Architecture	→ Perceived Social Value	0.000	4.391	Accepted
Subjective Quality of Building Architecture	→ Perceived Emotional Value	0.006	2.784	Accepted
Objective Quality of Building Architecture	→ Perceived Social Value	0.035	2.114	Accepted
Objective Quality of Building Architecture	→ Perceived Emotional Value	0.000	4.619	Accepted
Objective Quality of Building Architecture	→ Satisfaction	0.000	5.662	Accepted

The data in Table 4 shows the main and secondary correlations between the research variables. Based

on the results, the objective quality of the building architecture leads to tourist satisfaction by affecting

the perceived social and emotional values. The objective quality of the building architecture also leads to tourist satisfaction by affecting the perceived emotional value, however, it does not affect the perceived social value (a significance coefficient of lower than 1.96). based on the results in Table 5, other hypotheses are confirmed since their significance coefficients are above 1.96.

5. CONCLUSION

In the present study, a model for the description of the correlations between the perceived value, the architectural quality of the traditional resorts in Yazd City, and tourist satisfaction was proposed. Paying attention to indigenous architecture is effective in future planning and investments in the tourism industry of Yazd City. The present study sought to find an answer to the identification of the effectiveness of the indigenous architecture quality of these resorts on tourists' perception and satisfaction since the perceived value can be influenced by the perceived quality.

In the present study, the perceived value was considered in the two levels of emotional and social levels and objective and subjective quality levels of building quality perceived by tourists during their stay time in the traditional resorts of Yazd city. With consideration for the architectural features of the traditional resorts in Yazd City, it was tried to investigate the correlations between the perceived values and the architectural quality of the resorts and the level of perception by tourists. Then, the effects of the perception of these values on tourist satisfaction with the place were investigated considering the indigenous architecture of the building.

Based on the results, the correlation between perceived social and emotional values and satisfaction was confirmed, which was in line with the results of the study by Rasoolimanesh et al. (2016), Ramseook-Munhurrin et al. (2015), and Bahari et al. (2015).

According to the results, the correlation between the objective quality of the building architecture and the perceived emotional value was confirmed, i.e., the objective aspect of the building quality including the presence of a hierarchy in the building, and the compatibility of the building architecture with the environment and decorations are effective in the creation of perceived value. In other words, the architectural features of the building create emotional value for tourists.

In the present research, the correlation between the subjective quality of the building architecture and the perceived social value was rejected which indicates that from tourists' point of view, the subjective aspect of the architectural quality that is focused on the spatial and semantic qualities and the man's reception and understanding of the architecture is not much effective in the creation the social values. However,

the subjective quality of the building architecture is effective on the perception of the emotional values which includes different feelings.

Regarding the effects of the perception of the architectural values of the traditional resorts in Yazd City on tourist satisfaction, the strongest correlation was seen between the perceived emotional value of the traditional resorts in Yazd City and tourist satisfaction. In fact, the indigenous architecture of these resorts, with its introversion, has considered privacy and security for the people. Due to the people-oriented nature of the building, it has created a sense of security and peace, freshness, and welfare for tourists. This type of architecture, due to its compatibility with the climate and the culture, is effective in the introduction of the environment, climate, and traditional lifestyle and contentment from tourists' point of view, and creates social values for them which is effective in their satisfaction.

Tourists, while perceiving the indigenous architectural values of the traditional resorts in Yazd City, acclaim it and in fact, this valuable architecture is a step to maintain the cultural models and compatibility with the climate and nature, and as a result, develop the tourism and achieve sustainable development.

Regarding the correlation between the architectural quality of the traditional resorts in Yazd City and tourist satisfaction, the correlation between the objective and subjective qualities of the building architecture and tourist satisfaction is raised.

Concerning tourism in Iran, few studies have been conducted in the field of the emotions of tourists and their perceived values in relation to building architecture. Therefore, regarding the effects of emotional values on tourist satisfaction, it is suggested to tourism industry managers consider it as a strategic goal with consideration for grounds to create emotional values. In the present research, the perceived emotional value was measured by two objective and subjective indicators while the objective quality was more effective. It is indicative of the correlation between architecture and the creation of emotional values for tourists. The present research is in fact a step to value the architectural achievements of our ancestors. Therefore, paying attention to the traditional buildings which have been always a part of the indigenous architecture of each region in line with the maintenance of the architectural and cultural values can be an effective step to maintain the architectural works and tourist satisfaction. Therefore, it is suggested that the creation and design of tourist spaces be in line with the science of architecture. Also, the managers in the field of tourism marketing in Yazd City, by focusing on the architectural elements of the traditional resorts, can attract more tourists using these potential facilities and the attractions of the traditional architecture, and try to maintain and restore the traditional architecture. There are various concepts to create emotional value

for tourists, however, in the present study, only the architectural aspect of the traditional houses has been dealt with. It is suggested to pay attention to the effects of perceived emotional values on the architecture of other buildings such as mosques, caravansary as well as other elements of Iranian architecture that are visited by tourists, in future studies. Also, it is suggested to investigate the perceived emotional value in other fields such as services.

REFERENCES

- Abdollahzadeh, Seyedeh Mehssa, and Mahmoud Arzhmand. 2012. Social sustainability in Iran traditional neighborhoods, case study: shiraz SangeSiyah neighborhood. *Iranian Islamic City Studies* 10: 109-122.
- Abedi, Sima, Mehrdad Karimi Moshaver, and Alireza Madadi. 2014. The theoretical framework for measuring the objective criteria of environmental quality with an emphasis on the theory of residential satisfaction and its feedback in the design of sustainable residential complexes. *Haft Hesar Environmental Studies* 8(2): 69-83. <https://hafthesar.iauh.ac.ir/article-1-358-fa.html>.
- Ahmadi, Manijeh, Arastoo Khairollahi, and Mehdi Cheraghi. 2017. Analyzing the Effective Factors Influencing the Satisfaction of Foreign and National Tourists of Bisotoun Tourism Complex. *Bi-quarterly Journals of Tourism Social Studies* 5(9): 191-216.
- Ali, Faizan, Rosmini Omar, and Muslim Amin. 2013. An examination of the relationships between physical environment, perceived value, image and behavioural Intentions: A SEM approach towards Malaysian resort hotels. *Journal of Hotel and Tourism Management* 27(2): 9-26.
- Bahari, Jafar, Banafsheh Farahani, Shahla Bahari, Marjan Bazaleh, and Hamed Bahari. 2017. Examining the structural relationships of destination image, perceived value, tourist satisfaction and loyalty (Case Study: Tabriz city). *Geography and Environmental Studies* 6(21): 127-144. http://ges.iaun.ac.ir/article_593120.html.
- Chen, Ching-Fu, and Fu-Shian Chen. 2010. Experience quality, perceived value, satisfaction and behavioral intentions for heritage tourists. *Tourism management* 31(1): 29-35. <https://www.sciencedirect.com/science/article/abs/pii/S0261517709000338>
- Demirgüneş, Banu Kültür. 2015. Relative importance of perceived value, satisfaction and perceived risk on willingness to pay more. *International Review of Management and Marketing* 5(4): 211-220. <https://dergipark.org.tr/en/pub/irmm/issue/32086355093/>
- Eid, Riyad, and Hatem El-Gohary. 2015. The role of Islamic religiosity on the relationship between perceived value and tourist satisfaction. *Tourism Management* 46: 477-488. <https://www.sciencedirect.com/science/article/abs/pii/S0261517714001551>
- El-Adly, Mohammed Ismail. 2019. Modelling the relationship between hotel perceived value, customer satisfaction, and customer loyalty. *Journal of Retailing and Consumer Services* 50: 322-332. <https://www.sciencedirect.com/science/article/pii/S0969698918305538>
- Farajirad, Abdulreza, and Behnam Ifikharian. 2012. Investigating The Role of Architecture in Tourism in Iran. *Tourism Space Quarterly* 1(3): 49-67.
- Feizi, Mohsen, Seyyed Bagher Hosseini, Vahid Majidi, and Javad Ahmadi. 2017. Assessing the effective components on improving the quality of architectural space in the Public Libraries (case study: Central Library of Hamadan). *Hoviat Shahr* 31(11): 43-54. https://hoviatshahr.srbiau.ac.ir/article_11387.html.
- García-Fernández, Jerónimo, Pablo Gálvez-Ruiz, Jesús Fernández-Gavira, Luisa Vélez-Colón, Brenda Pitts, and Ainara Bernal-Garcia. 2018. The effects of service convenience and perceived quality on perceived value, satisfaction and loyalty in low-cost fitness centers. *Sport Management Review* 21(3): 250-262. <https://www.sciencedirect.com/science/article/abs/pii/S1441352317300621>
- Haghhighinasab, Manijeh, Hamidreza Yazdani, and Insieh Karimi. 2014. Examining the effective factors on and consequences of satisfaction of inbound tourists and assessing their satisfaction of tourism services in Isfahan. *Business Management* 6(4): 731-753. https://jibm.ut.ac.ir/article_52107.html.
- Hudman, Lloyd E., and Richard H. Jackson. 2002. *Geography of Travel and Tourism*. Delmar Publishers.
- Imani Khoshkhoo, Mohammad Hossein, and Ali Javdaneh. 2011. European Tourists' satisfaction with their Travel Experience in Iran. *Tourism and Development Quarterly* 1(1): 17-30.
- Khajeh Shahkoohi, Alireza, and Seyed Mohammad Mousavi Parsaei. 2019. Assessment of Tourists' Satisfaction with the Performance of Dimensions of Destination of Tourism Product: A Comparative-Correlative Analysis based on Scio-Demographic characteristics. *Journal of Space Geography* 9(32): 13-32. http://gps.gu.ac.ir/article_93879.html.
- Medina, Lasansky, and McLaren Brian. 2004. *Architecture and Tourism: Perception, Performance and Place*. Berg Publishers.
- Peyvastehgar, Yaghoub, Ali Akbar Heidari, and Motahareh Islami. 2017. Recognizing the five principles of Professor Pirnia in the architecture of traditional Iranian houses and analyzing it with reference to Islamic religious sources, a case study of the houses of Yazd city. *Iranian Islamic City Studies* 7(27): 51-66.
- Rahman, Noraslinda Abdul, Norhazliza Halim, and Khalilah Zakariya. 2018. Architectural value for urban tourism placemaking to rejuvenate the cityscape in Johor Bahru. In *IOP Conference Series: Materials Science and Engineering*. <https://iopscience.iop.org/article/10.1088899-1757/X/401012010/1/meta>
- Rahmani, Mahsa. 2017. Towards an Ontological Understanding of Architecture (Focusing on Mystical Experiences

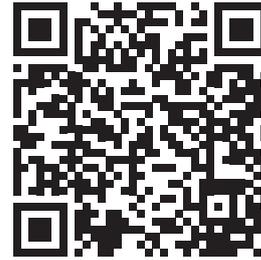
- of Ibn Arabi). *Iranian Architectural Studies* 6(12): 67-82. https://jias.kashanu.ac.ir/article_111792.html.
- Rahmani, Sara, and Hamid Nadimi. 2019. A Reflection on Environmental Quality and Meaning. *Research Institute of Art, Architecture and Urban Planning Nazar* 16(71): 51-60. http://www.bagh-sj.com/article_86873.html.
 - Ramseook-Munhurrun, Prabha, Vishwadeo N. Seebaluck, and Perunjodi Naidoo. 2015. Examining the structural relationships of destination image, perceived value, tourist satisfaction and loyalty: case of Mauritius. *Procedia-Social and Behavioral Sciences* 175: 252-259. <https://www.sciencedirect.com/science/article/pii/S1877042815012586>
 - Rasoolimanesh, S. Moštafa, Norziani Dahalan, and Maštura Jaafar. 2016. Tourists' perceived value and satisfaction in a community-based homestay in the Lenggong Valley world heritage site. *Journal of Hospitality and Tourism Management* 26: 72-81. <https://www.sciencedirect.com/science/article/abs/pii/S1447677016000061>
 - Rattanaprichavej, Niti. 2019. An interaction of architectural design and perceived value toward revisit intention in artificially built attractions. *Real Estate Management and Valuation* 27(3): 69-80. <https://sciendoc.com/es/article/10.2478/remav-20190026->
 - Rezaei, Mohammad Reza, Sohrab Moazzen, and Narges Nafer. 2014. Evaluation of satisfaction rate the Urban environmental quality indicators satisfaction rate in new cities (Case study: the new city Parand). *Urban Planning Geography Research* 2(1): 31-47. https://jurbangeo.ut.ac.ir/article_51481.html.
 - Roy, Debashish, Md Gulam Mokta Dhir, and Mohammad Kamrul Ahsan. 2016. Factors affecting tourist satisfaction: A study in Sylhet Region. *ABC Research Alert* 4(3). <https://www.abc.us.org/ojs/index.php/abcra/article/view/307>
 - Ryu, Kisang, Heesup Han, and Soocheong Shawn Jang. 2010. Relationships among hedonic and utilitarian values, satisfaction and behavioral intentions in the fast-casual restaurant industry. *International Journal of Contemporary Hospitality Management* 22(3): 416-432. <https://www.emerald.com/insight/content/doi/10.110809596111011035981/full/html>
 - Salajegheh, Sakineh. 2016. The role of Islamic religiosity on the relationship between perceived value and tourist satisfaction. Master's Thesis, Shahid Bahonar University of Kerman.
 - Sameh, Reza, and Gholamreza Akrami. 2014. Explaining the concept of architecture as an architectural matter from nature to quality. *Chaharsafeh scientific-specialist journal* 1: 37-29.
 - Sameh, Reza. 2013. Architecture and the quality of human life, explaining the concept (quality in architecture) based on the knowledge system of Islam. Doctoral Thesis, University of Tehran.
 - Shafei Sabet, Naser, and Saeedeh Haratifard. 2018. Empowerment of Local Stakeholders for Participation in Sustainable Tourism Development with Mediating Role of Perceived Tourism Effects. *Tourism Planning and Development* 8(29): 71-90. http://tourismpd.journals.umz.ac.ir/article_2416.html.
 - Shirkhodaie, Meysam, Mohsen Alizadeh Sani, and Fahimeh Ami Diva. 2016. Examining the Effect of Destination Image on Satisfaction and Behavioral Intentions in Health Tourism (Case Study: Lavij Spa). *Tourism Planning and Development* 5(17): 128-145. http://tourismpd.journals.umz.ac.ir/article_1281.html.
 - Soleimani, Mansour, Ali Mohammadnejad, Parvin Khodadadi, and Vahid Ataei. 2015. Measuring Tourists' Satisfaction of the Mahabad City with an Emphasis on Shopping Tourism. *Urban Economy and Management* 3(10): 139-155. https://iueam.ir/browse.php?a_id=153&slc_lang=fa&sid=1&printcase=1&hbnr=1&hmb=1.
 - Song, Hak Jun, Choong-Ki Lee, Jin Ah Park, Yoo Hee Hwang, and Yvette Reisinger. 2015. The influence of tourist experience on perceived value and satisfaction with temple stays: The experience economy theory. *Journal of Travel & Tourism Marketing* 32(4): 401-415. <https://www.tandfonline.com/doi/abs/10.108010548408.2014.898/606>
 - Wang, Yang, Qi Han, Bauke De Vries, and Jian Zuo. 2016. How the public reacts to social impacts in construction projects? a structural equation modeling study. *International Journal of Project Management* 34(8): 1433-1448. <https://www.sciencedirect.com/science/article/abs/pii/S026378631630059X>

HOW TO CITE THIS ARTICLE

Azizi, Fatemeh, and Zahra Moghadam Barati. 2022. Investigation of the Role of the Architectural Quality of Traditional Resorts in Yazd City in the Creation of Tourist Satisfaction with the Mediating Role of Perceived Value of the Building Architecture. *Armanshahr Architecture & Urban Development Journal* 15(40): 147-160.

DOI: 10.22034/AAUD.2021.253538.2337

URL: http://www.armanshahrjournal.com/article_163859.html

**COPYRIGHTS**

Copyright for this article is retained by the author(s), with publication rights granted to the Armanshahr Architecture & Urban Development Journal. This is an open- access article distributed under the terms and conditions of the Creative Commons Attribution License.

<http://creativecommons.org/licenses/by/4.0/>

