
Analysis of modernization and improvement factors of tourism industry in Qibla, Lahich, Khinaliq cities of Ghobakhachmaz province of Azerbaijan for mapping tourism attraction program based on structural equation model

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Abstract:

The historical heritage of any country is a tangible asset that, in addition to preserving the identity and culture of that region, causes the development of the tourism industry and the nature of the economic cycle. The tourism industry with potential impact on the economy of any country is one of the categories of interest. In this article, the main purpose of using strategies to recreate historical contexts as a valuable asset for renovation and improvement so that the tourism industry develops in these areas. Meanwhile, the historical cities of Qibla, Lahij and Khinaliq in Qubakhachmaz province of the Republic of Azerbaijan, with their historical and valuable texture and the presence of attractive tourist potentials, need to be restored, protected and maintained in order to develop the tourism industry; In this research, according to the purpose of these three areas will be examined. The research method in this article is descriptive-analytical. Also, the factors were weighted using level one and two factor analysis methods. Findings show that, experts consider government participation in the development of recreational space as the first priority, development of local economy, social interaction and maintenance and restoration of places as the second priority, attention to the introduction of culture and values, third priority and attention to advertising And they prioritized its nature in introducing places as the fourth priority.

Keywords: Historical context, renovation and improvement, Azerbaijan, Qubakhachmaz province, Qibla cities, Lahij and Khinaliq, tourism industry.

Introduction:

Familiarity with various cultures, especially the culture of the past and its physical manifestations in the form of cultural heritage, buildings and historical contexts, is a major motivation in the field of tourism and this turns tourism into a thriving industry in the field of

buildings and historical contexts. (Chen, CF & Chen, 2010). The prosperity of tourism in historical protected areas is very important due to the existence of values. Also, with the rapid growth of tourism in the world, tourists have shown an increasing interest in the history of cultural heritage. Now, cultural heritage and tourism have become a familiar subject for people and they are showing more and more curiosity about it (Kargar, 2007: 2). In fact, historical sites and ancient texture due to valuable historical spaces can be suitable places to attract tourists, especially foreign tourists. Humans at different stages of their lives have traveled to see natural attractions, discover economic opportunities, enjoy more suitable biological facilities, be aware of ethnic and cultural diversity, and endure road problems; Thus, tourism has a long history (Zahedi, 2006).

However, often in historical cities, despite the valuable monuments, we see their destruction and erosion. This often leads to residents leaving and restricting living. While not paying attention to this valuable heritage, in addition to destroying the identity of the region, will also lead to the destruction of national wealth. Therefore, the protection of these works and their improvement and renovation in order to revive the works of historical value can, in addition to preserving the national-regional identity, attract tourists. Therefore, most countries in the world, with the aim of preserving their historical monuments, repair and reconstruct these monuments and develop the tourism industry in these areas; To the extent that today the tourism industry is one of the most important industries for economic growth.

The tourism industry has its own complexities beyond an industry as a dynamic phenomenon of the global community (Elliot, 1997: 4). This industry is also one of the most important factors in regional development, which is itself an activity that balances and balances socio-economic development in the regions and establishes a fair distribution of income. In addition, it plays a key role in creating jobs and complementary resources and income, balancing wealth and transforming economic activities (Omidvar, et al., 2008). According to what has been said, the main purpose of this article is to use the strategies of recreating historical textures as a valuable asset in order to renovate and improve the tourism industry in these areas. In this regard, previous and related research is reviewed. In research conducted by various researchers, it is important to note that the preservation of historical monuments can help the local economy. The following are some of the researches done in this direction.

Research questions

What are the factors for the development of the tourism industry in the cities of Qibla, Lahich, and Khinaliq from the point of view of experts?

What is the prioritization of solutions to overcome weaknesses and attract tourism in the cities of Qibla, Lahich, Khinaliq based on the structural equation model?

Theoretical Foundations:

The principles of development and improvement of historical buildings should be determined in order to maintain important sections (public centers, main streets, valuable buildings, etc.) and

the protection of historical monuments in the regions of Azerbaijan. It should be noted that in recent times, the protection and improvement of privately owned works has been done, but the renovation and improvement of the city's public environment has been neglected. However, the analysis shows that the restoration of protected areas and public centers of the city and the preservation of their traditional monuments as tourist centers is important (Saei and Nayiji, 2011). For this reason, in reviving and improving these sections, paying attention to architectural solutions, building materials and artistic techniques from a historical-cultural perspective can create a favorable view of the landscape of historic buildings.

In order to prepare the initial plan for making changes and improving the three protected sites in question, two principles are considered:

1. Preservation and restoration of traditional forms of historical monuments;
2. If there is a need to rebuild during reconstruction or improvement, the original building should not be damaged, and should be built in a coordinated manner.

Lahij and Khinaliq buildings are almost identical in structure, and the idea of urban planning and architecture of the structure and their main forms are jointly evaluated. Therefore, the value of these works is influenced by environmental factors (culture, religion, social role, etc.). These antiquities, which have a special feature, can be used as economic drivers in the future (Khumalo et al. 2014).

Reconstruction of historical monuments, which is the basis of many artistic designs, can be done by changing the intelligent selection of buildings, in order to enhance the artistic expression of the interior of these buildings. For example, in some places, the symbols of mosques, baths and fountains become a narrow circle, or in other cases, to differentiate the monument, commercial orders or separators create a completely different situation. This means that as a result of the correct allocation of valuable elements, the visual appearance must be correct in order to create artistic expression in the composition, even if the street structure does not change.

Numerous suggestions have been made for the protection of monuments. Conservation methods should be used as practical results of comprehensive research and analysis, and a fully integrated approach should be used to solve this problem, in which the environmental impact of the conservation process is equally important in urban regeneration.

It is recommended to renovate buildings in several directions:

1. Preserving the shape and architecture of the volume of buildings in order to protect it.
2. Making minor changes in volumetric structures, such as facade design fittings, upgrading the design of recreational areas in terms of aesthetics, adapting the entrance elements to the street view, adapting the balcony of the buildings to the street rotation and improving its landscape.
3. Changing or replacing the function of the building, through interior design in order to revitalize it (The city reader, 2000: 608).

Criteria are considered according to the priorities of restoration and improvement of protected areas (Qibla, Khinaliq and Lahij), and according to the purpose of the research. These criteria are shown in the table below.

Therefore, the reconstruction of ancient buildings and the intervention in the modernization process of these mountain towns, which keep the historical values and culture of the people alive, can also help solve security problems. However, the preservation of national cultural monuments in different regions of Azerbaijan, including Qibla, Lahij and Khinaliq, and its traditional heritage is still one of the most important issues today.

Repair and improvement of protected areas (Qibla, Khinaliq and Lahij)

There is a lot of scientific research and examples on conservation. Researchers on the theoretical implications of conservation of historical sites, including Gates, Stout F. (USA), Kapolizi (Italy), Brusovich (Poland), A. Shidkovsky, E.Gendel. Maya Hulfsky (Russia) and other Azerbaijani thinkers have also commented on this issue, some of which are mentioned: Banitov, F. Mammadova. Mamedf, A. Babayov, S. Kazayev, and. O. Issamd. Mamdabili, R. Bayram F.

Characteristics of the formation of structural elements in historical protected areas

The ancient inhabitants of Qibla, Lahij and Khinaliq, which is one of the 27 protected areas in terms of history, culture, architecture and ethnography that are registered in Azerbaijan and its northern part, are of special importance because of its rich heritage and urban history. These settlements in the mountainous regions of Azerbaijan have special construction features that have become historical monuments and are significantly different from what is found in other regions. They are now protected due to the characteristics of local tradition, culture and historical heritage:

1. "Lahij Residence, Historical and Cultural Heritage" located in the Ismaili region, which includes the protected area; (Figure 3)
2. "Khinaliq historical-architectural and ethnographic protected area" located at the top of the mountain in Guba region; (Figure 4)
3. The "historical and natural heritage of the Qibla", now known as the "Chokhor-Qibla" in the Qibla region, is part of the city of Qibla, the capital of a great country in the past.

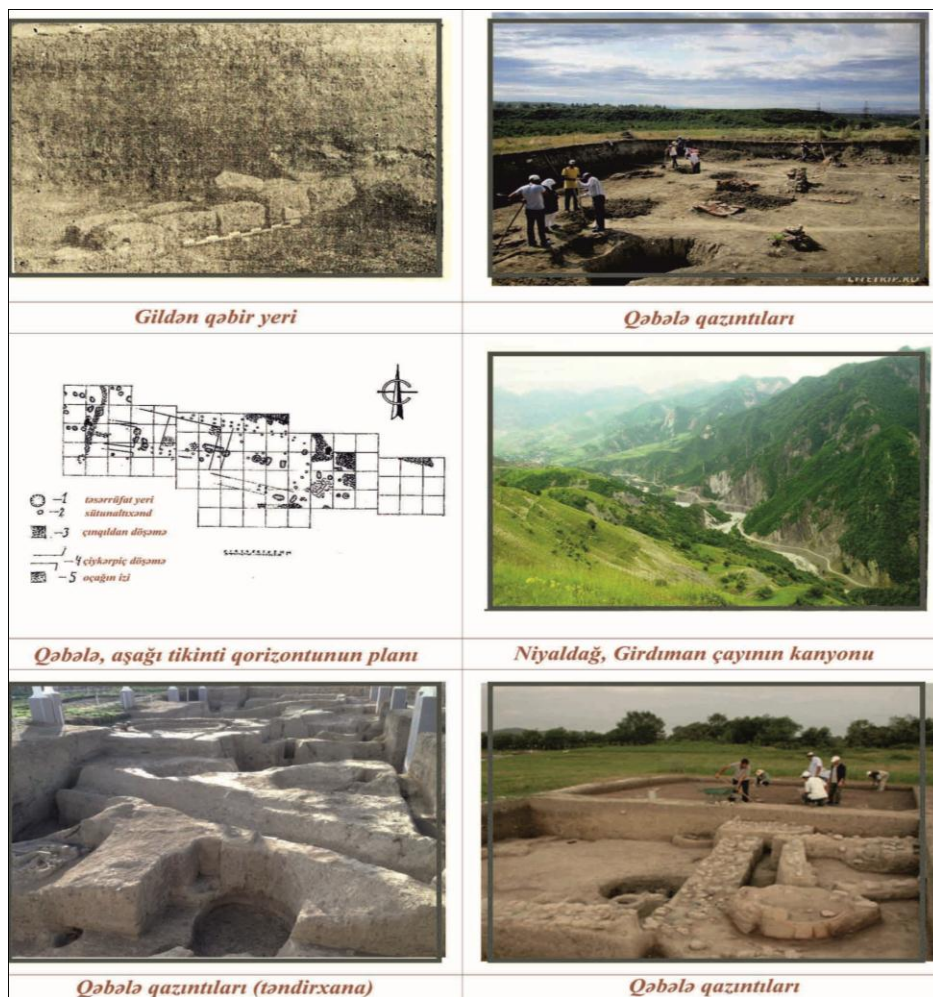


Figure 1: The historic city of Qibla.

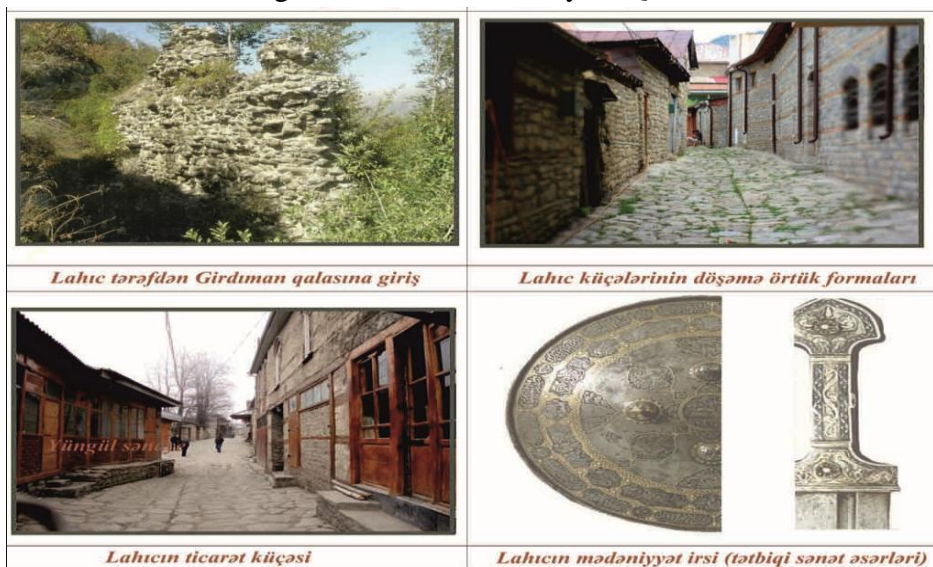


Figure 2: The historic city of Lahij

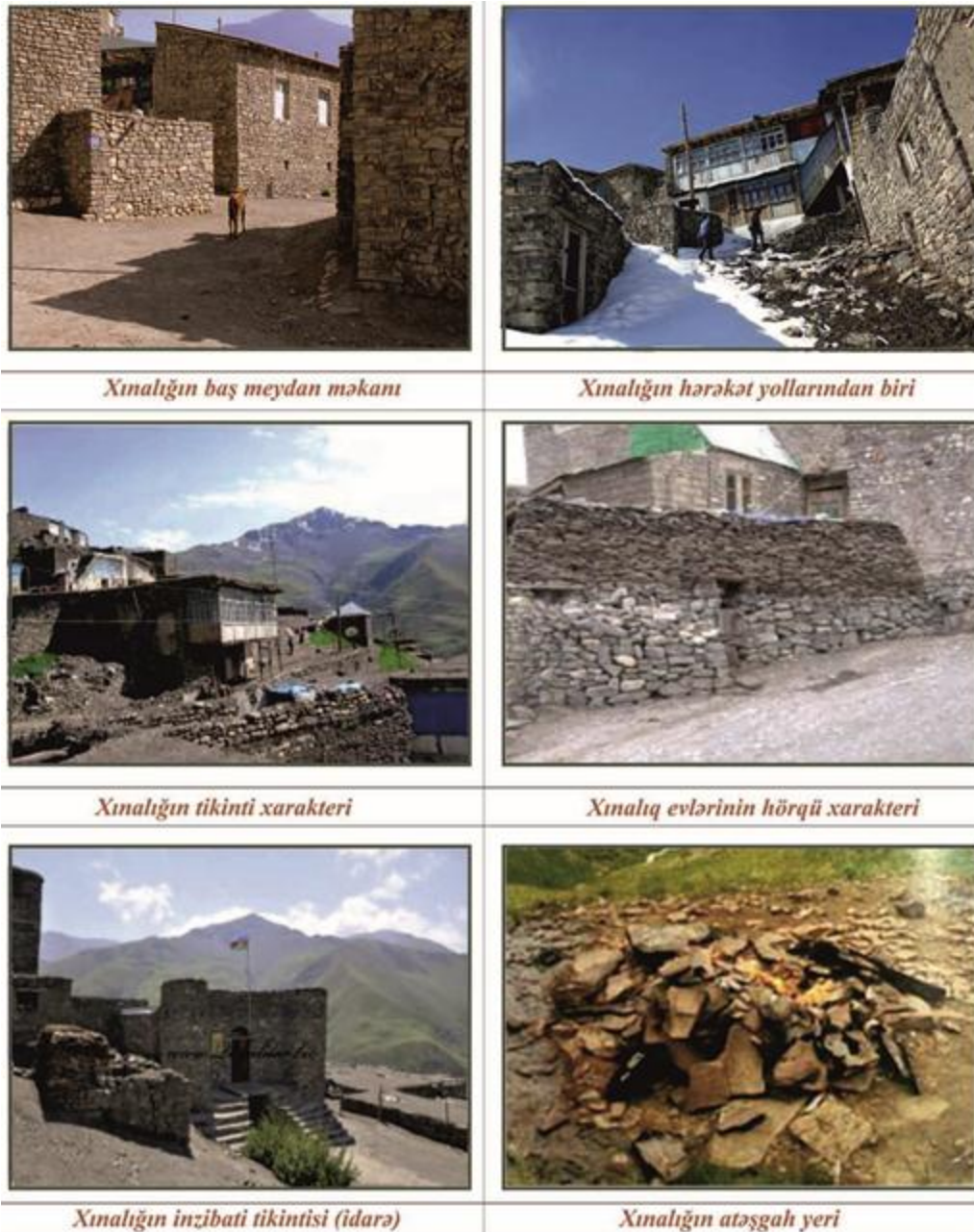


Figure 3: The historic city of Khinaliq.

Research Methods:

The method of this research will be descriptive-analytical. In this regard, in the stage of collecting information and preliminary data, from library studies as well as field studies and perceptions, interviewing experts and identifying appropriate criteria for the renovation and improvement of ancient tissues according to the condition of the study and distribution area. A questionnaire was used among experts related to the subject under study; In addition, in order to

determine the importance of effective criteria in locating the statistical population including all tourism professionals, the old context through the distribution of a questionnaire (this questionnaire to provide a model of factors affecting a research variable) in the present study. (Renovation and improvement) of tourism industry) These factors are placed in the row and column of the questionnaire to compare the effectiveness of each of these factors in pairs, then this questionnaire is distributed among experts (experts in the subject) and finally Also, by analyzing and evaluating these questionnaires, a practical model with an interpretive structural modeling approach is presented (between them). After extracting the indicators according to the experts, during the process of factor analysis level one and two, the factors of tourism industry development in the cities of Qibla, Lahich, Khinaligh were analyzed from the perspective of experts and their factor loads were extracted with SPSS and LISREL software. The statistical population, including all tourism specialists, based on criteria such as resume, scientific and practical experience, 20 people were purposefully selected to extract and prioritize the factors of modernization and improvement of the tourism industry.

Case study:

The architecture and urban planning of Azerbaijan is ancient and very rich in culture; And includes basic structures such as underground cavities to an evolved organization of urban spaces (houses, markets, squares, main streets, religious buildings, etc.). Therefore, the preservation of antiquities in Azerbaijan is of special importance and programs have been presented to protect this rich heritage. The importance of preserving a rich historical and cultural heritage can be justified in several ways; One of these is to preserve the identity of the community and to show the traditions and way of life of the tribes. On the other hand, familiarity with various cultures, especially the culture of the past and its physical manifestations in the form of cultural heritage, buildings and historical textures, is a major motivation in the field of tourism and this makes tourism a thriving industry in the field of buildings and textures. Has become historical (Chen, CF & Chen, 2010).

In the framework of the present study, the subject territory is three protected areas (Qibla, Lahij and Khinaliq) which are located in the mountainous region of northern Azerbaijan; In this regard, the structure and characteristics of their works are examined and the possibility of these areas joining the international tourism system is examined. Within the scope of the study, the structural features and rich monuments located in these areas that protect the mountain city such as Qibla, Khinaliq and Lahij, are the functions of variables affecting the development, promotion and identification of opportunities for access to international tourism. Is defined.

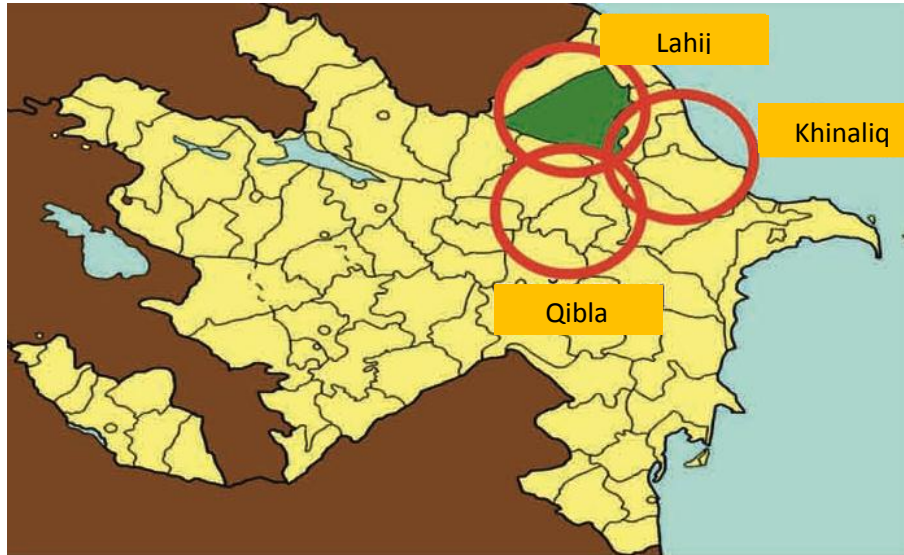


Figure 4: Location of the three protected areas of Qibla, Khinaliq and Lahij in the Republic of Azerbaijan.

The ancient sites of Qibla, Lahij and Khinaliq, which is one of the 27 protected areas in terms of history, culture, architecture and ethnography recorded in Azerbaijan and its northern part, are of special importance due to its rich heritage and urban history. These settlements in the mountainous regions of Azerbaijan have special construction features that have become historical monuments and are significantly different from what is found in other regions.

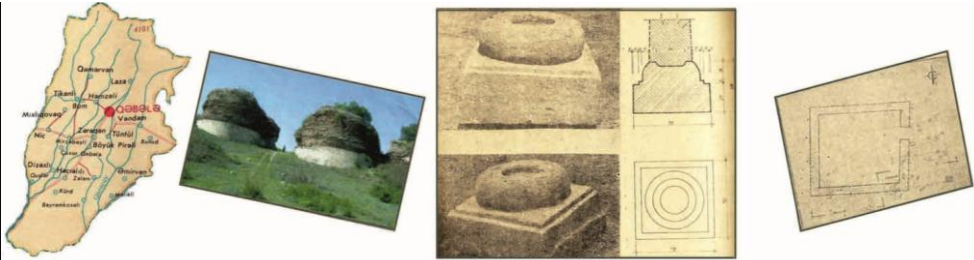
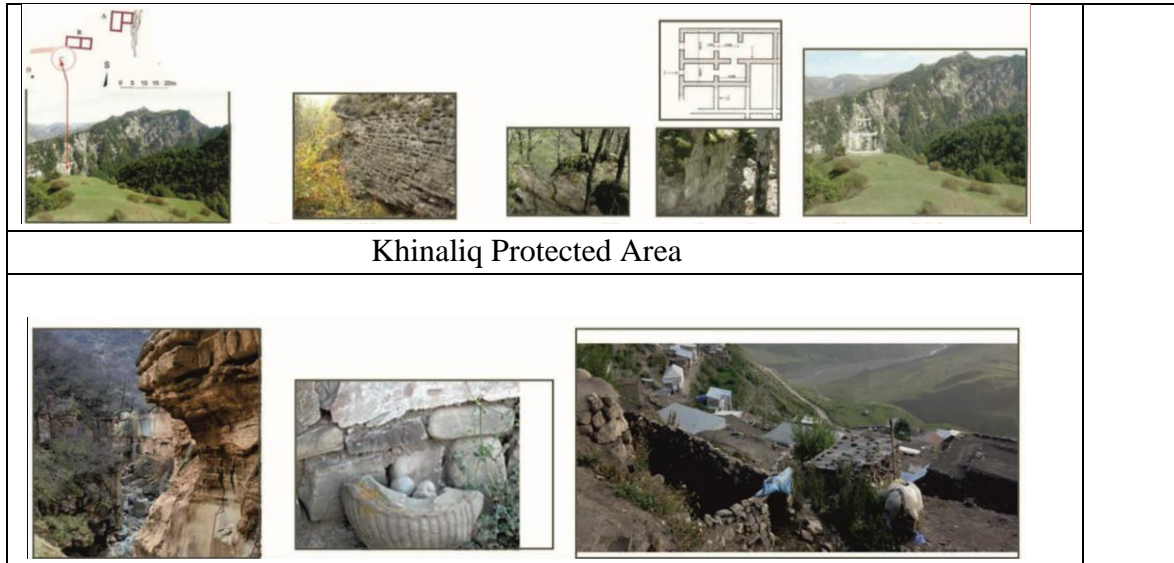
1) Qibla protected area	Extent of living space and biological elements in the three protected areas
	
Lahij Protected Area	

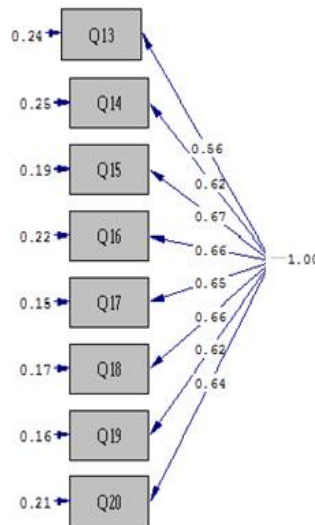
Table 1: Historic city of Qibla.



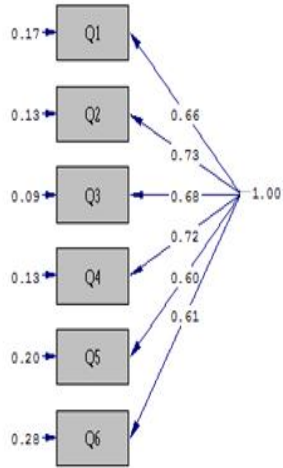
Findings:

What are the factors for the development of the tourism industry in the cities of Qibla, Lahich, and Khinaliq from the point of view of experts?

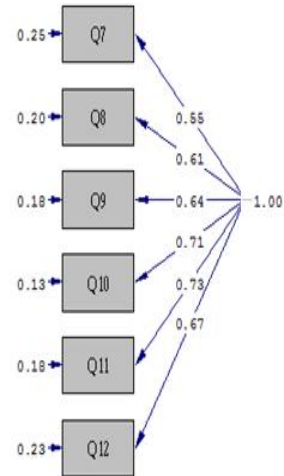
In this section, after collecting questionnaire data from experts in the field of tourism and familiar with the tourist attractions of the Republic of Azerbaijan, using level one and two factor analysis, the factors were evaluated and prioritized, the results of which are as follows:



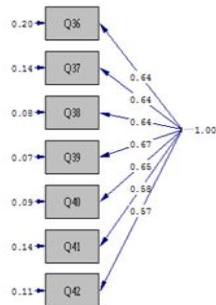
Chi-Square=858.96, df=20, P-value=0.00000, RMSEA=0.277



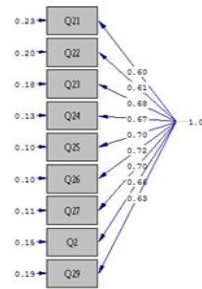
Chi-Square=260.13, df=9, P-value=0.00000, RMSEA=0.225



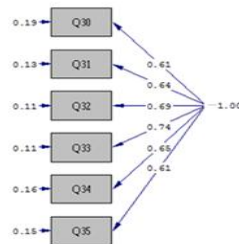
Chi-Square=351.98, df=9, P-value=0.00000, RMSEA=0.263



Chi-Square=590.00, df=14, P-value=0.00000, RMSEA=0.275



Chi-Square=769.89, df=27, P-value=0.00000, RMSEA=0.224



Chi-Square=322.16, df=9, P-value=0.00000, RMSEA=0.252

Table (1) Estimated components of tourism industry development in Qibla, Lahich and Khinaliq cities

Rank factor 1	Number of items	Factor load	Factor weight	Sequence of importance	Rank factor 1	Number of items	Factor load	Factor weight	Sequence of importance
Pay attention to cultural values	Highlighting honors	0/66*	0/17	9	Pay attention to government participation in the prosperity of the recreational space	Employing local subject matter specialists in the design of recreation centers	0/70*	0/10	5
	Introducing historical figures	0/73*	0/13	2		Attracting public participation by the government with economic and incentive levers	0/72*	0/10	3
	Introducing customs	0/68*	0/09	6		Attention to public participation in the management of recreational places	0/66*	0/15	8
	Continuation of customs and its holes in the	0/72*	0/013	2		Attract tourists or fairly approved prices with the aim of	0/63*	0/19	11

	present					increasing satisfaction			
	Introducing values to tourists	0/60*	0/20	15		Attention to the attractiveness and organization of space for word of mouth and word of mouth for tourists	0/62*	0/17	13
	Introducing historical epics in the form of buildings and places	0/61*	0/28	14					
Paying attention to the economic spirit and its prosperity (local economy)	Needs assessment of the capacities of the studied areas	0/55*	0/25	16	Attention to the preservation and restoration of places (improvement and renovation of places)	Continuous assessment of building strength	0/61*	0/094	14
	Laying the possibility of execution	0/61*	0/25	14		Allocate financial resources for annual renovation	0/64*	0/19	10
	Attract merchants	0/64*	0/018	11		Allocating part of the revenue sources to the improve	0/69*	0/13	5

weigh as the sphere	Paying attention to places using	Needs assessment of the type of presentation and the type of products	0/71*	0/013	4	nt of places	to	places	using	Paying attention to not distorting the language of places with proper restoration management (not distorting the shape, arranging the space and preventing the artificialization of places	0/74*	0/11	1
		Introduction of products and economics of cultural products	0/73*	0/018	2	Using levers to protect places from natural and unnatural disasters				0/65	0/11	9	
		Continuous assessment of tourist demand	0/67*	0/023	7	Increase the attractiveness of places with welfare levers (easy access)				0/61*	0/16	14	
		Paying attention	0/56*	0/24	17	Introducing places in				0/64*	0/20	10	

to turning places into arenas of information exchange				the media			
Increase social exchanges of tourists with guides	0/62*	0/25	13	Designing sites to introduce places	0/64*	0/14	10
Provide conversation circles in entertainment centers	0/67*	0/19	8	Utilizing virtual ways in introduction	0/64*	0/8	10
Employing local epics	0/66*	0/22	9	Advertising the structure of the species in the introduction	0/64*	0/7	10
Creating a platform for poetry and literature as the language of culture	0/66*	0/15	9	Expand healing advertisements by satisfying tourists	0/65*	0/9	9
Provide vast and engaging visual information on the	0/66*	0/17	9	Use of local levers in the introduction (Informatio	0/58*	0/14	15

prosperity of the government participation in the	transmission of a nation's culture and social customs on doors and walls					n Ambassador)			
	Feasibility study of establishing a common language of places and tourists (individual's relationship with the public sphere of places)	0/62*	0/16	13		Expanding international exchanges in introducing and attracting tourists	0/57*	0/11	16
	Develop the social perception of tourists in visiting places with creativity	0/64*	0/21	11					
	Laying of recreation centers	0/60*	0/23	14					
	Attention to the field of culture	0/61*	0/20	14					

and society of the country in the use of recreational tools								
Localization of the type of entertainment	0/68*	0/18	7					
Combining art and economics in this field	0/67*	0/13	8					

What is the prioritization of solutions to overcome weaknesses and attract tourism in the cities of Qibla, Lahich, Khinaliq based on the structural equation model?

Table (2) Factor burden and factor weight of first-order factors on the second-order factor of tourism industry development

Second factor			First-order factors	Factor load	Factor weight	Sequence of importance
Improvement and modernization of the tourism industry		industry	Pay attention to cultural values	0/54*	0/018	3
			Local economy	0/59*	0/011	2
			Public arena as social interaction	0/59*	0/09	2
			Government participation in the development of recreational space	0/61*	0/01	1
			Pay attention to the preservation of places	0/59*	0/014	2

			and their restoration			
			Pay attention to the type of advertising and its introduction	0/52*	0/014	4

Based on the results of the second-order factor analysis, the results of the analysis of prioritization of factors affecting the development of tourism industry in the field of improvement and renovation of places, government participation in the development of recreational space as the first priority, local economy development, social interaction and maintenance and restoration As the second priority, attention to the field of introducing culture and values, the third priority and attention to advertising and its nature in the field of introducing places, was obtained as the fourth priority.

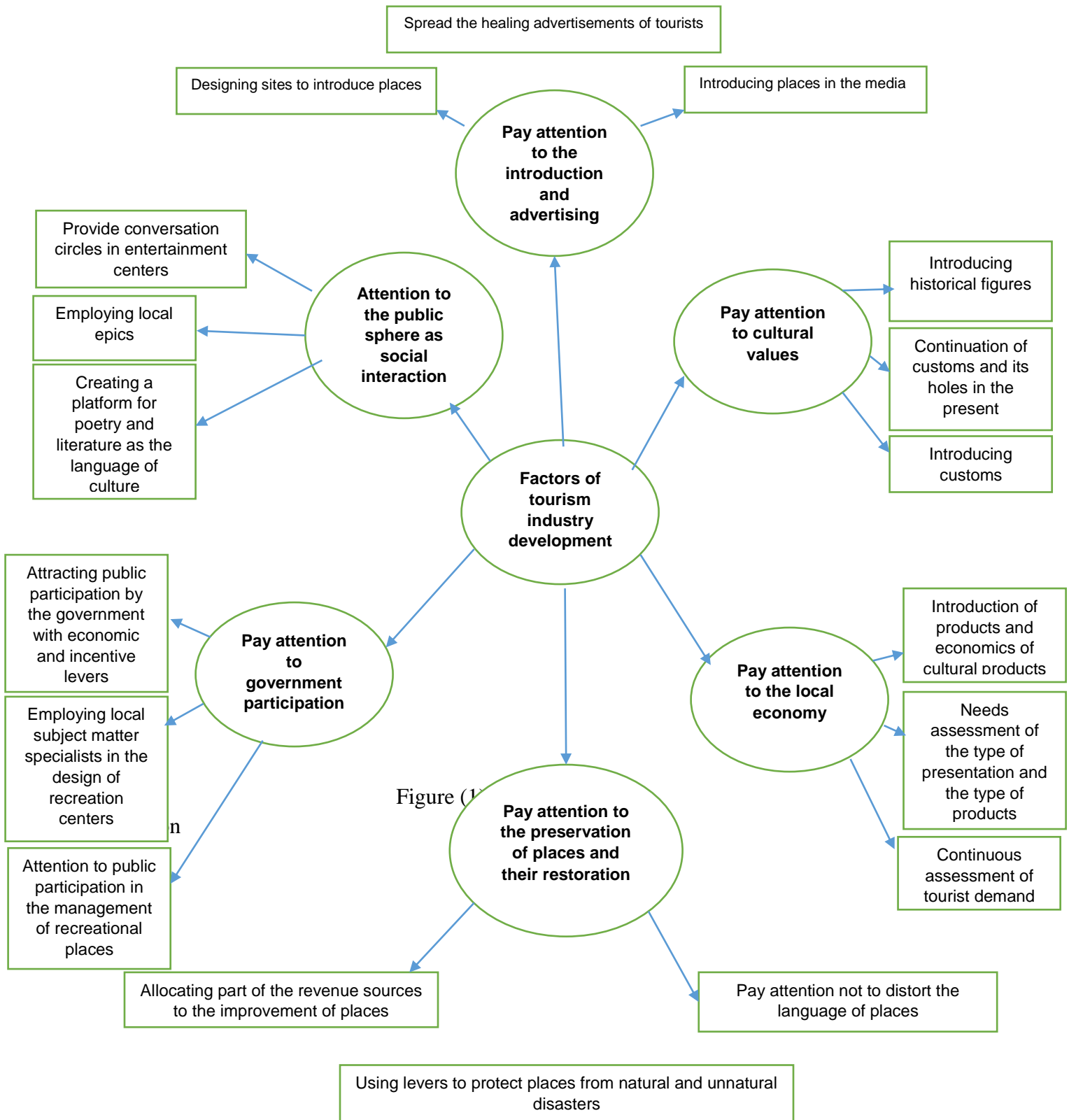


Figure (1)

The present study aims to investigate the comprehensive approach to renovation and improvement of historical texture in the tourism industry in three protected areas in the Republic of Azerbaijan (Qibla, Lahij and Khinaliq sections) to describe and apply the effective features and principles of improvement and renovation of historical texture. As mentioned earlier, the protection of monuments of historical value and their improvement and renovation can not only preserve the national-regional identity, but also attract tourists. The tourism industry is one of the most important industries for economic growth that can preserve the local community by creating a prosperous local economy. Among them, the ancient regions of Qibla, Lahij and Khinaliq, which are protected areas in Azerbaijan, are of historical, cultural, architectural and ethnic value. In this regard, according to the purpose of this study, the desired criteria for the repair and improvement of these areas in order to develop the tourism industry, were extracted and after analysis and consensus of the statistical community, the results were extracted. These results indicate that creating a favorable environment for the welfare of residents and tourists in order to maintain the unity between tourism potentials and historical identity, can help the survival and development of historic cities. In addition, it will boost the tourism-influenced economy in these areas. Also, other results indicate the importance of the development criterion for the development of recreational and tourist spaces, which necessitates the construction of recreational and residential areas, including the construction of hotels and various recreations. Attracting public participation is very important in applying the above criteria, and local people can play an effective role in promoting tourism in their place of residence. With the development of tourism, local businesses will also flourish. These goals will not be possible except by preserving and reviving the values of the historical and valuable texture in the protected areas.

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