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## The Economic Strategy of Livelihood Housing in Rural Business Architecture in Bābol Kenār System (From Land Reform to the Livelihood Housing Model)

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### Article Info

### ABSTRACT

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Rural development is highly dependent on understanding the importance of business architecture and its connection to local economic strategies; however, the attention given to the long-standing link between indigenous architecture and the rural economy is often overlooked in contemporary research and planning. In this context, the current study analyzed data using SPSS and AMOS via correlation analysis, based on cluster random sampling of 180 rural business owners and producers, utilizing closed-ended questionnaires. By fixing the “Livelihood Housing” factor, two-factor and three-factor development models were compared across three verification levels (unconfirmed, evaluable, and fully confirmed); in the two-factor model section (comprising 8 models), 4 models concerning the relationship between housing and the farm (tourism and creative) were confirmed, whereas 4 other models (involving the relationship between housing and external architecture and supportive development) were not confirmed. In the three-factor model section (15 models), all models related to supportive development and creative farming were confirmed, and except for one case, the majority of models associated with supportive development and tourism farming were also confirmed; conversely, only one model related to supportive development and non-residential architecture was confirmed. Ultimately, the most reliable planning model is the three-factor model comprising development, support, creative farming, and livelihood housing.

**Keywords:** Land Reform, Livelihood Housing Model, Structural Equation Model, Rural Business, Rural Tourism.

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## **Introduction**

After the criticism of the *Rural conducted planning* and the fact that these plans do not cover economic and livelihood dimensions, the economic dimensions of business in the form of the sustainable employment plan of rural systems have been on the agenda in the last decade but have not yet had an impact on the development of villages. The research is an attempt to use the achievements of the Rural conducted plan and the sustainable employment plan and a common chapter between the two projects called the "livelihood housing plan". To find the place of the "livelihood housing plan" as a strategy of contemporary indigenous architecture, it is necessary to examine the historical course of the village from land reform to the Rural conducted plan and sustainable employment plan. In land reform, the decrease in the number of large owners and the increase and strengthening of small owners caused increased number of buildings in front of rural farms. The continuation of efforts to improve the livelihood of the villagers made it a good platform for residential development projects in the form of the Rural conducted plan and... It's created.

At the end of the Iran second development plan, it was decided to prepare a "Rural conducted plan" for each of the villages and a "rural space and settlement plan" for rural spaces and environments. The strength of the villages modified by the Rural conducted plan is to organize and increase the beauty and attractiveness of the appearance and its weakness is the elimination of livelihood and business spaces in rural settlements. That is why in the last decade the model of Sustainable Rural Employment Plan was taken into account. These two issues also made entrepreneurship and rural tourism meaningful because entrepreneurship covers the vacuum the business space in housing, and created new spaces and innovative businesses, and tourism in attractive places with potential, in addition to not covering the vacuum of Business (Entrepreneurship), also used the potential of beautiful and attractive housing built in the form of a conductor plans

## **Materials & Method**

To limit and determine the target Community, First, the transnational programs examined and finally, the Babolkenar system was selected as a case study for this research. The statistical community of rural business owners and producers and the cluster random sampling method and sample size of 180 were determined and the closed questionnaire was used as a common information collection tool. To measure the validity of the narrative, 5 architectural specialists and rural facilitators were asked to review the target table-the content and answer two questions: 1 - do the content cover the topic? 2-do

targets cover the content? It was also piloted (30 people) to increase the base of the questionnaire, and after removing about 60 questions from the test, the Cronbach alpha value was 0.929, which was larger than 0.70 and indicates a good base of the questionnaire. Finally, questionnaires among tourism entrepreneurs, producers, shopkeepers ... It was distributed, which ultimately left 184 questionnaires for final analysis, taking into account the sample fall. Finally, the data from the questionnaires were examined in the SPSS and Amos software and the correlation method. At this stage, by maintaining the "livelihood housing" factor and eliminating other factors, two-factor models are initially produced with one "livelihood housing" factor and evaluated by the software, and three groups of models are unconfirmed, evaluable and final approval are introduced and compared with each other.

### **Discussion**

In response to the research question, which is the relationship between livelihood housing and other factors of rural business, relations were examined in 23 models and two parts: Part One - Two-factor models: in this regard, 8 models were extracted, 4 models were approved and 4 models were not approved. The structural relationship between livelihood housing and the tourism farm, as well as the innovative (creative) farm, was approved in the first 4 models in a two-way manner, and the relationship between livelihood housing and external (non-residential) architecture or the development and support of Village was not approved in any way. This is interpreted as the proper structural relationship between the farm and the livelihood housing of the business. So there is a two-way relationship between farm and Rural Housing, and this relationship can be realized organically without the presence of an external and exogenous agent. And the second part-three-factor models: in this Part, 15 models were examined in three parts: Part One-relationship with support development and tourism farm. Part Two: relationship to support development, creative farm. Part III: relationship to support development and non-residential architecture. In the first episode only one of the 5 models was not confirmed. In the second part, all models were confirmed. Only one model was confirmed in the third episode.

### **Results and Conclusion**

So the surest 3-factor model of planning is to have development, support, creative farm and livelihood housing. Paying attention to structural relationships models can determine the right type of business in housing and help the designer, planner to more accurately plan the type of housing unit and the main relationships of the dominant residential and livelihood areas. For example, when there is a tourism agent and a tourism farm in a village and the

sale of silk and honey in tourist farms is paid, the rural living accommodation should also combine the silk/ honey area and process them to meet the needs of the tourism farm. Therefore, the consulting engineer can study and Design Type plans with the Bee and honey subsistence area in the above Village Housing Scheme and thus increase and deepen the accuracy of his planning and design by focusing on this issue.

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