

Role of place attachment place on the subjective perceptions of Miankaleh wetlands tourists

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Abstract

Nowadays tourism is considered as the most important sustainable developing industries in every society. Studies have shown that place attachment has a major role on the formation of tourists' subjective perceptions which can lead to the increase in number of tourists. So, the aim of the present study is to investigate the relationship between Miankale wetland tourists' place attachment and their subjective perceptions and the effect of Miankale wetland tourists' place attachment on their subjective perceptions and the relationship of these variables with demographic factors. Present study is descriptive-analytic survey in term of its research method and the questionnaire has been used as its instrument. The population of this study includes all the tourist visiting Miankale wetland area in 94. The sample population based on Cochran formula has been chosen as 378 ones. Linear regression has been used in order to analyze the relationship between three emotional, functional, and meaning components of place attachment and subjective perceptions, and also T- test and ANOVA have been used in order to analyze how they are different. The results of the correlational tests showed that there is a significant upward relationship between place attachment and subjective perception variables, this means that if place attachment increases the effect of subjective perceptions will increase among tourists. Moreover, the results of linear regression showed that there is a significant relationship between the two emotional and functional components of place attachment and subjective perceptions. The emotional component has a positive effect on the peoples' subjective perceptions from Miankale wetland. The results represents that tourists have positive feelings to Miankale, consider it as a quiet place which can relax there and they like to stay there longer. The functional component, on the other hand, has a negative effect on peoples' subjective perceptions. In addition, it dares to be mentioned that significant differences were found in terms of gender and marital states.

Keywords: Emotional component, Development of tourism, Environmental factors, Subjective perceptions, Miankale wetland.