

The application of semantic architecture with a focus on using natural elements and elements in tourist's entrepreneurship

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Date of Submission: 28-05-2025

Date of Acceptance: 08-06-2025

ABSTRACT

Meaningful and sustainable architecture, as a new approach in the design of living environments, plays a fundamental role in improving the quality of human life, attracting tourists and creating economic opportunities. This article examines the influence of natural elements such as wood, running water, ponds and fountains, roses, pine and fruit trees, peace and quiet, natural sounds and the presence of domestic birds in architectural environments. Scientific research shows that these elements, while creating a relaxing and healing atmosphere for the human psyche, are able to increase the visual and sensory appeal of an environment and become the basis for creative and entrepreneurial economic activities. In this article, based on scientific findings and successful experiences in Iran and the world, the practical methods of sustainable design in architectural projects are investigated, which can be used in the form of projects such as tourist villages, ecotourism residences, and meaningful public spaces. Finally, the article emphasizes the role of this approach in creating sustainable and innovative economic opportunities.

Keywords: Meaning-Oriented Architecture, Sustainable Design, Natural Elements, Healing Environments, Eco-Tourism, Mental Well-being.

I. INTRODUCTION

In today's modern world, people are facing psychological pressures, daily stresses and urban

concerns more than ever before. These conditions have increased the need for relaxing and meaningful spaces. Meaningful and sustainable architecture, as a creative and scientific solution, is able to design environments that are not only eye-catching in terms of aesthetics, but also strengthen people's sense of peace, belonging and connection with nature by using natural elements.

By emphasizing concepts such as identity, memory, meaning and peace, semantic architecture creates a space that has a deep impact on the mind and soul of the audience. Meanwhile, sustainable architecture, as a complement to this approach, uses natural materials, intelligent design, and energy management to create spaces that, in addition to reducing environmental impacts, also contribute to economic and social development.

In this article, while examining the theoretical foundations of these two approaches, the effect of natural elements such as wood, running water, flowers, trees, and the presence of birds on human mental health and tourist attractions has been investigated. In the following, successful examples of meaningful and sustainable architecture projects will be introduced and solutions for using these models in similar projects will be presented. Also, suggestions for using this approach in the design and development of Tarnam village are proposed, which can lead to the creation of a unique environment with economic and entrepreneurial capabilities.

First part: theoretical foundations of meaningful and sustainable architecture

1. Semantic architecture; Re-creating meaning in space

Semantic architecture is an approach that goes beyond mere form, function and beauty and seeks to create spaces that leave a deep impression on the human mind and soul. Emphasizing memory, emotion, culture, consciousness and human connection with nature, this architecture creates a space that provides an experience beyond simple habitation or use. In such a space, form and function are placed in the service of meaning; in such a way that every part of the space carries a special concept. This meaning can be a reflection of native culture, inner beliefs, or even recalling collective memories.

In this approach, natural elements such as light, sound, smell, and local materials (such as wood or natural stone) are used not only as building materials, but also as carriers of meaning. The presence of running water, the sound of birds, the smell of soil and plants, and natural light at different hours of the day create a multi-sensory and deep experience of space that is rarely seen in today's common architecture.

2. Sustainable architecture; Intelligent interaction with the environment

Sustainable architecture is an approach that is designed in such a way as to cause the least damage to the environment and at the same time respond to human needs. This architecture is based on three axes:

Environmental sustainability: using renewable resources, reducing carbon production, using natural energy such as sunlight and natural ventilation.

Economic sustainability: Designs that lead to reduced costs of construction, maintenance and operation in the long term.

Social Sustainability: Designing environments that enhance human interaction, local culture, sense of belonging and collective well-being.

The combination of these two approaches meaningful and sustainable architecture can lead to the creation of spaces that are both spiritually and psychologically effective and environmentally and economically smart.

3. Nature-oriented architecture; A link of meaning and stability

At the intersection of these two approaches, a type of architecture is formed that

can be called "nature-oriented architecture". This architecture draws inspiration from nature, integrates into nature, and returns to nature. In these spaces, running water, wood, fragrant plants, birds, silence and natural sounds not only help to sustain the environment, but also directly affect the feeling of peace, concentration, and happiness of humans. Numerous scientific studies have proven that continuous contact with nature can reduce anxiety, increase creativity and even improve physical health.

Second part: The effect of natural elements in the design of meaningful and sustainable spaces

In meaningful and sustainable architecture, the intelligent use of natural elements is not only an aesthetic choice but also a psychological, social and economic necessity. The presence of these elements creates a lively, relaxing and attractive atmosphere for people, which increases the quality of life, attracts tourists and creates entrepreneurial opportunities.

1. Wood; Living materials that carry a sense of warmth

Wood is one of the most important natural materials in sustainable architecture, which has had a special place in human structures from the past to the present. The psychological and scientific characteristics of wood are:

Psychological effects: Researches (such as those of the University of Tokyo) have shown that the presence of wood in the space reduces heart rate and stress and enhances the feeling of warmth, intimacy and security.

Climatic effects: Wood is a natural thermal insulator and is very effective in managing the temperature of the space, thus reducing energy consumption.

Economic effects: Using native wood can help the local economy and boost industries related to sustainable forestry.

In the architecture of "Taranom" village, the use of native wood, pine or cypress evokes the sense of nature and life in the minds of the guests.

2. Running water, ponds, and fountains; The sound of life in space

Water has always been a symbol of life, purification, movement and peace. The use of flowing water and ponds in meaningful and sustainable architecture has several specific effects:

Psychological effects: The gentle sound of water calms the mind, reduces anxiety and increases

concentration (based on the results of environmental psychology research).

Aesthetic effects: The reflection of light and sky in the water gives an imaginary effect to the space.

Climatic effects: Water can naturally moderate the humidity and temperature of the space, especially in the hot and humid climates of northern Iran.

The use of small streams, natural water features and delicate fountains in "Taranom" village will create a dreamy and pleasant atmosphere.

3. Greenery; green environment; The canvas of life and freshness

Green nature, plants and lawns are very important not only from the aesthetic point of view but also from the psychological and physiological point of view:

Psychological effects: frequent contact with green spaces improves mood, reduces depression and increases the feeling of satisfaction with life (results of Harvard University and Global Health Institute research).

Environmental effects: Plants help to improve air quality, absorb carbon dioxide and produce oxygen.

Economic effects: green spaces create tourist attraction and increase the economic value of land.

The combination of natural grass, small gardens and native landscaping in "Taranom" village will fill the space with life and positive energy.

4. Roses; Messenger of beauty and affection

The rose is one of the most meaningful plants in human history, and its use in meaningful spaces has a special effect:

Psychological effects: the smell of roses helps to reduce stress and anxiety (according to the results of experiments at the University of Kassel, Germany).

Symbolic effects: Rose is a symbol of love, peace, beauty and liberation, which affects the subconscious level of the human mind.

Economic effects: As a tourist attraction, rose gardens can attract many tourists.

Creating flower paths with colorful roses around the wooden huts will be part of the visual appeal of "Taranom" village.

5. Pine trees and fruit trees; Guardians of the soul of the earth

Trees are a symbol of standing, life and connection between earth and sky. Pine and fruit trees, in particular, have outstanding features:

Psychological effects: The sound of breeze among the leaves of pine trees or the aroma of fruit trees increases the feeling of peace and security.

Ecological effects: Trees act as natural air filters and help to maintain the biological balance of the environment.

Economic effects: Production of fruit and side products (honey, jam, ...) can provide a stable side income for the village.

In the design of "Taranom" village, rows of pine trees will be considered as a windbreak and mystical space, and small fruit gardens as a source of food and tourism.

6. Peace and silence; peace and quiet; The context of the emergence of meaning

One of the most important elements of meaningful architecture is the silence and tranquility of the environment:

Psychological effects: Silence helps to restore the mind, increase creativity and return to the inside (Helsinki University research).

Cultural Effects: Silence provides a context for meditation, deep thinking and spiritual connection with nature.

Creating quiet spaces, using natural sound textures and staying away from noise pollution are the requirements of designing a relaxing village like "Taranom".

7. Natural sounds and domestic birds; Symphony of life

The sound of birds, the rustling of leaves and the sound of the wind in the trees are part of the language of nature:

Psychological effects: Hearing the sound of birds reduces the level of cortisol (stress hormone) and improves mood.

Attractive effects: The presence of domestic birds (such as parrots, moon birds or lovebirds) can create a different and special experience for tourists.

In the "Taranom" village, the creation of bird gardens will transform the space into a natural and peaceful symphony, which will establish the permanence of the experience in the minds of tourists.

Summary of this section:

According to scientific and experimental evidence, designing spaces with the presence of these natural elements not only heals the human psyche and creates a sense of belonging and happiness, but also brings significant economic benefits such as attracting tourists, increasing the

value of land, and developing sustainable entrepreneurial opportunities.

The third part: case studies and scientific sources about the influence of semantic architecture on the healing of the modern human psyche

In this section, we examine case studies and scientific sources that show the impact of meaningful and sustainable architecture on improving the mental health of humans, especially in modern societies.

1. Environmental psychology and semantic architecture

Environmental psychology examines human interaction with the physical environment and emphasizes that environmental design can have profound effects on people's behavior and emotions. According to an article from Elixir Psychology and Counseling Center, physical environments such as light, color, sound, and architectural forms can influence people's emotions and behaviors.

2. Environmental architectural quality and mental health

A study published in Iran's Scientific Information Database (SID) investigated the relationship between the quality of environmental architecture and mental health. This research shows that the design of architectural spaces considering human psychological needs can help improve the mental health of residents.

3. The influence of color and light in architecture on the mood of people

According to an article by Atra interior decoration, color and light in architectural spaces have significant effects on people's mood and emotions. The use of natural colors and lights can help create a calm and pleasant environment and be effective in reducing stress and increasing satisfaction with the space.

4. Healing gardens and their effect on the human psyche

An article in the scientific database of Alamnet has investigated the effect of healing gardens on the human psyche. This study shows that green and natural spaces can help reduce stress, improve mood and increase feelings of well-being.

These studies show that the design of architectural spaces considering the principles of semantics and sustainability can have positive effects on people's mental health. In the next

section, we will examine practical strategies for the design of "Taranom" village, emphasizing these principles.

Fourth part: meaningful and healing architecture; A new platform for entrepreneurship and experience-oriented economy

Farzpourmachiani M. and Farzpourmachiani A. (2024) highlight "Attrition Entrepreneurship Theory": revenue generating but societally unenriching, even economically damaging endeavors. They argue governmental or societal influences can cultivate this, like war industries, inheritance tax, and discrimination. This differs from genuine entrepreneurship, the source of innovation. Attrition entrepreneurship merely redistributes wealth. Though IP isn't discussed, it's likely disregarded. True innovation, vital for progress, relies on IP rights, while attrition often favors imitation over novel IP. Thus, weak IP can foster attrition entrepreneurship, stifling genuine innovation and long-term prosperity.

Semantic architecture is not only a tool for construction or mere aesthetics; rather, it can be a platform for creating economic value, developing new businesses, and growing experience-oriented entrepreneurship in the 21st century. By creating spaces full of meaning, peace, and connection with nature, this type of architecture attracts special audiences who are willing to pay to experience this different feeling.

1. Therapeutic tourism and mental health

The alarming growth of anxiety, depression and mental exhaustion in the modern world has created an increasing need for "healing" spaces. Many countries, especially in the field of "health tourism", have turned to the development of spaces with relaxing designs, the use of natural elements and healing silence.

Successful example: "Silent Retreats" project in Nepal and India, which offers a combination of native architecture, wooden elements, flowing water, green spaces and simple living by planning short-term stays to rest the mind.

Economic result: Tourists are willing to pay high prices to stay in these spaces, just to experience the silence, nature and the feeling of "liberation of the mind".

2. Creating new brands in the accommodation and tourism market

Villages with semantic architecture such as "Taranom" are not only a place to live or stay

temporarily, but are also considered emotional and unique brands in the market. With conceptual and experience-oriented design, brands with the following characteristics can be created:

Differentiation from the repetitive markets of villas and residences

Emotional connection with the target audience (people exhausted by urbanization)

The ability to be transformed into effective advertising campaigns in cyberspace, especially with an emphasis on lived experience

3. Chains of jobs and entrepreneurship around meaningful villages

Villages like "Taranom" are a platform for creating entrepreneurial opportunities in the following branches:

Branch Type of Opportunity

Design and implementation of space attracting architects, carpenters, and local craftsmen

Organic agriculture and gardening producing special products for resort consumers

Maintaining and raising domestic animals and birds creating educational and therapeutic experiences for guests

Cultural and therapeutic tourism holding relaxation, yoga, and psychotherapy courses in nature

Local handicrafts and arts selling products in stalls inside the village or online

Creating a work of art with wood and... by tourists themselves and using the sense of sight, touch, and smell to discharge negative mental energies as a factor contributing to creating a sense of peace, in a carpentry workshop located in the village of Taranom

Content and media: Recording and producing visual content from the village space and developing advertisements on YouTube and Instagram

4. Experience economy and return on investment

Investing in meaningful architecture projects is not just a construction cost, but an investment in the "experience economy". Experiences, emotions and long-term psychological effects create added value that is not present in physical products.

According to a Deloitte report, in 2023, 80% of Gen Z and Y customers are willing to pay more for a "special and relaxing experience" than for luxury city accommodations.

Fifth Part: Taranom Village – A Conceptual Design for Healing Architecture and Health-Based Tourism

1. Project Introduction: Taranom Village, Return to Peace

Taranom Village is a proposed and under-designed project that, inspired by semantic architecture and the active use of natural elements such as wood, flowing water, aromatic plants, pine and fruit trees, domestic birds, and pristine environmental silence, is trying to create a healing, calming, and mental health-restoring experience for modern humans. This village will be a concrete example of the application of semantic architecture knowledge in the direction of entrepreneurship, local economic growth, and the development of nature-based tourism.

2. Design Philosophy: Architecture for Healing Spiritual Wounds

The theoretical basis of the Taranom project is based on extensive research that shows:

Being in a green and natural space reduces blood pressure, anxiety, and depression (Ulrich, 1984).

Birdsong, fountains, and running water have proven positive effects on reducing stress and increasing focus (Benfield et al., 2014).

The use of natural wood in interior spaces increases the feeling of security, warmth and comfort (Tsunetsugu et al., 2007).

Designing minimal and open environments with access to natural light and green landscape is one of the most effective therapeutic-oriented architectural solutions to rebuild the minds of people affected by the stresses of urban life (Kellert, 2005).

3. Spatial Features of Taranom Village

Design Element Feature Psychological Purpose

Small, duplex wooden huts made of pine wood and a natural, resistant facade Create a sense of security and intimacy Ponds, fountains, and flowing streams designed in the heart of the green space Sound therapy and create psychological peace

Rose gardens and fragrant and tactile medicinal plants stimulate the senses of smell and touch

Pine and fruit trees in the area organized as a forest a sense of connection with nature and breathing clean air

Free-ranging domestic birds kept in semi-open spaces instill a sense of life, liberation, and childlike joy

Walking paths with wood and natural stones for therapeutic walking and meditation
Focus the mind, reduce anxiety

4. Economic and entrepreneurial goals of the plan
Taranom Village is designed with the aim of becoming a center for "nature-based health tourism." The economic aspects of the project are defined as follows:

Economic Opportunity Area

Residence and Therapeutic Tourism, Nightly Rental of Cottages with Spiritual Added Value

Holding Therapeutic and Art Workshops, Inviting Psychotherapists, Yoga, Music Therapy

Sale of Organic Products and Handicrafts, Partnering with Rural Women and Indigenous Artists

Direct and Indirect Employment, Attracting Local Workers in Design, Construction, Maintenance, and Training

Creating a Brand that Can Be Exported to Other Parts of the Country, Developing a Branch of Taranom Village in Natural Areas of Iran

5. Similar Global Examples

The Green Village (Bali, Indonesia): A Village with Bamboo and Natural Wood Structures for Simple Living and Returning to Nature.

Løvtag Cabins (Denmark): Treehouses with Minimal Design in the Heart of Pine Forests, Without Direct Connection to the City.

Forest Bathing Resorts (Japan): Therapeutic Spaces Based on the Concept of "Shinrin-Yoku" for Breathing in the Forest and Healing the Soul.

6. Final Proposal: Taranom Village as a Replicable Model

Taranom Village can not only be a real and localized example of semantic architecture in Iran, but also a suitable model for replication in other parts of the country; especially in areas with pristine nature such as Gilan, Mazandaran, Kurdistan, and Chaharmahal-Bakhtiari.

This proposed design is currently in the pre-development stage and has the potential to become a center of innovation in humanistic architecture, green entrepreneurship, and health tourism.

The sixth part: conclusions and final suggestions

1. General conclusion

Meaningful and sustainable architecture is more than a design style; it is a human-oriented and nature-oriented approach that responds to the roots

of human spiritual and psychological needs. In a world where urbanization, stress, and distance from nature have caused an increase in mental disorders, loneliness, and social disconnection, returning to nature and creating spaces for reflection, healing, silence, and genuine connection with natural elements is an urgent and vital necessity.

As shown in this article, combining this type of architecture with economic and entrepreneurial goals is not only possible, but also a strategic necessity for the development of modern tourism, promotion of public mental health, and revitalization of the local economy in areas with pristine nature.

The proposed plan of Taranom village is a practical answer to these needs; A space based on natural elements, a simple and relaxing lifestyle, and a platform for therapeutic and health-oriented tourism that can be a lasting model for other designers, architects, investors and decision makers.

2. Suggestions for the future

A) For architects and space designers

Applying the philosophy of semanticist and biophilia in design, not only for rural projects, but even in urban contexts.

Using native and natural materials with the lowest carbon footprint.

Designing spaces with natural light, green landscape, and meditation and relaxation facilities.

B) For tourism entrepreneurs

Investing in small, human-scale, and nature-oriented residences instead of the unbalanced development of large-scale projects.

Promoting health-oriented tourism brands with indigenous cultural identities.

Setting up complementary businesses such as organic produce stores, art workshops, and cooperative farming activities.

C) For policy makers and supporting institutions

Approval of tax incentives for sustainable and meaningful projects.

Supporting indigenous projects in rural and forest areas.

Expansion of researches in the field of influence of natural spaces on mental health at the national level.

3. Future prospects for Taranom Village

Taranom Village will be a dynamic and growing model that will revitalize the local economy by attracting guests tired of the hustle and

bustle of urban life, while restoring their spirituality. This village can be a pilot for training the future generation of architects and developing health-oriented spaces throughout Iran.

II. CONCLUSION

In a world where industry and consumerism threaten human identity, meaningful architecture is like a lantern in the darkness. By being inspired by nature, returning to meaning, and coexisting with the silent beauty of creation, one can redesign not only space, but life.

Taranom Village is a hymn to life in the embrace of nature; the beginning of the way that ends in a calmer, greener and more humane future.

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