

Abstract

Tourism, according to many researchers, has many advantages over other sectors of the economy that make it an effective tool for poverty alleviation. The essence of the tourism industry is to create employment and income, diversify the economy, social participation and use local resources. Diversification of the rural economy is seen as a means of accelerating economic development at different levels, so tourism can play an effective role in diversifying the rural economy. The purpose of this research is to evaluate the potential of rural tourism development in order to diversify the critical economy of Zahak. The research method is descriptive-analytical and the statistical population of villages with tourism potential in Zahak city and based on Cochran formula, sample size for households was 362 questionnaires. The method of gathering data and research data is based on library, documentary and field studies. For data analysis, Excel, ArcGIS, Spss, Optimal Deviation Model, and Friedman regression tests were used. Has been. The results of linear regression test show that rural tourism has significant effect on rural economy diversity and economic tourism 0.23, socio-cultural tourism 0.20, nature tourism 0.30 and rural tourism in general 0.33 on diversification. The rural economy has been impressive. The development of rural tourism in villages with potential tourism has a positive impact and can be considered as an important factor for diversifying the economy, increasing income and reducing unemployment in villages with this capability and other neighboring villages. The results of Friedman test also indicate that the most important tourism potential of the city is the socio-cultural attractions. Therefore, according to the model deviation from optimum in terms of tourism potential of Ghalnu 0/24, Shibegoreh 1/27 and Kheirabad 2/39 villages have the highest rank and the villages of Pelgi Khammar 6/25, Badil 6/51 and Vaselan 7/75 have the lowest rank.

Keywords: Potential Assessment, Tourism Development, Economic Crisis, Zahak County.



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