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(Trend of Sustainable Rural Development Management)

**Modeling the rural economy based on grape
cultivation and its effect on the livelihood
sustainability of households
(Case: Model villages in the central part of Zabol city)**

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Abstract

Designing a cultivation pattern as one of the effective factors in increasing the productivity of the agricultural system can play a significant role in achieving the goals of sustainable development and ultimately improving the sustainable livelihood of villagers. Therefore, the present study aimed to identify the indicators affecting the modeling of rural economy based on grape cultivation in model villages in the central part of Benjar, the effectiveness of grape cultivation on the sustainability of rural households and finally the key drivers affecting rural economic modeling based on grape cultivation in In order to achieve sustainable livelihood of the villagers has been done. The method used in this research is descriptive-analytical and applied in terms of purpose. Documentary and field methods (questionnaire and interview) were used to collect information. The sample population of the study includes 3 villages and a city (Benjar), one of the functions of the central part in Sistan region, in which all farmers with grape fields were selected as a sample in the village unit. In addition, at least 10 local professors, experts and experts in the field of futurism were interviewed about the effects of grape cultivation modeling on the sustainability of villagers' livelihoods. Questionnaires were analyzed using descriptive and analytical statistics (t-sample), network analysis process (ANP), and cross-interaction matrix (Micmac). The study of regression fitting model shows the positive effect of grape patrol pattern on sustainable livelihood of villages in the study area by 0.911. Key drivers in 6 dimensions (and 30 indices) affecting the formation and development of grape growing pattern in the study area were prepared and presented. after that; Indicators of "Reasonable product price, customer friendliness, purchase market, profitability, irrigation period, dehydration resistance, organic product, market awareness, correct use of fertilizers and pesticides and product compatibility with the type of water and soil in the region" Which had high direct and indirect impact coefficients as effective key drivers that can play an important role in modeling the rural economy based on grape cultivation; The general results of the study showed that the pattern of grape cultivation could play an important role in improving the livelihood of villagers. However, studies show that there are significant obstacles to the promotion of this type of agriculture in other rural areas of the region. Obstacles such as water shortage, lack of government support, capitalization of crop cultivation and marketing and sale, etc. are among these areas, but with proper planning, these barriers can be removed and minimized.

Keywords: Rural Economy Modeling, Grape Cultivation, Livelihood Sustainability, Sistan.