

Analysis of Tourism Effects on Diversification of Agricultural Sector of Villages (Case Study: Central Part of Shirvan City)

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Abstract The tourism industry can play an important role in restoring the countryside, creating employment and income for the locals, protecting the natural, historical and cultural heritage and ultimately, the integrated and sustainable development of the rural population, given the natural and cultural capacities of rural settlements. Therefore, the purpose of this study is to investigate the tourism impact on agricultural diversity in the villages of the central part of Shirvan city in Northern Khorasan. The research methodology is applied in terms of purpose and in terms of nature, descriptive and analytical method. A questionnaire was used to collect data. The statistical population in this study is the total number of villages inhabited by the central part of the city, according to cultural heritage and tourism information from 92 villages, 44 villages have the potential for tourism. To determine the size of the sample, first, the demographic classification method was used and then with using randomized sampling method 10 villages were selected with tourism capability. Finally, using Cochran's formula, 324 questionnaires were distributed

among rural households through systematic random sampling. The findings of the research show that the p-value divided by 2 tests is less than 0.05 and the t-statistic is (96.643). Therefore, it can be said that the average tourism impact on rural agriculture is more than average, so it can be concluded that rural agricultural tourism is effective in diversifying economic activities, it means that the main hypothesis is confirmed with 95% confidence.

Keywords Tourism, Rural tourism, Sustainable rural economy, Shirvan city.

Introduction

Tourism is one of the special strategies of rural development for entering the currency and creating jobs and a statement of comprehensive development. Due to the significant impact that tourism activities have on the economy of the receiving regions of the tourists, much attention should be paid to this activity. Reducing the role of agriculture and increasing the marginalization of many rural areas makes tourism as a source of new income in these areas. Such agricultural activities account for more than 10% of the world's income and employment opportunities. Tourism is the only activity that can be combined with traditional agricultural practices and handicrafts that are rapidly disappearing. Therefore, this manufacturing industry can provide an exceptional opportunity to revive the economy and mobilize manpower and work in rural and declining areas, which will make the villagers, besides their daily activities, also benefit from other sources. Accordingly, tourism can play an important and valuable role in the development of

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rural economy and the development of rural standards (Pavenlonela et al. 2015).

The examination of the documents shows that rural tourism can affect various social, structural, infrastructural and educational factors, or that considering the cultural, artistic, ethnic, social, historical and cultural attractions of Iran and having a diverse and attractive countryside is among the most surprising countries in the world. Given that at present about 28% of the population of Iran live in rural areas, agriculture cannot alone afford sufficient employment and income for a rural population (Heidari Sareban 2017). However, in the past few years, rural tourism has been introduced as an important economic and income activity for rural people. Conservation of natural resources, food security and healthy food are indirectly influenced by rural tourism activities. In this way, tourists, without having a negative impact on the host ecosystem, interact with or contribute to traditional agricultural activities.

Villages in the central part of Shirvan city have the potential for tourism attraction, which should pay attention to the development of tourism, in order to pay more attention to the diversity of the economy and create jobs and income for the youth. But these villages still face a number of challenges in the field of a economy (income, employment, rural marketing), socio-cultural (facilities and access, education, cultural preservation) and environmental (environmental protection). Accordingly, the main purpose of the present research is to examine the role of tourism in diversifying the agricultural sector in the villages of the central part of Shirvan city, thereby helping planners and tourists in better management in tourism and more targeted manner. In this regard, the question raised is as follows: Is tourism a diversification factor of the agricultural sector in the villages of the central part of Shirvan city? According to the research objectives and also based on the question, the research hypothesis is as follows: Tourism seems to affect agricultural diversification in the villages of the central part of the city of Shirvan.

Tourism in the rural areas is referred to as a set of activities and services that are carried out for the tourist when traveling to rural areas and they include

different values and effects for the countryside, both natural and human (Soteriades 2002). Rural tourism in the traditional sense is a type of activity that provides additional income for those who have the main job (agriculture and industry) (Szabo 2005).

Nowadays, despite the fact that natural attractions in the studied villages are abundant, every year, especially in the spring and summer, many tourists are visiting these villages, but business has not been seriously created in these areas. This is due to the lack of awareness of rural people and the lack of infrastructure development in these areas, which requires planning and proper management of rural tourism, with a proper strategy while protecting the rights of future people from the natural benefits of the villages, it is possible to diversify the economy and increase the incomes of the villages by creating employment. Thus, improving the quality of life and sustainable livelihoods of the villagers will be provided, which will save the population in villages and will prevent immigration. Ultimately, the region's economic growth will bring economic growth to society (Table 1).

One of the strategies that have been implemented recently in many countries and has brought positive results in the development and expansion of tourism in rural areas, especially rural areas around large cities, which have the potential to expand it. Today, as one of the industries, tourism is one of the fast growing economic sectors in the world, especially in developing countries.

Sustainable tourism development is a process that by improving the quality of life of hosts, meeting the demand of visitors as an approach that requires performance for the quality of life and long-term conservation of natural and human environmental resources. In the tourism literature, the main subjects of economic sustainability include economic benefits, diversification of the local economy, controlled economic growth, improvement of local and regional relations and equitable distribution of economic benefits in the local economy. Also, the economic dimension of tourism sustainability is indicated by proper income, price stability of goods and services, and the equal opportunity of employment opportunities

Table 1. In the literature on the subject is briefly summarized.

Name of the author / authors	Title: Articles/ Books	Year of publication	Conclusion
Millan Vazquez de la Torre Maria Genoveva, Arjona Fuentes, Juan Manuel and Amador Lues	Olive Oil Tourism: Promotion of Rural Development in Andalusia (Spain)	2017	In an article titled "Olive Oil Tourism, Promotion of Rural Development in Andalusia (Spain)". The results showed that there are economic and social effects in this type of tourism in the villages of Andalusia in Spain. Such as helping to preserve customs and traditional ways of extracting olive oil and introduce these methods to tourists, developing and diversifying the local economy, creating jobs and reducing the risk of agricultural income
Lonela, Gavrilav-Paven, Constantin, Barsan Miecea and Dogaru	Advantages and limits for tourism development in the rural area (case study Ampoi and Mures Valleys)	2015	The study entitled "The Advantages and Constraints of Tourism Development in Rural Areas" concludes that the direct and indirect effects of tourism on rural development have attracted capital and currency, the development of knowledge and the local economy, the development of agriculture and forestry, preservation of natural resources and rural characteristics
Mariana Blana and Cristina Burghilea	Rural tourism and its implication in the development of the Fundata village	2015	The result is that the development of tourism and its evolution, dominated by a huge phenomenon with implied implications far from economic and social access, have resulted in the creation and harmonization of the tourism market of rural tourism in forms of tourism that has led to sustainable development, environmental protection, development investing in both direct activities and activities that go back to implementation of traditional forms of tourism and traditions, old rural life and architecture. The overall conclusion is that tourism, especially rural tourism, is very important in the national economy
Rid et al.	Segmentation by the motivation for rural tourism activities in the Gambia	2014	Tourism in Gambia is a good solution for economic diversification in rural areas so that with a reduction in economic leakage, brings the development of rural economies
Barbieria C and Tew C	The perceived benefits of agritourism: The provider's perspective	2013	The results of the study by Tew and Barbieria in the State of Missouri in the United States indicate that this kind of tourism will make effective use of resources, promote agricultural production and improve the productivity of land use in rural areas. In addition, creates many profit businesses and diversify the structure of rural economies, thereby helped the security and social welfare of the poor and reducing villagers migration
Heidari Sareban, Lawyer	Rural Tourism Development Factors from Local People's View (Case Study: Ardabil City)	2017	It has come to the conclusion that all components of the study (educational-promotional, psychological capital and enhance participation) are related to the development of rural tourism
Mohamadi and Ahmadi	Tourism Sustainability analysis in Oraman Village of SarvAbad City	2017	It has come to the conclusion that the tourism situation in the region is not favorable and is in a poor state of instability and then the institutional dimension has had the greatest impact on such a situation
Morid Sadat and SaadeeNia	Rural Tourism Status in Sustainable Rural Development (Case Study of Mesr Village of Khor and Biabanak City)	2016	It has come to the conclusion that tourism has played a role over-average in diversifying the rural economy, promoting employment, income, reducing migration and protecting natural resources, but still, the rural tourism situation in the Egyptian countryside is low with an average of 2.7

Table 1. Continued.

Name of the author / authors	Title: Articles/ Books	Year of publication	Conclusion
DivSalar	The role of handicrafts in the rural tourism economy. Case: Mountain villages in Behshahr City	2016	It has come to the conclusion that the tourism economy in the rural areas of Behshahr has been influenced on the income, Job creation and development of indigenous-local industries. Also, the growth and development of handicrafts have played an important role in the rural tourism economy and among the villages, Kiyasar had the most influence on the economic growth of handicrafts in attracting tourists
Masoud SafaeePour et al.	Analysis of the Role of Tourism in the Rural Economy (Ban-Zarde Village of Dalahu City from Kermanshah Province)	2014	This topic investigated based on four components of income-employment-land prices and investment. In the results, the employment component and then income, with the difference between the average and t obtained above, indicate a greater role in tourism activity and the economic situation in the region and then illustrates the role of tourism activities in attracting investment. Since the price component of land has the lowest difference from the average, t is indicative of the fact that tourism activities have a smaller role in this component than inhabitants
Khaledi et al.	Feasibility study of tourist-agro-ecotourism attractions in rural development with emphasis on cherry orchards and using swot model of Lavasanatkoochak village	2011	The result of this study, which was prepared using the SWOT model for the tourism-agro-ecotourism feasibility study, indicates that the range has high internal and potential tourist-agrotourism capabilities

in the community (Ghadami and Naser 2012). Tourism has many branches and varieties, one of is rural tourism, which includes a wide range of attractions and activities defined in agricultural and non-urban areas and competes with other tourism sectors, such as coastal and urban tourism (Irshad 2010). In sum-

Table 2. Types of rural tourism. Source: Karami and Sharifi 2013.

Natural Tourism	Mainly in interaction with natural attractions
Cultural Tourism	Related to the culture, history, cultural heritage and ancient people of the village
Ecotourism	In addition to visiting natural attractions, they interact with the lives and norms of people's social life
Village Tourism	The tourists stay in a village house for a short time and participate in the activities of the villagers
Tourism Agro	Tourists visit and engage in agricultural activities without causing negative consequences on the host ecosystem with traditional agricultural activities

mary, the typology of rural tourism can be described in the Table 2 below.

Strategic approach to rural tourism can be considered as an approach to creating complementary activities and changes in the amount and type of employment in rural areas. Due to the degradation of villages and decline in agriculture, it can be used in the context of exploitation of natural resources and the human being in the village will increase the income and social welfare of the rural population by improving the quality of infrastructure and equilibrium in the provision of facilities and services at the regional level. In the meantime, rural tourism also makes it possible to improve agriculture and rural handicraft production, as the approach of agricultural tourism, farm tourism, and green tourism also contributes to improving and increasing interest in the production of agricultural and local handicraft products. However, in strategic perspective, recognizing the ability of rural areas through two approaches to explain

Table 3. Strategic approach, tourism and rural development (Pour Jafar et al. 2012).

Dimensions	Benefits	Shortcomings
Economic	Tourism as driving force of rural development Tourism of rural economic activities Tourism as a chain generator of economic activities Economic use of resources without the use of traditional rural economy Encouraging and supporting local handicrafts	The lack of interest in tourism dependency on urban areas Conscious of tourism as a rural development drug More emphasis on economic growth and development Not paying attention to the negative effects of economic development
Social	Introducing tourism to create rural employment Reducing rural migration Simultaneous development of the necessary infrastructure in the tourism and rural development industry	Disregard for local community (non-participatory planning) Disregard for rural social vulnerability Disregard for new cultural relationships and exchanges and cultural/social interactions
Environmental	Utilization of inappropriate natural resources for rural activities	Disregard for environmental impacts and consequence

the role of rural tourism in developing rural areas is addressed: (PourJafar et al. 2012). Rural tourism as a transformation in less developed rural areas (Table 3).

The role of tourism in the development of rural areas can be summarized as follows: Restoration and reorganization of local economic activities and improvement of the quality of life, Income surplus along with agricultural and industrial and service sectors, as well as various aids to income from the purchase and sale of agricultural products, To contribute to the social, economic and environmental sustainability and to contribute to the economic value of present-day food production, unused and abandoned buildings, unique landscapes and culture, Revitalize the national economy and improve the quality of life and supplementary

income for agriculture, handicrafts and services, and the possibility of social contact, especially in distant rural areas and isolated social groups (Ahmadian et al. 2016).

However, in strategic perspective, recognizing rural areas ability through two approaches to explaining the role of rural tourism in rural areas is discussed. Rural tourism as a transformation in less developed areas Rural Findings (PourJafar et al. 2012). Rural tourism and its development in Iran require the village to be active in productive activities such as crops, gardens and livestock. How can tourism and development of tourism be paid in the village while there is no elementary infrastructure in there. More important than infrastructure is the production activity in the

Table 4. Population sampling (to select sample villages). Reference, Cultural Identity of North Khorasan Province 2011. The validity of the questionnaire has been confirmed by expert advice. Cronbach's alpha test was used for reliability of the questionnaire.

Demographic categories	Amount	Sub-urb village	Zavarem village	Ziyarat village	Siukanlou village	Golian village	Total of village	Selection of sample villages
0<100	19	2	0	0	3	0	5	–
499-100	49	7	1	4	6	3	21	5
999-500	16	2	1	2	4	2	11	3
2499-1000	5	3	1	0	0	0	4	2
5000-2500	2	–	1	1	0	0	2	
+5000	1	–	–	1	0	0	1	
Total	92	14	4	8	13	5	44	10

Table 5. Comparison of the ratio of fewer than 3 equivalents to more than 3 in agricultural fields with a binomial test.

Component	Questions	Data	Number	Ratio observed	p-value of the test binomial ratio	Result	
Employment	Development of rural activities in rural areas	Less than or equal to 3	40	0/12	0/000	More than average	
		More than 3	284	0/88			
		Total	324	1/00			
	Development of horticultural activities in villages	Less than or equal to 3	12	0/04	0/000	More than average	
		More than 3	312	0/96			
		Total	324	1/00			
	Development of village animal affairs activities	Less than or equal to 3	21	0.06	0/000	More than average	
		More than 3	303	0/94			
		Total	324	1/100			
	Marketing	The boom of rural employment	Less than or equal to 3	5	0/02	0/000	More than average
			More than 3	318	0/98		
			Total	323	1/00		
Marketing of agricultural products		Less than or equal to 3	9	0/03	0/000	More than average	
		More than 3	315	0/97			
		Total	324	1/00			
Marketing of Herbal Medicines	Less than or equal to 3	8	0/02	0/000	More than average		
	More than 3	315	0/98				
	Total	323	1/00				
Income	Revenue from selling agricultural products to tourists	Less than or equal to 3	5	0/02	0/000	More than average	
		More than 3	319	0/98			
		Total	324	1/00			
	Increasing the income of the village people	Less than or equal to 3	10	0/03	0/000	More than average	
		More than 3	313	0/97			
		Total	323	1/00			
Rising land prices in the village	Less than or equal to 3	5	0/02	0/000	More than average		
	More than 3	319	0/98				

Table 5. Continued.

Component	Questions	Data	Number	Ratio observed	p-value of the test binomial ratio	Result
	Create the right investment opportunities	More than 3	318	0/98	0/000	More than average
		Total	323	1/00		
		Less than or equal to 3	8	0/02		
		More than 3	316	0/98		
Investment	Investing in the tourism sector	Total	324	1/00	0/000	More than average
		Less than or equal to 3	34	0/10		
		More than 3	290	0/90		
		Total	324	1/00		

village. Therefore, the village should be active, open and productive, in order to create the infrastructure. Rural tourism can be an excuse to spend money in villages that the government never did properly and as needed and not looking for the development and extension of villages, and only the part with the least support and without public sector investment in the direct and indirect employment of the country, on average, it has played a role in half of the country's employment for the past thirty-seven years ; it has been the agricultural sector. Agricultural, horticultural and livestock production has generated about 65% of employment in villages (Yadollahi 2015).

Also, regarding the role of agriculture, it can be said that it is the basis for non-agricultural activities in the village and district. Today, food tourism becomes very important among rural tourism types. Because the need for nutrition and food is a vital

human need and forms an important part of tourism needs and demands for tourism purposes. In fact, food combines the various aspects of social, biological and tourism-related purposes. Food and tourism are closely interrelated and food is regarded as a vital source of tourism. One of the non-commodity utilities and outcomes offered by agriculture is the provision of landscape and view, and the provision of services and environment for spending time at the farm, which is referred to as farmer tourism, farm tourism, or agro-tourism. In fact, agricultural tourism is closely related to nature tourism, and many parts of the world includes educational visits from farms, buying rural products directly, or handicrafts, participating in crop activities, including harvesting or picking fruit, and even experiencing to feed the livelihood, to get prevalent among farmer's households as a complement to economic activities (Mahmoodi et al. 2013). The growth and new trend towards farm tourism is both

Table 6. Results of the comparison of the average dimensions of agricultural dimension with the number 3 by t.

Component	Average	Standard deviation	Statistics t	Freedom degrees	p-value	Result
Employment	4/726	0/446	69/66	323	0/000	More than average
Marketing	4/819	0/388	84/35	323	0/000	More than average
Income	4/877	0/362	93/23	323	0/000	More than average
Investment	4/718	0/511	60/48	323	0/000	More than average

Table 7. Results of the comparison of the average dimensions of agricultural dimension with number 3 by t.

Component	Average	Average difference and 3	The lower limit of the confidence interval	The upper limit of confidence interval	Result
Employment	4/726	1/7261	1/6773	1/7748	More than average
Marketing	4/819	1/8194	1/7770	1/8619	More than average
Income	4/877	1/8765	1/8369	1/9161	More than average
Investment	4/718	1/7176	1/6617	1/7735	More than average

demand-driver and supply-driven, on the supply side, has put economic pressure on farmers and livestock farmers to maintain the durability of alternative economic strategies in an effort to preserve farmland and seek ways to increase revenues by diversifying production and non-productive activities with inventory conditions such as labor shortages, low agricultural prices, increased production costs and labor shortages, low agricultural prices, increased production costs and reduced state support programs. On the demand side, the interest of people in tourism and agro-activities has increased over the last year. For example, in the United States, 62 million people visited fields one or more times a year in 2000, accounting for almost 30% of the population. In Italy, despite the financial crisis, rural tourism companies have grown by 5% in 2010 compared to 2009. In the twenty-first century, tourism activity has undergone major changes in both supply and demand segments. The emergence of low cost airlines, the phenomenon of the Internet and the impact on tourism, the trend towards shorter vacations, but with more abundance throughout the year, and the desire of tourists to new tourist destinations,

implies great changes in the structure of companies and the strategy of tourism destinations and increased competition between different geographic regions (Izadi 2015). In the process of national development, we can include agricultural roles, such as: Helping to develop other sectors by creating surpluses (providing capital, providing energy and raw materials for crafts and industry), helping to raise capital in economic growth, assisting in supply foreign exchange, helping to save labor, helping the industrial goods market, achieving agricultural self-sufficiency in order to prevent subterranean movement, shifting the rationale of immigration across the country and different sectors, the tourist role of agriculture in rural areas (Firoozi et al. 2016).

Materials and Methods

The research methodology is applied in terms of purpose, nature and descriptive and analytical method. Two methods have been used to collect data. In this research, the statistical population of the total

Table 8. Average components of agricultural dimension by the villages studied.

Village	Number	Employment	Marketing	Income	Investment	Agricultural dimension
Estarkhi	44	4/62	4/82	4/82	4/69	4/74
Oghaz-e Kohne	35	4/79	4/83	4/95	4/74	4/83
Badamlogh	10	4/50	4/65	4/93	4/90	4/75
Baghan	35	4/71	4/80	4/90	4/59	4/75
Bigan	42	4/73	4/75	4/86	4/75	4/77
Zo-Eram	81	4/68	4/79	4/78	4/70	4/74
Sarcheshme Devin	14	4/82	4/96	4/98	4/75	4/88
Gholjogh	18	4/82	4/86	5/00	4/83	4/88
Gelian	32	4/82	4/92	4/97	4/66	4/84
Honame	13	4/92	4/92	4/95	4/92	4/93
Total	324	4/73	4/82	4/88	4/72	4/78

Table 9. p-value of Kolmogorov-Smirnov test in examining the normalities of agriculture dimension by villages.

Village	Sample size	Employment	Marketing	Income	Investment
Badamlogh	10	0/126	0/010	0/000	0/000
Sarcheshme	14	0/000	0/000	0/000	0/000
Devin	18	0/000	0/000	0/000	0/000
Gholjogh	13	0/000	0/000	0/000	0/000

villages inhabited by the central part of Shirvan city is 92 villages. According to cultural heritage and tourism information, 44 villages have tourism potential. First, they use demographic cluster sampling method and then by random sampling method 10 tourist-friendly villages were selected. To determine the sample size, using Cochran's formula, 324 questionnaires were used among rural households through systematic random sampling (Table 4).

Results and Discussion

In this research, data analysis is done descriptively and inferential using appropriate statistical methods (according to the type of research and assumptions and methods of data collection). In the present study, descriptive statistics techniques including frequency index for analyzing demographic data, including 324 questionnaires in descriptive statistics, have been used. According to the results, most of the participants in the survey (70%) are women. Most respondents (40.4%) are in the 25–40 age category. Based on the survey, 30.9% of the respondents had 4-person households.

Study of agricultural dimension

Table 10. Results of comparison of studied villages in agricultural components by Kruskal Wallis test.

Village	Sample size	Employment	Marketing	Income	Investment
Estar-khi	44	137/11	163/14	162/47	155/13
Ogh-az-e	35	175/47	171/06	175/76	160/56
Kohne	10	118/20	119/70	160/10	186/80
Badamlogh	35	153/39	150/89	157/81	143/60
Baghan	42	163/54	151/95	154/57	164/18
Bigan	81	160/65	160/78	146/88	166/86
Zo-Eram	14	194/00	189/50	179/00	165/93
Sarcheshme	18	174/47	159/17	189/50	185/25
Devin	32	176/53	180/56	179/69	147/88
Gholjogh	13	195/23	177/38	166/88	193/08
Honame	Test statistic				
		14/090	11/386	15/174	8/592
	Degrees of freedom				
	9	9	9	9	9
	p-value				
	0/119	0/250	0/086	0/476	

In this section, the categories related to the agricultural dimension and components of the villages are discussed. Given that these items are measured in the Likert spectrum of the 5th option, it has a sequential scale which, by means of the binomial ratio test, compares the rates of less than or equal to 3 with a ratio of scores greater than 3 (Table 5).

In the binomial ratio test, if p-value 2 is less than 0.05, according to the comparison of observed ratios, it can be concluded that what is the position of the item. (Given that the ratio of the test was 0.5 in this study, meaning that 50% less or equal 3 and 50% have chosen more than 3), if the observed ratio for rates

Table 11. Results of the comparison of the average tourism impact on the diversity of the agricultural sector with the number 3 by the t-test.

Study	Average	Standard deviation	Statistics t	Freedom degree	p-value	The result of the hypothesis
Tourism impact on agricultural	4/785	0/332	96/643	323	0/000	Confirm

greater than 3 was greater, the item was reviewed at a level well above the average. If the p-value is greater than 0.05, then the item does not have a significant difference with 3 (average). Based on the results, it is noted that all the items related to the agricultural dimension are more than average ; in other words, tourism has been effective in all of the studied items.

Study of agricultural dimension components

Considering that the studied components in the field of agriculture each contain more than one item and is of a quantitative scale, and since the data volume is more than 30, according to Central limit theorem, the average of the data is normal distribution and t-test can be used to compare the average of components with the number 3. The results of this test are included in the table below (Table 6).

In the t-test, if p is divisible by 2, it is less than 0.05, depending on the positive or negative statistics of t, it can be concluded that at what level is the component in question. If p-value divided by 2 is less than 0.05 and t-test statistic is negative, the studied component is less than average (3). If p-value divided by 2 is less than 0.05 and t-test is statistically significant, then the studied component is more than average (3). If p-value divided by 2 is more than 0.05, then the mean of the studied component has no significant difference with the average (3). Based on the results obtained, it is seen that the situation of all four components of agriculture is more than average, and the 95% confidence interval is obtained for the average difference of each component with the number 3, which is given (Table 7).

The confidence interval obtained for each of the four components only included positive numbers, indicating that the average of the components is significantly more than 3 (average). That means, tourism has a significant effect on all considered aspects in the agricultural sector.

Study of the components of agricultural dimension by the studied villages

In order to determine the average of the components of agricultural dimension by the villages studied, the

following table presents the average of these components in villages (Table 8). It can be seen from the table that the Sarcheshmeh Devin, Gholjogh, Gelianand Honamevillages are in the best position in agriculture dimension and tourism has been more effective in the agriculture dimension of these villages.

Comparison of agricultural dimension in studied villages

In order to compare the component in the studied villages with a sample size of less than 30 in some villages, first, the normalization of these components is examined by Kolmogorov-Smirnov test, and if the component is normal in all villages, one-way analysis of variance. In order to compare the mean of the component to be used (Table 9).

Due to the fact that the normal distribution of data in all villages (Sample size less than 30) was not confirmed. There is no permission to use the paranormal analysis of variance analysis for any of the components. Therefore Kruskal-Wallis nonparametric test is used to compare the average of each component. The results of this test are presented in the following table (Table 10). Given that the Kruskal-Wallis test calculates the statistics based on the data rank, so in its report, the average rating for each component is broken down into villages in the table above, and finally for each component p-value of this test is observed, the zero hypothesis of this test is the same as the median component studied in all villages. If the p-value is greater than 0.05, the zero test hypothesis is verified and the component midpoint in the villages is the same.

Conclusion

Since rural tourism can provide agricultural supplementary activities, increase the income of rural households and create jobs, rural development will be considered in such a way to improve the quality of life and create sustainable rural livelihoods within the framework, so that increasing the participation of villagers in tourism projects, along with more attention to the protection of rural environment in the form of sustainable rural development. Facing the

problem of unemployment and the urgency of creating new job opportunities are some of the issues that are obviously both problematic and inevitable. Therefore, there is no doubt that, in order to deal with it, it must be deliberately and practically oriented to progress, and according to reason and experience, one of the most fundamental ways of facing unemployment, helping to create new job opportunities through the development is tourism.

The rural tourism of the villages of the central part of Shirvan city, having a large part of the natural landscape of the region, aesthetic, historical, cultural, and especially the unique tourist potential of the area due to the vast amount of peas, apricots, walnut gardens in the recent decades, they have been of interest to tourists. Therefore, the studied villages have the potential to become a tourist destination due to their particular circumstances and location in a suitable geographical location and good position. In general, the mentioned villages can turn to agrotourist pole in their rural area and even the country, if an appropriate investment happen.

In this regard, the development and progress of rural tourism as a stimulus for rural development in the region requires the study of capabilities and limitations and the evaluation and ranking of these two effective parameters. Identifying and assessing the barriers and limitations and on the other hand, the potentiality of the area, causes regional and local management as one of the main pillars of rural tourism development and managers can also understand better and more accurately how the environmental impact of the region has been (Table 11).

It can be seen that the p-value divided by 2 tests is less than 0.05 and the t-statistic is (96/643). Therefore, it can be said that the zero hypothesis on the impact of tourism on the creation of diversity in the agricultural sector in the villages of the central part of Shirvan city is denied, in other word, the average impact of tourism on rural agriculture is more than medium, so it can be concluded that rural agricultural tourism is a diversification of economic activities, it means the

main hypothesis is confirmed with 95% confidence.

According to the findings, rural development strategies based on tourism in the studied villages are presented as follows: Development of two-purpose gardens with gardening functions, harvesting and hosting function of tourists, Development and promotion of agricultural tourism in order to properly exploit the landscapes, fields and gardens of the rural areas and prevent the destruction of fields and vegetation, given that the agricultural sector is a major activity at the level of the target villages, Participation, cooperation and coordination of responsible organizations and institutions such as the Cultural Heritage, Tourism and Handicrafts, Villages Council, Water, Electricity, Gas and Telecommunication Organizations, Police and others organizations for rural development activities within the framework of a coordinated plan and Link together, Provide a framework for promoting and strengthening the culture of tourism among indigenous peoples through the use of the role of local actors and media, Teaching and informing people about how to deal with tourists in order to avoid conflicts among villagers and tourists because of the lack of education and familiarity of host society in dealing with tourists has had the greatest impact on cultural-educational barriers and problems at the level of target villages, Provide the necessary grounds for attracting private sector capital by giving priority to residents, Development of processing and packaging industries for local products and agriculture, Attention to the protection of vegetation cover against drought, excessive grazing of livestock, determination of the use based on the ability and calculation of the capacity of the tourism board in the villages, Centralized management for the restoration and equipping of the utilized water network, Participate in the decision-making and implementation of agro-tourism programs and projects for people and local managers, Establishing a tourism cooperative in the studied villages to develop tourism and job creation for indigenous residents as well as marketing for rural produce, To create massive and targeted advertising through the media (National television and radio, broadcast network): and the provision and distribution of advertising banners within the province and neighboring provinces to further familiarize tourists with the possibilities and

attractions of agro-tourism in the area.

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