Economic Effects of Rural Tourism based on (DPSIR) by Using Fuzzy - TOPSIS Method (Case Study: city of Rezvanshahr)

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Abstract

Rural tourism is activities and various types of tourism in different rural areas and around them including the values and different effects for the village environment. Based on this issue, the rural tourism can be known as encompassing various fields of tourism activities such as settlements, events, festivals, sports and recreation that are formed in different rural environment. This type of tourism is famous in strengthening the rural economy and agricultural activities' complementary. The nature of the tourism industry is to create employment and income diversification, to participate the economic and cultural level of community and to use of local resources. In general, supporting the tourist areas of pristine countryside and rural tourism leads to the creation of multiple job opportunities and enhancement of the level of national income, the promotion of social welfare and the development of sustainable tourism in rural areas. This study was applied and its performance method was descriptive and analytical and tried to evaluate the economic impacts of tourism. By using Kuder- Richardson method, reliability of questionnaires was 87% and its validity was achieved 82%. The mixed model was used to identify the priorities based on the measurement of capabilities in the process of spatial development and rural tourism was used on a regional scale and by combining fuzzy model and TOPSIS method was determined in the form of triangular fuzzy ranking index and system parameters tourism and also the selection of criteria were based on DRSIR. Finally, by ranking and prioritization of factors of tourism enthusiastic it was found that this city by having four villages and the natural and cultural attractions, and human as well as four Stock Transportation - Tourism - Services indexes showed intelligence with topics fuzzy algorithm that the services index and tourist attractions are discussed as priorities with higher importance in tourism attraction and allocate higher ratings as indicators that should be considered in order to do his work, respectively. According to investigations, it was found that way- care indicators - catering - cultural attractions, etc. can have an important role in tourism.

Keywords: spatial development - rural tourism - resistance economy- topsis technique.

Introduction

Today, sustainable tourism in many countries is considered as a symbol of cultural identity and one of the major economic sectors. Many planners and policy-makers of developing countries introduced tourism as a way to make a clear vision for sustainable development. In this regard, rural tourism as one of the tourism sector, in addition to maintaining values and beliefs provides the possibility of sustainable development and integrated rural development infrastructure by creating jobs and income for local residents. Therefore, planning for the development of tourism based on sustainable economic development, growth and prosperity of rural communities can be effective. The rapid growth of demand for rural tourism began since 1945, but at the same time, rural tourism was faced with international tourism growth in population growth and increasing demand for rural tourism to some extent cause tourism development (Sharply, 2002: 21). Rural tourism is a selective kind of recreational activities that contain working on the farm (planting and harvesting agricultural products), selling crafts and participating in life as a whole village (Bemanian, 2009:60). In general,

rural tourism on one hand is the ability to capture new spaces and integrate them into the cycle that in which the strategy of the commodification of rural areas is considered as a part of a contemporary aesthetic economy (Nefsy, 2001, 43). Rural tourism is a result of a comprehensive concept of urban skirmishes that performs the dominance of the capitalist approach of post-Fordism in passing single-axis attitude in rural areas, interoperability in terms of socio - which can be the underlying of income and employment in combination with the implementation of its landholdings industry (Hall, 1999: 43). Rural tourism is said to all activities and services that are carried out by farmers, people and governments for leisure, recreation and tourism, as well as the activities that are carried out by tourists in rural areas; it can also include agricultural tourism, farm tourism, nature tourism and cultural tourism. The tourism industry is considered as the largest and most diverse in the tourism industry world. Many countries have known this dynamic industry as the main source of income, employment, private sector growth and development of infrastructure (Chuck, wow, gay, 1998, 27). Today, tourism industry is so important in economic, social, countries matters that economists called it as "invisible export" (Rezvani, 1995:78).

Tourism is considered as a major and very effective economic factor in recent years and have provided and promoted economic development in some countries and regions. Different jobs creation and expansion of employment area are in a way that the workers, unskilled and owners of various skills can be employed in this field (Mahdavi, 2003: 64). Rural tourism is a tool for sustainable development and protection of natural resources, and sustainable tourism policy in today's world is a comprehensive approach that want long-term growth of the tourism industry without detrimental effects on natural ecosystems. Nowadays, rural tourism can create jobs, income and ultimately the welfare and improvement of living conditions and a dynamic rural economy is necessary through a variety of activities in all sectors of the economy (MotieeLangroodi, 1998: 81-80). Tourism development is considered as important and essential element to reduce poverty and immigration, social welfare, maintaining the characteristics of traditional culture, traditional structure preservation, cultural communication, preserving natural and cultural resources, strengthening the national pride and creating more job opportunities in the agricultural and livestock activities in rural and remote areas (Ghaderi, 2004). Paying attention to the necessity of economic expand activities in different fields such as tourism, with the aim of bringing new sources of foreign exchange and employment and health seems inevitable. This issue and other total issues like increasing immigration and reduction of income led to the consideration of development and employment issues of tourism in rural areas that have the potential for tourism development. The overall objective of this study was to investigate the role of rural tourism and this study seeks to examine this question that is there any significant relationship between the rural tourism and the rural economy? First the theoretical foundation of rural tourism is studied and then by using fuzzy techniques of TOPSIS, rural tourism and strengthening the economic relationship between the target villages are investigated.

Theoretical foundations of the study

Today, due to the numerous economic problems of rural communities, paying attention to new activities such as tourism in rural areas is essential. From the most important positive effects of tourism can be pointed to the development of its business. Tourism in any geographic area in the process of implementation of attractions needs settlements facilities. Today, rural tourism is considered as one of the most popular forms of tourism (Ghadiri Masoom, et al., 2010) Tourism development in rural areas, in addition to diversifying the economy and developing its infrastructure, can put a step towards sustainable development by creating jobs in rural areas.

Nowadays, in many rural areas, tourism has changed from a passive to a dynamic factor and affecting the changes and controlling the rural social landscape (Aligholizadeh et al, 2008). Usually at primitive stage of tourism development, the economic benefits can be seen more, but in the later stages of development in large scale uncontrolled economic costs will increase with the host community (Tsuen, 2002). Tourism is mentioned as an effective catalyst for regeneration and economic and social development of rural areas. As in recent years, across Europe to meet the challenges of social and economic marginalization of rural areas and villages that are facing the loss of traditional agricultural activities, tourism has been the focus of attention (Sharpley, 2002).

Impacts of tourism often are studied in a theoretical framework including the effects of economic, social, cultural, physical environment that never separate from each other. These effects are operated in the field of interactive social effects (Rezvani, 2008). In this study, the effects of rural tourism economy are examined by using fuzzy TOPSIS method on the villages in the city of Rezvanshahr due to the entrance of a lot of tourists that come to this city always in different seasons. The city has many features and attractions to attract tourists that its result is expressed as the economic impact of tourism by examining various indicators.

Materials and methods

The study area is the Rezvanshahr city that is one of the cities of Gilan province in northern of Iran. This city in the northwest of this province, located between the Caspian Sea and Talesh mountains and is composed of two parts: plain and mountain. This city has common border from the North to the Caspian sea and Talesh city, from the West to the Khalkhal city, from the south to the cities of Somesara and Masal and from the East with the city of Bandar Anzali. The city consists of two parts: the Paresar and central Rezvanshahr city and Paresar has four villages, namely Dinachal, Yeylaghiardeh, Khoshabar and Gil dolab and 110 villages.

Rezvanshahr city's population, based on 2006 statistics, is estimated nearly 70 thousand people that with this account has 6.2% of the Gilan province's population.
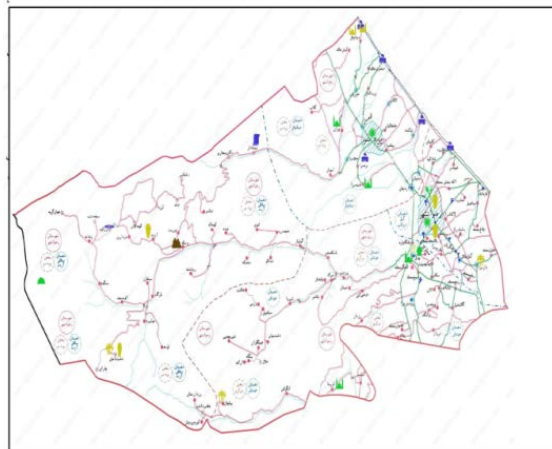
Figure 1: Scattering of rural areas of Rezvanshahr city

Discussion
Rural tourism, a source of income for villagers

Rural tourism can be a new source of income for the villagers and especially the villages of the developing countries and can partially solve their problems or reduce them. This issue requires special management and planning therefore, tourists in addition to seeing the sights and natural landscapes of that region, become familiar with the customs and culture of the village. Thus, tourists become interested in buying products such as crafts, local products, traditional cuisine and this

increases rural income that is involved directly or indirectly in the industry. Moreover, building and running hotels, restaurants and generally recreational sports by creating employment (jobs) on one hand increases income and, on the other hand, reduces unemployment and poverty.

Discrimination is on the basis of various constituent elements of tourism supply. Therefore, tourism can be rural when the rural culture is a key part of the product. With respect to the components of the primary activity of the product, the used term can be agricultural tourism, green tourism, tourism, local gourmet foods, horseback riding, canoeing, hunting, adventure, and historical and cultural tourism and like it. The specific tourism activities such as the development of second homes, big hotels, golf courses, and ski resorts in rural tourism are difficult. Specific characteristics of tourism products in rural tourism give the possibility to visitors to wish to contact the individual, have a sense of the natural and human environment of rural areas, the possibility of participating in the activities, traditions, and lifestyles of the people. Also, the cultural and educational elements are involved in this type of tourism.

Hence a rural tourist destination could be defined as a broader context in which natural environment, forest and cultivated regions, and is where there are natural, socio-cultural, economic characteristics such as traditions, local cooperation, trust, and reciprocity, which are consistent, and is like a single tourism product of small-scale, with nature, with local flavor. In other words, it is sustainable. Rural tourism is essentially a consumer activity, most studies are because of demand, and it focuses on visitors and their needs and motivations. The attractiveness of rural areas for tourism and recreation could be associated primarily with a rural image. The importance of rural tourism as a part of the overall market-related tourism and recreational tourism resources is the state of infrastructure, market access, and the existence of other types of tourism products in each country.

Even if rural tourism is minimal in compared with the overall market in many countries, its importance is essential for the development of rural areas. The multi-pronged effect on the entire rural way of life in rural areas which is considered as the main attraction is very high. However, according to the above definitions of rural tourism, it can be said that most definitions of rural tourism are considered including tourism activities, a person in rural areas and rural areas away from the residence and work. Leisure travelers and tourists are recommended to visit rural areas and may include agricultural tourism, farm tourism, nature tourism and cultural tourism, and like it. Tourism management and its role in rural development of target region are Tourism Management at the national level of the duties of government. That general policy, regulation, administrative arrangements, financial resources and the share of each state are determined by the public or private sectors. In some countries, tourism planning at this level is done in non-governmental and semi-governmental or private place. Thus, the planning and management of rural tourism are the responsibility of a large number of public and private sector organizations and rural councils which interfere directly or indirectly in tourism (Iqbal, 2010).

Effects of rural tourism on the rural environment
a) Creating jobs for surplus labor force and the creation of activities for surplus
b) Diversification of the rural economy with other economic sectors
c) Raise rural household income levels
d) Creating demand for agricultural products, handicrafts, and other products
e) Protection of monuments, historical buildings and natural attractions of the village
f) The social, cultural and rural tourism
g) The rural environment and the opportunity to offer to tourists to spend leisure time within the traditional village

Model in the targeted area

This model is a combination of several analysis model about tourism and the primary objective has the ability to identify the areas with the formation of rural areas in Rezvanshahr thus, by realizing its potentials based on changing the spatial development between rural areas. The theoretical basis of this model is based on the formation of rural tourism in the capable region that can increase income and employment in the four stages in dynamic regional levels of economic prosperity. The level of four stages includes the first stage that in this process recognizing the four-prone areas and optimizing the required parameters of rural tourism, begins with a limited number of tourists to these areas. Meanwhile, there is a significant relationship between the power of marketing and creating demand in attracting tourists, especially from areas with high potential for profit that it can increase the growth rate of rural tourism as a very powerful supplement, although this rate of growth of tourism is directly linked with welfare and income source that can gain high potential in paradigm of tourism. In the second phase, with an increasing number of tourists increased tourism in selected areas and left an important economic impact at this stage of the life cycle, rural tourism is formed and investors who are ready enter the tourism market by providing new ways to market and arrange direct services in the areas of tourism.

In the third stage, with the development of the first business-tourism settlements, changes are formed in the area of destination and in an act of tourism in the social dimensions of the desire to travel shaping in one dimension in primary areas and rural tourism experience reaches a high level from another dimension of these tourists in other areas, especially unknown areas near tourist area are chosen to get a new experience of rural tourism and at a spatial distribution of new areas will be added to rural tourism destinations leading to the formation of the life cycle of tourism in new areas.

By repeating this triple process in the fourth stage, tourism space development includes tourism throughout the region and in this situation primary areas reach to the highest levels of development hence, the formation of different spaces for type of tourism and multiplicity of tourist attractions for tourism enhanced in ascending way form different financial impact in tourism life cycle in its long course. Based on the proposed model for estimating and understanding the primary areas, the need for statistical analysis of the parameters of rural tourism is revealed. Thus, in a hybrid model identifying the primary areas of rural tourism is performed in the region. Statistical analysis of this model provides an opportunity to understand the primary basic areas of other areas are classified for the development of rural tourism as a priority. Statistical analysis included in this model is carried out in two parts on the measured indexes. Determining the purpose of tourism in the target region was prior to preparing appropriate indicators in the project.The indexes are organized and categorized based on DPSIR framework and are categorized to four main groups of DPSIR indicators that are:

A) The parameters or variables of transportation
B) Tourist Attractions indices
C) Services indices
D) Informational indices

Tourist areas in the region are a combination of four elements of transport, attractions, services and information. Shipping can be seen at two levels: The first is the link between the source and destination locations of tourists and the second includes the review of the transport network in the destination region. The complete process of tourism planning should be known to include transport, power, water, telecommunications and business services to provide all aspects of physical infrastructure, in that time that considered as tourism structural components. Thus, among the rural tourism indices of the Rezvanshahr city with seven indicators is studied at this time and the main index belongs to Tourist Attractions. In this section, natural attractions and cultural points of each

district is estimated and is used as an indicator. Transport is considered as an important structural component in the rural tourism system and allocates three indicators to itself; the first indicator is the compression factor which is calculated by the following formula.

$$Pr= \frac{L}{3(p-2)}$$

It shows the number of villages that linked roads to it. When this coefficient is closer to one it shows a higher percentage of its turnover. The second indicator is the transport awarded rating that is given to the road from the concession paved and gravel ways are awarded points and thus, the rating of roads will be determined in each district and determined as an indicator but in other areas the number of vehicles that can be useful in the context of tourism became clear and the total number of vehicles in each district in the TFS index is measured and the score is determined for each district in TFS index that in addition to other indices used to estimate, this index is calculated by the following formula:

$$TFS= \frac{N(100)}{P}$$

In this formula, N is the number of measure services and P is the number of local residents. TFS index measuring represents the rank or rating of that in comparison with the other places measured and rated based on each location which is awarded to the number of places. In this study, 4 villages of Rezvanshahr city are examined. The related rating contains 1 to 4 that the highest index of TFS has the score of 4 and the lowest rated is 1.

Table 1: Rating tourist attractions in the villages of Rezvanshahr city

Row	Villages explanation	Naturalrating	Rating cultural attractions	Rating man-made attractions	Overall Rating	Percent
1	Dinachal	30	42	35	107	30.05
2	Yeylaghiardeh	40	28	30	98	27.52
3	Khosha bar	37	25	27	90	25.28
4	Gil dolab	26	20	15	61	17.13
Total		107	117	107	356	100

Source: author's fieldwork

Table 2: Compression index based services in the villages of Rezvanshahr city

Row	Villages explanation	Number of villages	Number of ways	Percent	Compression index
1	Dinachal	18	20	9.58	0.41
2	Yeylaghiardeh	30	82	41.78	0.97
3	Khosha bar	39	74	38.69	0.64
4	Gil dolab	20	30	17.12	0.52
Total		106	186	100	0.59

Source: author's field work

Table 3: Compression index based on the number of road

Row	Villages explanation	Number of roads	Tarmac	Percent	Gravel	Percent	TFS index	rating
1	Dinachal	20	14	11.11	6	7.5		34
2	Yeylaghiardeh	82	45	35.71	37	46.25		127
3	Khosha bar	74	47	37.30	27	33.75		121
4	Gil dolab	30	20	15.87	10	12.5		50
Total		106	126	100	80	100		332

Source: author's field work

Table 4: Compression index based on transport

Row	Villages expression	Population	Public transportation	Percent	Private transportation	Percent	Motor bike	Percent	Total	Percent	TFS index	Rating
1	Dinachal	18827	10	21.73	400	44.59	30	24	440	41.19	2.21	2
2	Yeylaghiardeh	2518	1	2.17	7	0.78	0	0	8	0.74	0.31	4
3	Khoshayer	13427	20	43.47	20	2.22	25	20	65	6.08	0.48	3
4	Gil dolab	8456	15	32.60	470	52.39	70	56	555	51.96	6.56	1
Total		44228	46	100	897	100	125	100	1068	100	2.41	-

Source: Author's field work

Table 5: Compaction index Services

Row	Villages expression	Population	Tap Water	Percent	Electricity	Percent	Gas	Percent	Total	Percent	TFS index	Rating
1	Dinachal	19827	10	14.70	18	27.69	12	18.46	40	22.22	0.20	4
2	Yeylaghiardeh	2518	24	35.29	4	6.15	0	0	28	15.55	1.11	1
3	Khoshabar	13427	15	22.05	23	35.38	17	36.17	55	30.55	0.40	3
4	Gil dolab	8465	19	27.94	20	30.76	18	27.69	57	31.66	0.67	2
Total		44228	68	100	65	100	47	100	180	100	0.40	-

Source: Author's field work

Table 6: Index compression super structure services

Row	Villages expression	Population	No. mail box	Percent	The number of post offices	Percent	The number of call centers	Percent	Magazines and news	Percent	Total	Percent	TFS index	rating
1	Dinachal	19827	1	25	1	33.33	4	17.39	0	0	6	11.11	0.030	4
2	Yeylaghieradeh	2518	0	0	0	0	7	30.43	0	0	7	12.96	0.27	1
3	Khoshabar	13427	1	25	1	3333	8	34.78	9	37.5	19	35.18	0.14	3
4	Gil dolab	8465	2	50	1	33.33	4	17.39	15	62.5	22	40.74	0.25	2
Total		44228	4	100	3	100	23	100	24	100	54	100	0.12	-

Source: Author's field work

Table 7: Compaction index servicing

Row	Villages expression	Number of population	Total retail sales	Percent	FTS index	Rating
1	Dinachal	19827	7	6.86	0.035	4
2	Yeylaghierade	2518	10	9.80	0.39	2
3	Khoshabar	13427	70	68.62	0.52	1
4	Gil dolab	8465	15	14.70	0.17	3
total		44228	102	100	0.23	

Table 8: Index compression cultural and religious attractions

Row	Villages expression	Population	Mosque	%	Shrine	%	Otherreligious sites	%	religious sites of other religion	%	Total	FTS index	rating
1	Dinachal	19827	17	23.61	4	19.04	2	22.22	0	0	23	0.11	4
2	Yeylag hieradeh	2518	13	18.05	2	9.52	1	11.11	0	0	16	0.63	1
3	Khoshabar	13427	23	31.94	8	38.09	4	44.44	0	0	35	0.26	3
4	Gil dolab	8465	19	26.38	7	33.33	2	22.22	0	0	28	0.33	2
Total		44228	72	100	21	100	9	100	0	0	102	0.23	-

Source: Author's fieldwork

Table 9: Importance degree of each index in target area

Grade of preference: 1 to 5 (1- inexistent; 2- small; 3 – medium; 4 – high; 5 – very high)		
Grade Scale	Grade Scale	Scale Grade
1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
0 0 1 2 6 R,N	3 0 0 0 2 1 N	1 0 1 2 1 0 –
0 1 2 4 1 N	3 0 1 3 1 2 N	1 0 1 1 3 1 –
0 0 0 2 7 N,L	3 0 1 1 0 2 N	1 0 1 1 3 2 RNL
0 0 0 1 8 R,N,L	2 0 0 0 1 5 R	1 0 0 1 0 4 NL
2 3 1 0 2 L	3 0 1 1 1 2 R	2 1 1 2 0 1 –
0 0 2 5 2 N	3 0 0 3 1 2 L	1 0 0 3 1 2 RNLL
0 1 4 2 2 N	0 0 1 2 2 1 N	1 0 1 0 1 3 L
0 0 0 4 5 L	3 0 1 0 3 5 N	1 0 0 1 0 5 RNL
0 1 2 4 2 N	3 0 1 3 1 2 N	2 0 2 2 2 0 L
0 0 1 1 7 R,N	1 0 0 2 2 3 N	1 0 0 4 1 2 L
0 1 2 1 4 N	2 1 1 1 2 2 R	1 0 1 2 1 3 L
0 0 1 5 3 N,L	2 0 0 0 0 7 N	1 0 0 2 2 3 NL
0 1 1 2 5 R,N,L	0 0 0 1 3 3 R	2 1 0 3 1 1 NL
0 0 0 2 7 R,N,L	2 0 0 3 1 3 N	2 1 0 2 2 1 L
0 0 3 2 3 N,L	2 1 1 3 1 0 N	2 0 1 5 0 0 L
2 0 1 0 5 R,N	2 0 1 1 0 5 N	2 0 0 1 0 5 RNL
0 1 3 2 1 R,N	2 1 1 3 0 2 N	1 0 1 2 1 3 RNL
1 1 3 3 1 R,N	2 0 0 3 2 2 N	0 1 3 21 1 RNL
0 0 1 1 6 N,L	4 0 0 2 0 3 N	1 0 0 0 2 7 RNL
1 0 03 1 R,N	2 0 1 5 0 1 N	2 1 0 1 2 0 RNL
0 0 2 3 3 N	3 0 2 2 1 1 N	1 1 0 1 1 2 RNL
0 0 4 3 2 R,N	2 0 1 2 2 2 N	1 1 0 0 2 4 NL
1 0 4 1 1 R,N	3 1 0 3 0 2 N	1 1 1 2 2 1 NL
0 1 0 1 5 N	3 1 0 1 1 3 L	1 0 0 2 1 4 RNL
0 1 1 4 2 N	3 0 2 0 1 3 N	1 1 0 1 1 3 RNL
0 1 1 1 6 N	3 0 0 1 1 4 R	2 1 0 0 0 5 RNL
1 0 0 3 2 N	3 1 1 0 2 2 R	1 1 0 1 1 5 NL
0 1 2 3 3 N	3 1 0 1 2 2 N	3 0 0 1 1 3 NL
1 0 2 1 1 N	3 2 2 0 1 1 R	3 1 0 0 1 3 -

Source: Author's fieldwork

Prioritization factors by using TOPSIS algorithm. For the ranking of tourism criteria in the research, fuzzy - Topsis algorithm is used.

Table 10: Rating indices (Alternatives) as Table 9

Using public transport (A8)	Transport Indices
Using personal vehicles (A5)	
Using motorcycles (A14)	
The proper way (A1)	
Mosque (A6)	Index Tourist Attractions
Shrine (A12)	
Other religious sites (A13)	
Places of worship of other religions (A15)	
Mailbox (A10)	Index of Services
Telephone Centers (A7)	
Water (A2)	
Electricity (A9)	
Gas (A11)	
Residential (A3)	
Restaurant (A4)	
The use of magazines and newspapers (A16)	Information index
Other (A17)	

Source: author's field work

Table 11: The importance and priority to tourism indicators

Roleandpriority ofcriteria	The range of importance 5-1
Less importance	1
Low importance	2
The medium importance and role	3
High importance	4
Very high importance	5

Source: Author's fieldwork

Table 12: The advantages of the RS range of monitoring and evaluation

The potential application of RS in the indices	The range of importance 5-1
Enables the analysis of remote sensing data	1
Possibility of low using	2
The possibility of using the average of the index	3
The high potential of digital images in the indices	4
Convenient and very high possibility of monitoring and evaluation indicators	5

Source: author's fieldwork

In order to prioritize the criteria with fuzzy algorithm-TOPSIS, fuzzy boundaries as triangular (TFN) is determined for the criteria. Fuzzy boundaries are accounted according to the number of respondents and criteria for Table 13, respectively.

Table 13: The phase boundaries (triangular fuzzy numbers) for arrange of standard scores

The importance of index	TFN
The poor degree (1)	1-1/5)(0/5-
Low degree	(1/5-2-2/5)
Average degree	(2/5-3-3/5)
High degree	(3/5-4-4/5)
Very high degree	(4/5-5-5/5)

Source: Author's fieldwork

Table 14: Fuzzy numbers (triangular fuzzy boundaries) to measure the importance of the reading indicator

Dinachal village			Yeylaghieradeh village			Khoshabar village			Gil dolab village		
2.45	3.34	4.76	4.17	3.81	3.38	3.07	4.17	3.72	4.06	2.64	4.11
3.43	2.57	4.57	4.56	4.5	2.83	2.64	3.67	4.57	3.39	4.78	3.56
2.81	3.38	2.83	3.83	2.43	3.71	3.43	3.14	4.29	4.39	2.64	3.14
4.7	2.71	3.39	3.63	3.79	4.21	2.81	4.06	4.11	3.72	3.63	5.17
2.43	3.14	3.57	2.94	2.31	4.06	4.21	4.72	4.5	3.72	3.17	4.28
4.17	2.43	4.2	3	3.79	3.25	3.43	4.17	4.06	4.17	3.83	4.5
3.75	3.57	2.43	2.93	2.93	3.14	3.19	4.2	4.79	3.28	3.19	2.44
3.83	4.24	2.14	3.33	3.57	3.64	3.19	3.14	2.71	4.06	2.83	2.93
3.06	2.31	4.5	3.33	3.29	2.81	2.81	3.71	3.28	4.11	3.21	3.19
2.63	4.57	4.33	3.64	3.71	3	3.83	3.29	3.93	3.7	3.71	4.56
3.19	4.19	3.79	3.69	3.64	4.19	4.06	2.43	2.43	4.5	3.67	2.83

After determining the triangular fuzzy boundaries according to the algorithm fuzzy - Topsis, indices (options) matrix ranking and priority of each are determined. The results of the evaluation and ranking criteria based on fuzzy boundaries and fuzzy parameters for metrics are shown in Table 8.

Indicators (Alternatives)	d*	d -	d* + d-	CC = d- /(d- + d*)	Class
A1	0.2972	0.7168	0.9060	0.785	Main Alternative
A2	0.2915	0.6527	0.9037	0.6454	Main Alternative
A3	0.354	0.6152	0.9034	0.6714	Main Alternative
A4	0.192	0.6078	0.8854	0.6479	Main Alternative
A5	0.3298	0.4913	0.9006	0.5434	Main Alternative
A6	0.3854	0.4881	0.905	0.5243	Main Alternative
A7	0.3958	0.454	0.8898	0.5145	Main Alternative
A8	0.4127	0.3543	0.9005	0.5053	Low Alternative
A9	0.5392	0.3446	0.9037	0.4386	Low Alternative
A10	0.5542	0.3293	0.8531	0.4219	Low Alternative
A11	0.5530	0.3293	0.8430	0.4016	Low Alternative
A12	0.5227	0.3103	0.8003	03934	Low Alternative
A13	0.5083	0.3003	0.7023	0.3834	Minor Alternative
A14	0.5192	0.2909	0.6003	0.3729	Minor Alternative
A15	04996	0.2806	0.5012	0.3529	Minor Alternative

Source: author's fieldwork

As stated in the materials and methods, triangular fuzzy numbers for TFN to rank the indicators according to specific criteria for each criterion are presented in Table 15. The ranking index based on fuzzy boundaries is fuzzy variables (TFN) with FTOPSIS

The ranking is showed based on fuzzy - Topsis algorithm that the services index and tourist attractions should be considered as important priorities in tourism and allocates higher ratings as indicators that should be considered in its agenda respectively. According to investigations, ranking and prioritization criteria was diagnosed with fuzzy - topsis ranking method that the indices of roads, accommodation, catering, cultural attractions, etc can have an important role in tourism. In other words, if planning measures performance to improve these indicators, it should have maximum benefit in attracting tourists. About the role of natural attractions of tourists to area and beautiful landscapes in incentive travel is mountains covered with forest and the beach, all three items together are attract tourists. Rezvanshahr city includes four villages that each district consists of many villages. This city has many natural attractions like the newly built beach, lush rice paddies, orchards and forests and parks and these attractions attract many tourists to the city. In addition to the natural attractions, this city has religious attractions such as ancient mosques, mausoleums of saints that many travelers go for pilgrimage to the tomb. It also has economic powers such as agriculture, animal husbandry, fishing and more. Villages in this area due to resource constraints and environmental considerations can be the little productive investment in agriculture and industry and never can be more than what is done today in the use of resources for the action that is why tourism activities in rural areas of Rezvanshahr have been mentioned as a key to economic problems. Rural tourism development is appropriate with social reform and economic contribution in rural areas. Tourism can be the solution to many problems faced with farmers and ranchers in the area. The city is a perfect opportunity in terms of tourism and has attracted many tourists and the creation of employment and sources of income prevent migration of youth cultural exchange between villagers and tourists can achieve sustainable economic development of the region's economy and economic approach of resistance is formed in the target area.

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