



## Effect of floricultural tourism on sustainable rural development in Pakdasht County via eigenvector techniques

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### Abstract

Floricultural tourism that is based on Cultivation of cut flowers and ornamental plants is a combining the very remarkable purposes of pleasurable travel and even has been considered as a potentially link between layers of the Ecological and economic activity. This new economical activity in rural areas is an Outstanding and distinguished business worldwide which is Intersection of industry and agriculture and tourism. This paper analyzes the role of floricultural tourism for the development of rural areas, on the comparison with different types of economy activity. The economic activity at the first area is containing highly diversified Greenhouse cultivation with wide range of cut-flowers and pot plants. The economic activity in the second area is much more uniform. The study analyzed show different types of economic activity product diversifications influence the development possibilities of studied rural areas. We analyzed the influence of different factors (environmental stability, spatial -local Favorable development of rural areas, Wealth and income stability) on system stability by Eigenvector Technique. The gained results show that the integration of transition process has occurred in the fourth transfer and the environmental stability parameter has the most importance with weight of **0.491387**

**Key words:** Floricultural tourism, eigenvector techniques, Pakdasht County