**Rural tourism Analysis city of Marivan using SWoT model**

The problem

The problem is studied within the traditional tourism activities are followed And failed at creating jobs and prosperity for the villagers as possible to earn enough to be effective. Inappropriate physical infrastructure as well as environmental and rural amenities and tourism, and lack of sufficient knowledge of their low education and tourism activities in the study area is another problem. So in this study is a case study of Marivan city tourist villages through the SWOT model and influence factors of rural tourism are evaluated Finally, with respect to the features and capabilities and limitations of the study area and utilizes the methods and models used Optimal strategies for rural tourism to be presented using SWAT model.Therefore, this study sought to answer the following questions:

1 - Respondents evaluate the strengths, weaknesses, opportunities and threats to the development of rural tourism has studied how?

2 - weaknesses, strengths, opportunities and threats of Marivan What is rural tourism?

3 - between facilities and tourism infrastructure and rural development, what relationship there?

**Research Methods and Data Analysis**

Using the methodology of the study was descriptive - analytical survey method is performed. In the present study, collect data, document the visit and taking notes from the documents library And direct field observation, interviews, photographs, video, and data analysis methods for Strategic SWOT EXCEL and SPSS software is used. Also, to achieve the objectives of the study, three groups of officials and experts active, local elites and foreign residents and tourists have been selected as the target population. Therefore, this study analyzed data on both descriptive and inferential statistics by SPSS software and SWoT model has been done. Case Study, rural tourism city of Marivan in Kurdistan province are functions Based on a study of 15 villages were selected and studied as rural tourism And general research and questionnaire-based study was conducted in rural areas. The countryside surrounding the resort city of Marivan are healthy and natural attractions of the lake and Hawass and Beautiful mountain, has the power to attract tourists in different seasons and holidays, especially in spring and summer, the host population are considerable.

**SWOT analysis in order to develop tourism in rural areas of Marivan city**

According to studies conducted in rural areas of study, 9 internal strength disadvantage against 11 domestic and 7 international opportunities against 11 foreign threats have been identified and studied. Thus, a total of 16 points, strengths and weaknesses, opportunities and threats as the advantages and limitations 20 And the constraints facing the development of rural tourism in this area can be identified. Therefore, a simple analysis we can conclude that the threshold is very high vulnerability of these areas need to be revised And provide favorable policies to eliminate weaknesses and threats are the strengths and opportunities.

SWOT analysis shows that the component responsible landscapes with beautiful landscaping and gardens With an average rating of 24/2 and the relative weight of domestic strength and then 47 as the most important component of lake zerivar and its various attractions with an average rating of 23/4 and the relative weight 47 / rural tourism development is next in importance, In contrast to traditional culture and folk with an average rating of 68/2 and 30 as the least important relative weight of internal strength in the development of tourism in this area is. Also, components of the respondents' motivation for travel between people with an average rating of 40/4 and the relative weight of 63 As the most important external opportunities and after increase private incentives to invest an average rating of 64/3 and 52 in the second priority is the relative weight, The component did not provide the desired services and facilities at competitive areas compared with areas with an average rating of 72/2 and the relative weight 39/0 as the least important external opportunities for tourism development is. Internal weaknesses of the respondents were of the opinion that the lack of expertise with an average rating of components16/4 and the relative weight 38/0 as the most important component of internal weakness and inappropriate residential facilities And welfare with an average rating of 09/4 and the relative weight 35/0 is the Next Level, The component most people tend to use private gardens and farms in the area with an average rating of 92/1 and the relative weight 17/0 has the lowest priority among the weaknesses of tourism development. Moreover, from this perspective, the loss of trees and vegetation and its harmful effects with an average rating of 43/4 as the most important external threat And increase the willingness and eagerness of tourists to travel to other areas competing with an average rating of 08/3 and the relative weight 34/0 as the least significant external threat posed to the development of tourism.

**Based strategies and results**

✓Emphasis on tourism development, natural and ecological

✓ Focus on tourist activities and attractions available resources to exploit Capacity less than that currently in use is

✓ Emphasis on the development of natural tourism and indigenous tourism because of the advantages of this type of tourism development in rural areas of study;

✓ The use of expert and experienced people as well as to establish cooperative organizations promoting tourism through training sessions and meetings with various rural people;

✓ Improvement of existing facilities and infrastructure

✓ Using the power of the public and organizations to plan for infrastructure development and operation of tourism facilities Attracting investment and private sector participation due to resource constraints and management problems;