Mcdm model for selecting tourism target village based on SWARA and ARAS methods (TheCase study: count city)

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Abstract

The villages targeted for tourism each display a particular form of rural life, art, culture and heritage in rural areas. In the process of selecting the most suitable village for tourism, according to the criteria of good governance, , Decision makers did not use multi-criteria decision-making methods to select the village. Therefore, this article aims to create a framework for selecting villages in the process of selecting the most appropriate village for tourism based on the swara-aras-mcdm framework. The focus of this article is on identifying the criteria of good governance and ranking the target villages of tourism in Paveh city based on selected criteria. To measure good governance in this study, 8 criteria of transparency, accountability, rule of law, participation, accountability, effectiveness and efficiency, consensus and legitimacy, equality and inclusion were used. The present research is applied in terms of purpose, mixed in terms of research method, descriptive-analytical in nature and based on elite questionnaire in terms of tools. A team consisting of three experts was formed to determine the weight of the criteria. The swara method was used to weight the criteria and the aras method was used to ranking the options in relation to the most important criteria of good governance in the villages targeted for tourism in the study area. The results of Sawara method showed that the criterion of participation with a weight of 0.172 is the most important criterion of good governance in the villages of Paveh city and then the criterion of equality and inclusion with a weight of 0.154 is the second most important criterion of good governance and the criterion of accountability with 0.120. Transparency with 0.118, responsibility with 0.111, rule of law with 0.109, effectiveness and efficiency with 0.092 and consensus and legitimacy with 0.088, respectively. The results of calculating the Aras method also showed that Darian village with 0.859 has the highest overall importance and is in the first place, followed by Dasheh village with 0.769 in the second place, Khaneghah with 0.762, and Shamshir with 0. / 701 is in the third and fourth rank and Hajij Bozorg village is in the last rank with 0.686.

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