



## **Empowerment of local farmers through agriculture-related events (Case study: Village Zooeram-Shirvan)**

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Nowadays, the integration of capacity of rural communities and economy sectors is very important. Integrating agriculture and tourism through events related to agriculture and farming as a new approach in rural areas are considered. Economic and cultural benefits arising from the creation of agricultural events in empowering farmers and development their activities in order to achieve dynamic and diverse economic in potential area is concerned. In this paper, after survey the potential of case study in field of agriculture events, preferences of development in order to provide empowering strategies were introduced. The method is descriptive-analytical based on field observations and analytical tools are SWOT and MS-SWOT. In addition to evaluating the data and gathered information from various source and field survey, gathered information class, packaging and collect by use of SWOT tool. Then by use of MS-SWOT method strategies priorities were determined. Statistical society are 25 persons of event tourism specialists who know study region that chose by snowball method.

**Key Words:** event tourism- agriculture events- empowering farmers- Zooeram rural